



Portland, November 15, 2018

# Radisson RED Announces Opening of Second U.S. Hotel in Downtown Portland, Oregon

Radisson RED, the lifestyle hotel brand inspired by art, fashion and music from [Radisson Hotel Group](#), brings its second United States location to Portland. A bold take on hospitality for the connected traveler, [Radisson RED Portland Downtown](#) offers both locals and visitors an inspired place to stay, gather and enjoy the City of Roses.

“Radisson RED deviates from the conventional hotel experience, and that’s why we are so thrilled to bring the RED brand to one of the most vibrant cities on the West Coast,” says Ken Greene, president, Americas, Radisson Hotel Group. “Quite like Portland locals, Radisson RED guests seek out hospitality fueled by personalized experiences. They aren’t confined to an age group, but are joined by their appreciation of informal, flexible service and a buzzing social scene.”

This latest Radisson RED property is the second United States location following the 2016 opening of RED in Minneapolis and ahead of the third opening in Miami in 2019. Radisson RED hotels can be found internationally in Brussels, Cape Town, Campinas and Glasgow.

“Radisson RED strikes a balance between an expressive, bold style and intuitive function,” says Luca Merino, general manager of Radisson RED Portland Downtown. “Especially fitting for a city as vibrant and creative as Portland, guests can expect their RED experience to be one that they control with maximum flexibility. We’re eager to extend our uniquely RED way of hospitality to the local businesses that call Broadway Tower home and utilize the modern, connected spaces at Radisson RED Portland Downtown.”

Radisson RED Portland Downtown’s 180 guestrooms and various communal spaces incorporate expressive design into open, shared spots for guests to work, play, meet and eat. Throughout the hotel, local Portland artists have curated pieces that reflect the playful, style-savvy attitude of the hotel. Custom art and design pieces are present in the rooms themselves, which feature functional, modern stations for work or play and bold wall graphics, while maintaining a one hundred percent paperless status. When enjoying a night stay with RED, guests are encouraged to bring along their furry friends for the ride, as Radisson RED Portland Downtown is pet-friendly.

OUIBar + KTCHN, Radisson RED’s ground-floor bar and restaurant, offers hotel guests, building tenants and locals alike a place to gather in the free-flowing “hive” space adjacent to the lobby. Guests may enjoy a menu of



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fresh and sustainable fare inspired by global street foods, as well as craft cocktails and a selection of local beer and wine.

Throughout the property, guests can also gather at one of the three meeting and event venues or unwind while playing at the hotel's game zone. Radisson RED Portland Downtown also includes a fitness center open 24/7 for the wellness needs of every guest. All the hotel's social spaces have free high-speed Wi-Fi for maximum connecting and sharing potential.

The hotel occupies the first eight floors of the new 19-story Broadway Tower, developed by local BPM Real Estate Group.

"We're excited to partner with Radisson RED to bring this energetic, innovative brand to Downtown Portland," says Walter C. Bowen, founder and CEO of BPM Real Estate Group. "From the shared meeting and event spaces to the food and beverage offerings in the lobby, Broadway Tower offers a variety of opportunities for collaboration between the hotel and offices."

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### **About Radisson RED**

Radisson RED® is an upscale, select service hotel brand that presents a playful twist on the conventional. Radisson RED hotels inject new life into hospitality through informal services where anything goes, a social scene that's waiting to be shared and bold design that kick-starts the fun. Radisson RED hotels are in vibrant, urban locations where travelers have the unique opportunity to tailor their stay to their style. Guests and professional business partners can enhance their experience with Radisson RED by participating in Radisson Rewards™, a global loyalty program offering exceptional benefits and rewards.

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

For reservations and more information visit, [www.radissonred.com](http://www.radissonred.com)

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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. The company specializes in developing upscale office buildings, hotels, and mixed use commercial and residential real estate properties. In addition to Pearl West, Broadway Tower and Block 216 in Portland, and Radisson Blu in Anaheim, California, BPM Real Estate Group has developed 44 vibrant senior living communities in Oregon, California, Nevada, Arizona, Washington, Idaho, Utah and Texas. Presently, the company owns and manages exclusive senior living communities in California, Oregon and Washington. More Information is at [www.bpmrealestate.com](http://www.bpmrealestate.com)

