

Minneapolis, June 5, 2018

Country Inn & Suites Opens Hotel Near the University of Wisconsin-La Crosse Following a Nearly \$2 Million Renovation

Country Inn & Suites® by Radisson, a leading upper midscale hotel brand, today announced the opening of Country Inn & Suites by Radisson, La Crosse, WI located at 2110 Rose Street. The hotel recently completed a nearly \$2 million renovation featuring the brand's latest design, which includes modern interiors, stylish furnishings and spacious guest rooms and suites. Guests have the added convenience of being only four miles from the University of Wisconsin-La Crosse and the beautiful hiking trails along the cliffs at Grandad Bluff.

“As part of our 5-year strategic plan, we aim to accelerate the transformation of our Country Inn & Suites by Radisson portfolio to our Generation 4 product,” said Aly El-Bassuni, senior vice president, Franchise Operations, Americas, Radisson Hotel Group. “This hotel is a wonderful representation of that plan in action and a strong partnership with our owner, who is committed to investing in their property and delivering exceptional hospitality to our guests.”

The hotel offers 91 guest rooms and suites. Each room features all the comforts of home and a touch of luxury with the custom designed White Water Collection of bath amenities by Beekman 1802. Guests have access to an onsite fitness center, business center, an indoor pool, free Wi-Fi and the brand's signature and complimentary, hot Be Our Guest breakfast served daily on classic dining ware. A meeting room is also available that can accommodate up to 26 people. Throughout their stay, guests can also treat themselves to complimentary freshly baked cookies as well as coffee and tea.

“We are thrilled to open the doors to our refreshed hotel under the Country Inn & Suites by Radisson brand,” said Bob Patel, the hotel's owner. “Our hotel's modern design, complimentary amenities and focus on providing a welcoming, home-like atmosphere is guaranteed to make us a success.”



About Country Inn & Suites® by Radisson

Country Inn & Suites® by Radisson is an upper midscale hotel brand inspired by a sense of belonging, community and shared experiences, Country Inn & Suites by Radisson delivers modern country warmth through inviting design, products and services, so that all guests feel like they are welcome and that they matter. Signature brand amenities include free Wi-Fi, complimentary hot breakfast, fitness centers and the Read It & Return Lending Library®. Guests and professional partners can enhance their experience with Country Inn & Suites by Radisson by participating in Radisson Rewards™, a global loyalty program offering exceptional benefits and rewards.

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

For reservations and more information visit, <http://www.countryinn.com>.

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