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PRESS RELEASE

Radisson Hotel Group announces Radisson Collection A premium lifestyle hotel brand

“Welcome to the Exceptional”

The newly rebranded Radisson Hotel Group™ announces Radisson Collection™, a premium collection of exceptional hotels in landmark locations. Driven by consumer demand for individuality and more personalized experiences, Radisson Collection brings together the finest hotels in the Radisson Hotel Group portfolio. 14 hotels are confirmed to join the collection following the launch.

Each hotel feels authentic to its location and offers the ultimate model for contemporary living. Radisson Collection hotels are united by exceptional design and experiences across dining, fitness, wellness and sustainability. All hotel properties are situated in prestigious locations, close to prime leisure attractions and boast an individual and locally authentic atmosphere.

“72% of travelers prefer to spend their money on experiences rather than material things and the Radisson Collection caters to this demand,” comments **Federico J. González**, President & CEO, the Rezidor Hotel Group and Chairman of the Global Steering Committee, Radisson Hotel Group. “The hotels that have already joined the Radisson Collection are the perfect showcase for what the brand represents: authenticity, design and exceptional service. Ultimately, the brand and the hotels will be defined by the people who visit them and those who serve in them. We are incredibly proud of our global debut and look forward to the continued growth of our exceptional collection globally.”

Radisson Collection will benefit from the power of the Radisson Hotel Group with a strategic market positioning and scale of a global brand. The collection will give hotel owners an opportunity to join an international network while maintaining the identity and authenticity of their hotels and resorts through a flexible framework for affiliation and endorsement. The member hotels wanting to build market recognition can choose to lead with the brand or lead with their hotel identity. The collection affiliation provides member hotels with international brand services, operational expertise, infrastructure and loyalty program, designed to optimize the owner’s return on investment.



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Radisson Collection Brand Led Properties:

1. Radisson Collection Strand Stockholm, Sweden
2. Radisson Collection San Marco Venice, Italy *
3. Radisson Collection Ukraina Moscow, Russia
4. Radisson Collection Paradise Resort & Spa Sochi, Russia
5. Radisson Collection Royal Copenhagen, Denmark
6. Radisson Collection Royal Mile Edinburgh, Scotland
7. Radisson Collection Warsaw, Poland
8. Radisson Collection Ikoyi Lagos, Nigeria
9. Radisson Collection Agra, India

Hotel Identity Led Collection Properties:

1. The May Fair London, United Kingdom, A Radisson Collection Hotel *
2. Old Mill Belgrade, Serbia, A Radisson Collection Hotel
3. Symphony Style Kuwait, A Radisson Collection Hotel
4. Hormuz Grand Muscat, Oman, A Radisson Collection Hotel
5. The Emerald Grand & Spa Lagos, Nigeria, A Radisson Collection Hotel

**Pending final legal agreement and approval*

Radisson Collection is set to become a beacon for an aspirational lifestyle with bespoke interiors and stylish design pieces. The exceptional guest rooms feature the Radisson Collection Sleep and Wellbeing Experiences, luxurious amenities as well as high speed Wi-Fi and TV streaming. Led by a Yes I Can!SM customer service attitude, guests will always feel welcomed and personally recognized. Spontaneous surprises and thoughtful gestures will create memorable moments for guests whether they stay for a week or just come by for a meal.

Each hotel will offer meaningful local touches providing guests with a genuine insight into the destination. This includes locally curated art and sustainability programs, locally inspired food and drink offerings and Running Collections; suggested running paths to explore the local neighborhood. Guests will be able to create their own customized experiences at each hotel.

Radisson Collection offers guests with a choice of exceptional locations and enriching experiences that will make memories for a lifetime.

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MEDIA CONTACT

communication@radissonhotels.com



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ABOUT RADISSON COLLECTION

The Radisson Collection™ is a premium lifestyle collection of exceptional hotels located in unique locations. The character of each Radisson Collection hotel feels authentic to its location and offer the ultimate template for contemporary living – united by modern design and exceptional experiences across dining, fitness, wellness and sustainability. Designed for guests and locals alike, each Radisson Collection hotel is defined by guests who visit them. All hotels are situated in prestigious locations, close to prime leisure attractions. Guests and professional business partners can enhance their experience with Radisson Collection by participating in Radisson Rewards™, a global loyalty program offering exceptional benefits and rewards.

Radisson Collection is part of the Radisson Hotel Group™ which also includes Radisson Blu®, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson, Country Inn & Suites® by Radisson and prizeotel.

For reservations and more information visit, www.radissoncollection.com.

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ABOUT RADISSON HOTEL GROUP

Radisson Hotel Group™ (formerly Carlson Rezidor Hotel Group) is one of the world's largest hotel groups with eight distinctive hotel brands, more than 1,400 hotels in operation and under development around the world. The Radisson Hotel Group portfolio includes Radisson Collection™, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson, Country Inn & Suites® by Radisson and prizeotel. Guests can benefit from the newly rebranded Radisson Rewards™ (formerly Club CarlsonSM), a global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners. Radisson Meetings™ offers a variety of fully-equipped meeting and event venues featuring fast free Wi-Fi, A/V technology and on-site contacts designed to make every event unique. More than 95,000 global team members work for the Radisson Hotel Group and at the hotels licensed to operate in its systems. The company is headquartered in Brussels, Minneapolis and Singapore.

For more information, visit www.radissonhotelgroup.com/media.

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