

Minneapolis, September 9, 2020

# Radisson Hotel Group Extends its Longstanding Relationship with Atlantica Hotels

**New MFA signifies a commitment to growth in Brazil for the next 20 years highlighted by three new hotels already under construction**

[Radisson Hotel Group](#) is proud to announce it has signed a Master Franchise Agreement with Atlantica Hotels in Brazil. The two companies have held a longstanding relationship for nearly 20 years. Atlantica Hotels was previously a licensee for Radisson Hotel Group's brands in Brazil, including Radisson Blu, Radisson RED, Radisson and Park Inn by Radisson. The Master Franchise Agreement will cover all seven of Radisson Hotel Group's brands. The signing of this agreement will extend this relationship for another 20 years while growing Radisson Hotel Group's presence throughout the country.

"After 20 years supporting the growth of our brands in Brazil, I am thrilled we have the opportunity to extend our relationship with Eduardo and his fantastic team at Atlantica Hotels," said Jim Alderman, chief executive officer, Americas, Radisson Hotel Group. "Atlantica Hotels has brought our brands to life in vibrant cities throughout Brazil, playing a key role in our strategic growth plan for Latin America. We are excited for what's to come as we continue our expansion and prepare to open three beautiful new hotels in gorgeous locations."

Atlantica Hotels currently has 15 hotels in operation with Radisson Hotel Group in key destinations. Radisson Faria Lima in Sao Paulo, which is now [Radisson Blu São Paulo](#), was the first Radisson to open in Brazil in 2001. The hotel boasts stunning views, a modern design and relaxing amenities. As Atlantica Hotels continued growing its extensive portfolio, they opened the first Radisson RED in Latin America. [Radisson RED Campinas](#) offers a one-of-a-kind experience for the modern traveler. Additionally, three new build hotels are currently under construction. This includes Radisson Hotel Flecheiras, which is being built near the beautiful beaches along Brazil's northeastern coast with an anticipated opening in 2022. Radisson Hotel São Paulo, Pinheiros is also set to open in 2022. Atlantica Hotels also has plans to open the first Radisson RED in Porto Alegre, the biggest city in Brazil's South region, in 2023.

"Providing the best hospitality experience at incredible hotels is the heart of what we do, which is why having this relationship with an exceptional hotel company like Radisson Hotel Group has made us so successful," said Eduardo Giestas, president and chief executive officer, Atlantica Hotels. "We have a bright future ahead with aggressive development plans to build and open hotels in more cities throughout Brazil, giving our guests new experiences while creating memorable moments."

## **ABOUT RADISSON HOTEL GROUP**

Radisson Hotel Group is one of the world's largest hotel groups with seven distinctive hotel brands, and more than 1,400 hotels in operation and under development in 120 countries. Its signature service philosophy is Every Moment Matters.

Radisson Hotel Group portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson, brought together under one commercial umbrella brand Radisson Hotels.

Radisson Rewards is our 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 places its guests and their needs at the heart of its offer and treats every meeting or event as more than just a date on the calendar. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and our signature Yes I Can! service spirit and being uniquely 100% Carbon Neutral.

More than 100,000 team members work for Radisson Hotel Group and at the hotels licensed to operate in its systems.

For more information, visit:

<https://www.radissonhotels.com/corporate>

Or connect with us on:

LinkedIn: <https://www.linkedin.com/company/radisson-hotel-group/>

Instagram: <https://www.instagram.com/radissonhotels/>

Twitter: <https://twitter.com/radissonhotels>

Facebook: <https://www.facebook.com/radissonhotels>

YouTube: <https://www.youtube.com/radissonhotelgroup>

## **ABOUT ATLANTICA HOTELS**

Founded in 1998, Atlantica Hotels is the largest privately held hospitality company in Latin America and ranked in the top 74 largest hotel companies globally.

Reference in good deals for hotel investors, Atlantica Hotels currently runs more than 130 hotels throughout Brazil, with 22,500 rooms and represents 20 brands in almost 60 Brazilian cities.

Atlantica Hotels is also the largest operator of luxury class hotels and operates a large portfolio of economic brands in Brazil. Headquartered in São Paulo, Brazil, Atlantica Hotels employs over 3,700 associates and is a seven-time recipient of Great Place to Work.

Visit [www.atlanticahotels.com.br](http://www.atlanticahotels.com.br) for more information and connect with Atlantica Hotels on [Facebook](#) and [Instagram](#).



**MEDIA CONTACT**

Ben Gardeen, Radisson Hotel Group | +1 (763) 212-8129 | [ben.gardeen@radissonhotels.com](mailto:ben.gardeen@radissonhotels.com)

Fabio Hyppolito, Atlantica Hotels | +55 (11) 3531-4804 | [imprensa@atlantichotels.com.br](mailto:imprensa@atlantichotels.com.br)

