



FEEL THE DIFFERENCE

Minneapolis, October 1, 2020

HIGHLY ANTICIPATED RADISSON BLU MAKES ITS WEST COAST ENTRANCE IN ANAHEIM THIS MONTH

The first California location of this internationally recognized brand debuts this fall, bringing contemporary design, rooftop views, and a locally inspired culinary experience to Orange County



L to R: Radisson Blu Anaheim Lobby; 12th Floor Rooftop, Pool and BluSkyBar

Renderings linked [here](#)

[Radisson Blu](#), the upper-upscale brand synonymous with meaningful experiences, stylish spaces, and thoughtful details from [Radisson Hotel Group](#), announces the opening of [Radisson Blu Anaheim](#). Just four blocks away from Disneyland, the 326-room hotel delivers a one-of-a-kind experience with three distinct food and beverage offerings, two pools, and a stunning 12th story rooftop. Beginning the week of October 26, families, business travelers and adventurers alike can explore the best that Southern California has to offer in a stylish setting.

“We are thrilled to continue building momentum for the Radisson Blu brand in the Americas with our first West Coast property in California,” says Aly El-Bassuni, chief operating officer, Americas, Radisson Hotel Group. “Located just a short distance from Orange County’s premier attractions, Radisson Blu



Anaheim serves as the perfect backdrop for business and leisure travelers looking to have a magical stay. Alongside the ownership team at BPM Real Estate Group, our team has implemented our Radisson Hotels Safety Protocol, a comprehensive program for keeping guests and team members safe while still embracing our ‘Yes I Can!’ service philosophy.”

“It is fantastic to once again partner with Radisson Hotel Group to bring this sophisticated global brand to Southern California,” says Walter C. Bowen, founder and CEO of BPM Real Estate Group. “Our team looks forward to debuting this unique property, along with the brand’s signature mix of personalized services and stylish spaces, to the Anaheim community.”

To celebrate the opening, the hotel is unveiling their “[A Magical Opening at Radisson Blu Anaheim](#)” package to guests who book stays through March 31, 2021. The offering includes complimentary parking (one car per night), one \$25 Disney Visa gift card per night, and one \$25 hospitality credit per night to use at any culinary offering on the property. Disneyland Annual Passholders will receive an additional 20% discount for on-property food purchases as part of this package.

Design and Décor

Radisson Blu Anaheim showcases international design inspiration and elements married with the casual elegance of California outdoor living. The hotel embraces its location with subtle nods to surrounding attractions embodying a sophisticated style fit for business travelers yet simultaneously conducive to family vacations. One example can be found in the lobby’s bespoke hand-tufted rug, which is an abstraction of the property’s position at the juncture of I-5 and Anaheim Boulevard.

“The Radisson Blu brand seeks out locations in gateway cities – hubs for travelers from all walks of life – and Anaheim embodies that perfectly,” says Steve Lindburg, general manager of Radisson Blu Anaheim. “From its exceptional design to world-class culinary offerings, Radisson Blu Anaheim combines a signature European aesthetic with the local flavor of its surrounding community, creating a singular sense of place that leads to powerful guest experiences and memories.”

The guest rooms and suites, public areas, and food and beverage spaces were designed by the hospitality interiors team at global design firm [HKS](#), led by Principal and Director of Design Mary Alice Palmer and Senior Interior Designer Vanessa Redman. Contrasts between light and dark are woven throughout the hotel from the elevators to the corridors and guest rooms to the dining outlets. **More than 130 rooms feature bunk beds** ideal for family stays of up to six guests as well as 40 pairs of connecting rooms and 20 suites with corner views. The bunk bedrooms feature a bright, joyful color palette while the other rooms feature the subtler tones found in a Southern California sunset.

HKS saw the building’s existing architecture as a Southern California “welcome” with the façade and porte-cochere embracing guests upon arrival and a row of marching pickets forming the backdrop to a coastal style patio. The light-filled lobby features a round ceiling-hung swing and a large window wall with grand French doors, opening to the patio to create an exterior extension of the comfortable communal space. The lobby’s focal point is an art commission by renowned California art studio Nikolas Weinstein Studios which was custom designed to evoke the visual of individual glass pieces blowing in the soft Southern California breeze. A large round art piece, evocative of old school View-Master slides, offers a glance into the area’s entertainment and sports offerings. Elements incorporating Radisson Blu include the three life size space soldiers who have been painted by a local artist and situated together in the iconic Charlie’s Angels pose.

