



Carlson Rezidor Hotel Group Expands Radisson RED Into Peru with a Signing in Miraflores

MINNEAPOLIS (December 12, 2017) – [Carlson Rezidor Hotel Group](#), one of the world’s largest and most dynamic hotel groups, today announced the signing of a new Radisson RED in Miraflores, Peru. The new-build hotel will offer 110 rooms and is expected to break ground early 2018 with plans to open mid-2019. Radisson RED Miraflores will be located between Calle Bolivar and Calle Alcanflores in the heart of Miraflores, a district of the Lima Province, which is known for its upscale shopping and beautiful coastline.

“We are thrilled to announce our first Radisson RED in Peru and further expand the brand in Latin America,” said Ken Greene, president, Americas, Carlson Rezidor Hotel Group. “The philosophy of this lifestyle select brand is to inspire people through local art, music and fashion and Miraflores is a fantastic fit with a vibrancy that aligns perfectly with RED’s brand DNA.”

Radisson RED appeals to guests who have an ageless millennial mindset. The hotel’s design will build flow between spaces, breaking down walls that separate areas such as the lobby, restaurants, bars and meeting spaces. The layout instead creates one integrated, flowing ‘social hive’. Unlike traditional hotels, RED doesn’t have a front desk and uses technology to simplify each guest’s experience.

Radisson RED has locations in Minneapolis, Brussels, Cape Town and Campinas (Brazil), along with 14 hotels in development. For more information visit radissonred.com.

About Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group is one of the world’s largest and most dynamic hotel companies and includes 1,440 locations in operation and under development with more than 230,000 rooms and a footprint spanning 115 countries and territories. The Carlson Rezidor portfolio includes a powerful set of global brands: Quorvus Collection, Radisson Blu®, Radisson®, Radisson RED, Park Plaza®, Park Inn® by



Radisson and Country Inns & Suites By CarlsonSM. Guests can benefit from Club CarlsonSM, a program that redefines hotel rewards with a collection of exceptional benefits, services, and privileges at more than 1,000 hotels worldwide. Over 95,000 people are employed in Carlson Rezidor Hotel Group hotel systems and the company is headquartered in Minneapolis, Singapore, and Brussels. For more information, visit www.carlsonrezidor.com and follow on Twitter [@carlsonrezidor](https://twitter.com/carlsonrezidor).

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