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## PRESS RELEASE

# Radisson Hotel Group Unveils the New Park Inn by Radisson Prototype Design at its Americas Business Conference

Company also previews the next generation of Radisson RED room design for the Americas

[Radisson Hotel Group](#) today announced at its Americas Business Conference in Miami, Fla. the all new look and feel of Park Inn by Radisson. As part of the conference, the company revealed its new prototype model room for the brand. The new contemporary design targeted at the upper midscale market provides comfort while maximizing space within a compact footprint. Each room is thoughtfully constructed, while highlighting the core essential brand pillars: Connected, Positive and Contemporary. The dynamic design scheme throughout each hotel also adds an energy aimed to lift the mood of every guest from leisure to business travelers.

“We are thrilled to unveil the latest room design prototype here in Miami to our owners and franchisees,” said John M. Kidd, chief executive officer and chief operating officer, Radisson Hospitality, Inc. “Over the past few years we have had strong traction with the brand in Latin America and Europe. Backed by our new design prototype and strong development momentum, we hope to leverage this success and bring renewed energy and growth for Park Inn by Radisson throughout the Americas.”

“We are passionate about discovering ways to provide a unique stay at our hotels in order to cater to the desires of our guests not only in the here and now, but also into the future,” said Phil Malcolm, vice president, Technical Services, Radisson Hotel Group. “The light use of color within our Park Inn by Radisson prototype model room is used to highlight key moments and enhance the positive and inviting atmosphere.”

During the conference, the company also unveiled a concept of the next generation guest room design for the Radisson RED brand in the Americas. The room features a contemporary and edgy design for primarily urban markets. Radisson RED offers a relaxed and casual environment featuring its brand passion for music, art and fashion.

“Since opening our first RED in Minneapolis in late 2016, we have learned a lot, both operationally and from our guests,” added Malcolm. “Our latest design concept reflects the continued evolution of RED while staying true to its core pillars.”

Radisson RED currently has three hotels open and four hotels in development throughout the Americas. The brand opened its first Americas hotel in Minneapolis, Minn., followed by openings in Campinas, Brazil and Portland, Ore. Radisson RED has two hotels set to open in Miami, Fla., along with a hotel signing in Plano,



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Texas. Radisson RED Miraflores is scheduled to open Summer 2019. There are also locations in Brussels, Cape Town and Glasgow.

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### **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 around the world. The Radisson Hotel Group portfolio includes Radisson Collection™, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson and Country Inn & Suites® by Radisson.

Radisson Rewards™ is a global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offer exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners.

Radisson Meetings place people at the heart of everything we do and treat every meeting or event as more than just a date in the calendar. Designed around three key commitments – Personal, Professional and Memorable – delivered through bespoke services, Radisson Meetings create successful and unique experiences for our guests.

More than 95,000 team members work globally for the Radisson Hotel Group and at the hotels licensed to operate in its systems.

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