

Hestia Hotel Group OÜ
Press release
11.06.2019

Estonian hotel chain Hestia strengthened its grip in Riga

The Estonian hotel chain Hestia Hotel Group, which wants to increase its market share in Latvia, started operating the Radi un Draugi hotel in the Old Town of Riga. This is the second Hestia hotel in Riga.

Hestia's goal is to strengthen its position in Riga and grow in the capital of Latvia in terms of the number of hotels as well as the market share. In the long run, the hotel chain that has the biggest number of hotels in Estonia, aims to develop into a brand covering all the Baltic States.

According to Kaisa Mailend, CEO of Hestia Hotel Group, Radi un Draugi is a well-functioning and successful hotel that fits perfectly with the ambition of Hestia to create and develop three- and four-star hotel solutions covering the Baltics.

"Hestia is in Riga to stay and to grow. Radi un Draugi is a praised and beloved hotel that is a valuable addition to the Hestia Group and enables us to better serve our large customer base," said Mailend. "Hestia's advantage is the versatile selection of unique hotels, and Radi un Draugi is a dignified addition to us. The hotel has its own distinct image, which is why we do not intend to make any major changes. We want the clients to have a consistently high-quality but special experience in every Hestia hotel."

Belonging to the Hestia Group enables to increase the customer base of the 24-year-old Radi un Draugi and introduce it to new people. The biggest innovations concern IT solutions, in order to improve the quality of customer service.

"The strong position of Hestia in Estonia and our good customers form the basis to growing in Latvia and looking in the direction of Lithuania," said Mailend. "Riga is the key city for business and holiday tourism in the region. The demand for overnight stays in Riga is increasing among our customers and people from Scandinavian countries, for whom Tallinn and Estonia are already familiar, increasingly wish to see the city. It is important for us to be present here for our people and to service them the best."

Hestia Hotel Group

In Riga, the Hestia Hotel Jugend, located in the city centre, also belongs to the Hestia Group. In Estonia, Hestia operates seven hotels, six of which are located in Tallinn. The group also includes the Laulasmaa Spa Hotel near Tallinn.

Hestia Hotel Group OÜ is the parent company of the group established with Estonian-Scandinavian capital in 2014. The group has nearly 1,000 hotel rooms in two countries. At the end of 2019, the 10th hotel of the group – the Hestia Hotel Kentmanni will be opened in the centre of Tallinn.

