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PRESS RELEASE

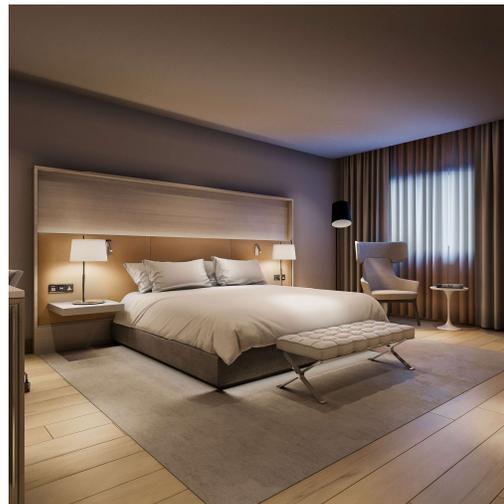
RADISSON HOTEL GROUP ANNOUNCES PLANS FOR REJUVENATING RADISSON BRAND IN THE AMERICAS INITIATIVE SUPPORTED BY FIVE-YEAR OPERATING PLAN FOR EXPANSION AND PORTFOLIO IMPROVEMENTS THROUGH LOAN PROGRAM

Radisson Hotel Group™, today announced at its Americas Business Conference in Orlando, FL the new visual identity, product design and guest experience pillars for the Radisson® brand in the Americas. As part of the conference, the company revealed its new model room designs for Radisson. The comprehensive overhaul includes a new design aesthetic, tagline, updated logo, service icon, color palette and overall brand experience that will affect the more than 160 Radisson hotels currently in operation and under development in the Americas. This initiative anticipates the removal of 10 to 15 percent of non-compliant hotels in the current Radisson hotel brand portfolio to improve consistency and guest service. To help support the brand's franchisees, a loan program will be available to help those qualifying to upgrade their hotel to the updated design.

The new Radisson hotel brand identity is part of the Radisson Hotel Group's strategic five-year operating plan that includes investments in its portfolio and repositioning of more than 500 hotels globally, as well as expansion of the Radisson brand into Europe, the Middle East and Africa. The company has already begun to see development traction in the U.S. with its announcement of a signing for a 320-room new-build Radisson hotel in Midtown of New York City with developer McSam Hotel Group.

“Great brands have very similar consistency and quality gaps between their best property and worst property and this strategic initiative will help us reshape the portfolio,” said Ken Greene, President, Americas, Radisson Hotel Group. “We have terrific owners coupled with an amazing service culture that brings a lot of passion to this brand and we are committed to building our organization with a powerful value proposition that focuses on branding, revenue, cost, flexibility and simplifying the way we transact.”

At the heart of the new Radisson brand is natural balance and harmony of the Scandinavian way of life. The new design aesthetic focuses on streamlined yet comfortable natural designs that are accessible for all and encourage a



Radisson model room design on display at the Radisson Hotel Group Americas Business Conference



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balanced environment. Radisson hotels focus on creating experiences that center around social spaces, food and drink, guest rooms, meetings and wellness.

The new tagline for the brand, “Simply Delightful”, complements the design aesthetic and brings together two key aspects of the new brand proposition – tasteful simplicity with touches that create lasting, memorable experiences.

Currently the 11th largest hotel group in the world, Radisson is part of the Radisson Hotel Group, made up of eight hotel brands with more than 1,400 hotels in operation and under development. The launch of the new identity is a significant milestone in a strategic five-year operating plan to transform its business, position itself as competitive for the future and become the preferred choice among guests, owners, investors and talent.

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ABOUT RADISSON HOTEL GROUP

Radisson Hotel Group™ (formerly Carlson Rezidor Hotel Group) is one of the world's largest hotel groups with eight distinctive hotel brands, 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, Country Inn & Suites® by Radisson and prizeotel. Guests can benefit from the newly rebranded Radisson Rewards™ (formerly Club CarlsonSM), a global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners. Radisson Meetings™ offers a variety of fully-equipped meeting and event venues featuring fast free Wi-Fi, A/V technology and on-site contacts designed to make every event unique. More than 95,000 global team members work for the Radisson Hotel Group and at the hotels licensed to operate in its systems.

For more information, visit www.radissonhotelgroup.com/media.

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

Instagram (Employees): <https://www.instagram.com/radissonmoments/>

Instagram (Hotels): <https://www.instagram.com/radissonhotels/>

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Twitter (Hotels): <https://twitter.com/radissonhotels>

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YouTube: <https://www.youtube.com/radissonhotelgroup>

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. We are committed to building meaningful, personal relationships with guests and has a *Yes I Can!*SM attitude to ensure the satisfaction of every guest. Radisson features solutions that are empathetic to the challenges of modern travel, including the 100% Guest Satisfaction Guarantee. Our hotels are 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, Country Inn & Suites® by Radisson and prizeotel.

For reservations and more information visit, www.radisson.com.

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