



F E E L T H E D I F F E R E N C E

Minneapolis, January 28, 2021

Radisson Blu Continues to Show Growth with a Hotel Opening in Downtown Fargo

Following an \$11 million renovation marking the brand's tenth hotel in the Americas

[Radisson Blu](#), an upper upscale hotel brand delivering positive and personalized service in stylish spaces, today announced the opening of [Radisson Blu Fargo](#), a chic new property located at 201 5th Street N. in downtown Fargo, North Dakota. Centrally located among the city's best attractions and just four miles from Hector International Airport (FAR), the hotel's downtown location serves as the perfect home base for business and leisure travelers alike. The opening comes amid a period of impressive growth for the Radisson Blu brand, which has expanded its footprint with several hotels throughout the Americas in recent months. These openings include [Radisson Blu Resort and Residence Punta Cana](#), [Radisson Blu Anaheim](#) and [Radisson Blu Toronto Downtown](#). Additionally, [Radisson Blu Aruba](#) is set to open in the first quarter of this year.

Originally a Radisson, the hotel underwent an extensive renovation to join the ranks of the stylish and memorable Radisson Blu brand. The six-month process totaling approximately \$11 million included full remodels of the hotel's 151 guest rooms, modernizing spaces with open floor plans, along with incorporating locally inspired design elements to bring the Fargo experience to life. Each guest room also features a gorgeous view of downtown Fargo or the Red River separating North Dakota and Minnesota.

Guests can take advantage of the hotel's massive fitness center, which doubled in size as part of the renovation, along with the fully equipped business center with printing and package handling services. The hotel serves as the perfect venue for meetings and special events with 5,000 square feet of event space spread across seven different meeting rooms, all outfitted with state-of-the-art AV equipment. Catering services are also available. Other amenities offered at Radisson Blu Fargo include a complimentary airport shuttle service, free Wi-Fi, same-day valet dry cleaning and secure parking.



With the health and safety of guests and team members as its top priority, Radisson Blu Fargo is implementing the [Radisson Hotels Safety Protocol](#) program. The in-depth cleanliness and disinfection protocols were developed in partnership with SGS, the world's leading inspection, verification, testing and certification company, and are designed to ensure guest safety and peace of mind from check-in to check-out.

“Being able to open yet another Radisson Blu hotel amid the turbulence our industry has experienced over the past year is a testament to the brand and the people behind it,” said Aly El-Bassuni, chief operating officer, Americas, Radisson Hotel Group. “The team in Fargo is made up of an outstanding group of professionals in every sense, the work they have done to make Radisson Blu Fargo extraordinary has truly paid off. We’re thrilled to bring those visiting Fargo a one-of-a-kind experience with exceptional hospitality in a unique destination.”

Radisson Blu Fargo offers a range of onsite dining options. For a quick fix, guests can make use of the lobby's 24-hour grab-and-go market or pick up a beverage at Beans Coffee Bar. Those looking for the full restaurant experience can indulge in the classic American cuisine at Level 2 Eats + Drinks, offering great views of the city. Also, conveniently located on the hotel's second floor is the adjacent Level 2 Lounge, the perfect spot for a signature cocktail. For an intimate dining experience, Radisson Blu Fargo has three private dining rooms available that accommodate up to 16 people each.

“We’ve spent many years creating memorable moments for our guests under the Radisson Hotel Group umbrella, and we see this transformation as a natural evolution for our hotel that has more than 35 years of history in this great city,” said the hotel's general manager, Laura Church. “Becoming a part of the Radisson Blu brand allows us to more fully express our identity as the city's premier hotel, serving as an oasis for both local visitors and out of town guests.”

When venturing outside the hotel, guests will find themselves just around the corner from all Fargo has to offer. Not only is the hotel connected by skyway to the Fargo Civic Center, it is also situated less than three miles from the Fargodome, home of the North Dakota State University Bison football team. Other nearby universities include Minnesota State University Moorhead and Concordia College. Additionally, the property is near all Fargo's top dining, entertainment and nightlife options, making it the ideal setting to explore the city.

About Radisson Blu

Radisson Blu is an upper upscale hotel brand that delivers a positive and personalized service in stylish spaces. By paying close attention to small details that make a big difference, Radisson Blu inspires unforgettable experiences with every stay. Our hotels and resorts provide a full range of innovative products and services, delivering genuine and relevant guest experiences with a distinctive Yes I Can! attitude. Radisson Blu hotels can be found 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 Radisson Hotel Group, which also includes Radisson Collection, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson, brought together under one commercial umbrella brand Radisson Hotels.

For reservations and more information, visit <https://www.radissonhotels.com/blu>

LinkedIn: <https://www.linkedin.com/company/radissonblu/>

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

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

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

Media Contact

Laura Langemo, Radisson Hotel Group | +1 (763) 212-0419 | laura.langemo@radissonhotels.com

