



SIMPLY DELIGHTFUL

Minneapolis, October 26, 2020

## Radisson Expands its Footprint in Colombia with a Hotel Opening in Barranquilla

Radisson, one of the best recognized hotel brands, is proud to announce the opening of [Radisson Hotel Diamond Barranquilla](#) at Calle 85 No. 47-11, Barranquilla, Colombia. Located in the heart of the popular port city known for its extravagant Carnival celebrations, this upscale hotel is the perfect home base for exploring Colombia's Caribbean coast.

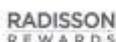
The hotel, previously Park Inn by Radisson Diamond Barranquilla, underwent a renovation that included updating the lobby and guest rooms before joining the Radisson portfolio. Guests arriving at Ernesto Cortissoz International Airport (BAQ) have an approximately 40-minute taxi ride to the hotel, where they are met with an exciting contemporary space that amplifies the urban environment surrounding it.

Radisson Hotel Diamond Barranquilla's 132 modern guest rooms and suites come equipped with free Wi-Fi and city views. Guests can enjoy complimentary breakfast and 24-hour room service from the onsite restaurant, RBG Bar & Grill, as well as the hotel's picturesque rooftop pool and sauna that brings coastal relaxation to the city center. The property also includes a business center and fitness center available to all guests, plus 16 modern meeting spaces.

"As Radisson Hotel Group's growth in Latin America gains momentum, we are targeting Colombia as a key destination to expand our footprint," said Frances Gonzalez, vice president, Operations, Latin America, Radisson Hotel Group. "This hotel is our fourth property in the country, and we are excited to bring the Radisson brand to a vibrant urban city like Barranquilla. Radisson Hotel Diamond Barranquilla is an excellent representation of the safe and comfortable hospitality experience modern travelers have come to expect from our portfolio of Radisson hotels, and we can't wait to welcome our guests to this beautiful hotel."

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

Conveniently located around the corner from numerous popular dining and entertainment options found on Street 84, the hotel puts guests in the perfect location to access all of Barranquilla's top attractions. While best-known for its world-renowned Carnival and BarranquiJazz festivals, Barranquilla is teeming with culture year-round. Guests



will find historic landmarks including the Customs Building and the Caribbean Culture Park within a few kilometers of the hotel and have easy access to the city's most popular shopping options, Buenavista Mall and Viva Barranquilla Mall. The nearby Magdalena River serves as a scenic gateway to Colombia's Caribbean coast, where guests can take in the view of Colombia's biggest natural park, Via Parque Isla Salamanca, before hopping on a railcar to explore where the river and Caribbean Sea meet at the famed Bocas de Ceniza.

"We are thrilled to reintroduce ourselves as Radisson Hotel Diamond Barranquilla to our guests and home city," said Zacarias Serge, the hotel's general manager. "As this new era of travel begins, we've taken many steps to ensure all who visit our beautifully renovated property can do so with confidence and peace of mind. We have a bright future ahead and look forward to delivering the new experiences and memorable moments synonymous with the Radisson brand."

Radisson Hotel Group's portfolio in Colombia also features [Radisson Bogota Metrotel](#), [Radisson Cartagena Ocean Pavillion Hotel](#) and [Park Inn by Radisson Barrancabermeja](#).

### **About Radisson**

Radisson is an upscale hotel brand that delivers Scandinavian-inspired hospitality and enables guests to focus on a work/life balance and find more harmony in their travel experience. Based on building meaningful relationships with guests, it features a Yes I Can! service attitude designed to deliver satisfaction to every guest. The hotels can be found in suburban and city settings, near airports and leisure destinations. Guests and professional business partners can enhance their experience with Radisson by participating in Radisson Rewards, a global loyalty program offering exceptional benefits and rewards.

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

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

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

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

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

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

### **Media Contact**

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

