



*Legends & Leaders*

## WARM WELCOMER

DAVID P. BERG

**C**arlson Rezidor Hotel Group CEO David P. Berg oversees more than 1,400 hotels, ranging from midscale to luxury across seven brands and 115 countries. Carlson Rezidor Group was launched by the Carlsons, one of Minnesota's best-known entrepreneurial families. Berg, a native Minnesotan whose eclectic business-leadership background includes restaurants and locally based retailer Best Buy, works to perpetuate that entrepreneurial spirit among his staff and operators.

Radisson was the first international chain to enter Russia, and "we have a leadership position in Africa and India," says Berg, who sees opportunities for his hotels to expand in the Americas. But he's particularly excited about Radisson RED, Carlson Rezidor's newest brand. Berg describes RED as a hotel brand for the "millennial-minded traveler."

It's also "technology-driven," with a mobile application that will allow guests to check in, order a craft beer or cocktail from the bar and call a taxi, all digitally. The first RED hotel opened in Brussels in April, and the first U.S. RED hotel will open in downtown Minneapolis, close to the new U.S. Bank Stadium, by year's end.

Carlson Rezidor Hotel Group is in the process of being acquired by China-based HNA Tourism Group. While HNA would own the Carlson hotel brands, "one of the things that was very important to us," Berg says, "was to maintain our presence in Minnesota" in order to retain that Minnesota sensibility of warmth and personal service. — GREG KATZ