

Rezidor announces the Radisson Blu Hotel Mersin in Turkey

BRUSSELS – 31 October 31, 2011 - The Rezidor Hotel Group, one of the fastest growing hotel companies worldwide, announces the Radisson Blu Hotel Mersin in Turkey. The former “Taksim” hotel featuring 246 guest rooms will be rebranded in Q4 2011.

“Turkey is an important growth market for us – the country has a strong economy and ambitious development plans. We look forward to further strengthening our portfolio in this emerging region”, said Kurt Ritter, President & CEO of Rezidor. After establishing a presence in both the capital Ankara and the commercial hub Istanbul, Rezidor has expanded into Cesme, Antalya, and now Mersin.

The Radisson Blu Hotel Mersin is a true landmark: It is located on the top floors of the 52-story Mersin Tower, the second tallest building in Turkey with outstanding visibility. All rooms offer stunning views of the city of Mersin and the Mediterranean Sea.

The hotel has been fully renovated over the past 12 months and shows a unique, sophisticated and minimalistic design by Eren Talu, one of Turkey’s most famous interior designers. It comprises 190 rooms with Radisson Blu signature services such as free high speed Internet access, and 56 suites – including 3 elegant presidential suites with a surface of 100 square meters each. Further services include 2 restaurants, 1,700m² of meeting space, and a spa.

Mersin, located on the southern coast of Turkey, is a dynamic and economically diverse city and a key link between Europe and the Middle East. It is home to a massive port and a free trade zone, which is one of the largest in the region and has attracted numerous international firms. With a seafront, cultural attractions and a pleasant climate, it is also a popular regional tourist destination.

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About The Rezidor Hotel Group

The Rezidor Hotel Group is one of the fastest growing hotel companies in the world. The group features a portfolio of more than 400 hotels in operation and under development with 90,000 rooms in over 60 countries.

Rezidor operates the brands Radisson Blu Hotels & Resorts and Park Inn by Radisson in Europe, Middle East and Africa, along with the Club Carlson loyalty programme for frequent hotel guests. Under a worldwide licence agreement with the iconic Italian fashion house Missoni, Rezidor also operates and develops the new lifestyle brand Hotel Missoni.

In November 2006, Rezidor was listed on the Stockholm Stock Exchange. Carlson, a privately held, global hospitality and travel company, based in Minneapolis (USA), is the majority shareholder.

The Corporate office of the Rezidor Hotel Group is based in Brussels, Belgium.

For more information on Rezidor, visit www.rezidor.com