Amenities

With its Anaheim Resort location easily accessible from I-5 and a variety of amenities, Radisson Blu Anaheim provides the perfect home base for travelers of all kinds. The hotel truly welcomes all members



of the family to travel together with pet-friendly accommodations. Radisson Blu Anaheim also boasts **two outdoor heated pools** complete with poolside service. The Oasis ground level pool features a whirlpool, splash pad, and cabanas for family fun while the rooftop pool provides picturesque views of the area and a fire pit. The fitness center, in-room dining, laundry service, electric car charging stations, and complimentary Wi-Fi complete the “home away from home” experience.

The health, safety, and security of guests and teams are always of the utmost priority for Radisson Blu, and, in light of COVID-19, the hotel has implemented [Radisson Hotels Safety Protocol](#), a 20-step program of in-depth cleanliness and disinfection procedures in partnership with SGS, the world’s leading inspection, verification, testing, and certification company. Radisson Blu Anaheim opens with enhanced safety measures including providing PPE (masks and gloves) and comprehensive hygiene and prevention training for team members, adding several hand sanitizing stations throughout the hotel’s public areas and increased cleaning and disinfecting frequency of all hotel areas.

Food and Beverage

Led by **Executive Chef Edgar Beas** and **Food & Beverage Director Daniel Rivera**, Radisson Blu Anaheim features three restaurants and two bars – **FireLake Grillhouse & Cocktail Bar**, a full-service restaurant; **Blu SkyBar**, a rooftop bar and lounge, and **Blu Marketplace**, a grab-and-go stop for convenient snacks, artisan coffee from Lavazza, and cold drinks.

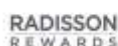
FireLake Grillhouse & Cocktail Bar, a signature concept of Radisson Blu properties in the U.S., centers around live fire cooking and locally sourced produce to showcase the bounty of Southern California. With a total capacity of over 200 seats, FireLake features nearly 50 outdoor seats near the Oasis pool deck, ideal for socially distanced, safe dining. Enhanced safety protocols include encouraged reservations, a six-foot distance between tables, QR codes for menus, table settings brought tableside once orders are placed, and visual markers to indicate when tables have been cleaned.

Blu SkyBar’s 12th floor rooftop setting provides spectacular views where guests can enjoy SoCal’s year-round beautiful weather as well as an exhibition kitchen, outdoor pool and whirlpool, fire pits, and a private dining area. Chef Beas takes inspiration from his experience cooking in Basque Country to create playful yet familiar takes on Spanish and Southeast Asian dishes at Blu SkyBar. To accompany the menu is a Spanish-influenced beverage program with an emphasis on traditional gin and tonics and modern classics, resulting in an effortlessly cool craft cocktail bar. Each of the bar’s 20 taps pour local craft beers from across California, and the wine list features bottles from Spain, California, and the Old World.

Meetings and Events

Radisson Blu Anaheim caters to business and corporate travelers with **two meeting rooms** and 810 square feet of meeting space, which can be booked as conference venues or for breakout sessions after trade shows at the Anaheim Convention Center. From small receptions and private dinners to intimate weddings and family gatherings, the two modern boardrooms can be combined to accommodate up to 70 guests or divided to hold 30 people each. For larger events, FireLake Grillhouse and Cocktail Bar and Blu SkyBar are available for semi-private events and buyouts. Radisson Blu Anaheim’s in-house events team can arrange the details for any occasion, from coordinating business gatherings or celebrations to booking hotel rooms for attendees.

Radisson Hotel Group currently operates 324 Radisson Blu hotels worldwide – Radisson Blu Anaheim is the fourth property for the brand in the United States. Before the end of 2020, Radisson Hotel Group expects to open additional Radisson Blu properties in the Americas, including: Fargo, North Dakota; Punta Cana, Dominican Republic; and Toronto, Canada.



Radisson Blu Anaheim is located at 1601 S. Anaheim Blvd. For reservations and more information, visit <https://www.radissonhotels.com/en-us/hotels/radisson-blu-anaheim>.

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 www.radissonhotels.com/blu

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About BPM Real Estate Group

Founded in 1977 by Walter C. Bowen, BPM Real Estate Group is a privately held real estate development and management company based in Portland, Oregon. BPM has built or acquired more than 4,400 market rate and affordable apartment units, 44 senior communities, over one million GSF of office space, hotel space and other real estate related asset classes, including Pearl West, Broadway Tower that includes Radisson RED Portland Downtown and Block 216 in Portland, along with Radisson Blu Anaheim in California. Find more Information at www.bpmrealestate.com.

**FOR MORE INFORMATION, PLEASE CONTACT
SKYLER OKEY OR ANA ESPINOZA AT WAGSTAFF MEDIA & MARKETING**

skylar@wagstaffmktg.com

ana@wagstaffmktg.com

