



Anaheim, December 4, 2018

Radisson Blu is Set to Open its Fourth U.S. Hotel in Anaheim

[Radisson Blu](#), the upper upscale hotel brand from [Radisson Hotel Group](#), brings its fourth United States location to Anaheim, Calif. BPM Real Estate Group and Radisson Hotel Group broke ground on the planned four-star, luxury resort hotel on November 30, with plans to open in mid-2020. Prominently located near the Anaheim Resort district on Interstate 5, Radisson Blu Anaheim will be within walking distance to Disneyland resort's east entrance and the soon to be open Star Wars Theme Park, along with many renowned Anaheim event venues. The hotel will support the growth of the Disney experience and complement Anaheim's leadership in the tourism industry.

"We couldn't be more excited to continue our incredible partnership with BPM Real Estate Group as we begin construction on our Radisson Blu in Anaheim," said Ken Greene, president, Americas, Radisson Hotel Group. "This will mark our first Radisson Blu on the West Coast and our fourth in the country. The ground-breaking of this hotel represents our five-year strategy as we continue growing this fantastic brand in key markets throughout the Americas."

The 12-story hotel will boast incredible views of Disneyland and other Anaheim attractions. Each of the 326 rooms will feature world-class architecture and offer a variety of configurations, including several generous-sized suites and rooms with bunk beds to accommodate large families. For added convenience, there will be a 353-stall garage offering guests plenty of onsite parking. The top level of the hotel will have a beautiful outdoor rooftop restaurant, bar and social pool with panoramic views of Anaheim and evening Disneyland fireworks. The ground floor will be rich with amenities such as a full-service restaurant and lounge, which will be adjacent to a more family-focused pool area including children activities, cabanas and much more. A coffee shop, fitness center, gift shop, and two boardrooms are additional planned amenities for guests to enjoy.

"It is an honor to introduce the Radisson Blu brand to the West Coast," said Walter C. Bowen, CEO, BPM Real Estate Group. "The luxurious look and feel of our hotel, along with the top-notch amenities and hospitality catering to the needs of each guest will create memorable moments during each stay."

The development of this hotel will have an economic impact and create hundreds of jobs in the Anaheim area. The hotel will also have sustainable features including reduced water usage, heightened energy efficiency, electric car charging stations and drought resistant native plants with drip irrigation systems. The project will meet California Energy Code Title 24 requirements and is targeted for LEED Silver with the U.S. Green Building Council.



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About Radisson Blu®

Radisson Blu® is an upper upscale hotel brand that delivers a positive and personalized service in stylish spaces. Characterized by attention to details and a Yes I Can!™ service philosophy, Radisson Blu hotels are designed to make a big difference and inspire unforgettable experiences with every stay. Through personalized service and local nuance, each stay at a Radisson Blu hotel offers a truly individual guest experience. Radisson Blu hotels are in major cities, key airport gateways and leisure destinations. Guests and professional business partners can enhance their experience with Radisson Blu by participating in Radisson Rewards™, a global loyalty program offering exceptional benefits and rewards.

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

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

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