

RADISSON OPENS HOTEL IN CENTRAL ILLINOIS FOLLOWING AN \$18 MILLION DOLLAR RENOVATION

MINNEAPOLIS (July 11, 2017) – [Radisson®](#), one of the best-recognized hotel brands, today announced the opening of [Radisson Hotel Normal](#) located at 8 Traders Circle. The hotel has a new sleek and contemporary look after an extensive \$18 million renovation. Guests can enjoy the vibrant rooms and lobby, along with an updated pool, restaurant, fitness center and ballroom.

“We are excited to welcome this renovated hotel to our growing portfolio,” said Rich Flores, vice president of Operations for Radisson in the Americas. “The investment the hotel owners have made in this property, coupled with its focus on our signature *Yes I Can!*SM service philosophy will lead to an incredible experience for guests.”

The hotel features a contemporary open atrium space with large windows to bring in natural light. Upgrades have been made to the hotel’s 158 rooms giving them a fresh look with stylish furniture and amenities. The hotel offers a variety of room types including king and double queen guest rooms, along with the Deluxe Executive Suite furnished with a conference table and a mini kitchen. There are four updated professional meeting rooms, along with an elegant ballroom that can be reconfigured for any wedding or special event accommodating up to 550 people. An event coordinator and onsite catering is available.

“After this property sat vacant for the last 10 years, we are thrilled to bring new life to this area with the opening of our beautiful hotel under the Radisson brand,” said Matt Jacobs, executive vice president, operations, Swift Hospitality Group, the hotel’s operator. “The improvements and enhancements this hotel has undergone and our emphasis on catering to the individual needs of each guest sets us up for success.”

Traders Grill is the hotel’s onsite restaurant and bar. Award winning executive chef Richard Lozada is partnering with farmers in the Bloomington-Normal area to include local produce in the restaurant’s classic American dishes. Traders Grill is open for breakfast, lunch and dinner. Room service is also available.

The hotel provides guests with access to free Wi-Fi, a fitness center, business center, indoor pool and complimentary parking. Guests traveling through the Central Illinois Regional Airport can take advantage of the complimentary airport shuttle.

Guests can enhance their stay by downloading the [Radisson iConcierge app](#) which offers access to a wide variety of hotel services and local information before, during and after the stay such as ordering room service, receiving details of nearby attractions and checking out.

For more information and reservations, visit www.radisson.com or call +1 (800) 333-3333.

About Radisson®

[Radisson®](#) has become one of the best-recognized hotel brands, offering an upscale hotel experience for business and leisure guests. The World of Radisson features solutions that are empathetic to the challenges of modern travel, including the 100% Guest Satisfaction Guarantee. Radisson has more than 160 hotels located in major urban and suburban settings, leisure destinations, airports, and business districts throughout the Americas, Asia Pacific and the Caribbean. Every staff member has a passion for *Yes I Can!*SM hospitality, the signature service philosophy of Radisson, which ensures the total wellbeing and satisfaction of each guest.

Radisson is a part of Carlson Rezidor Hotel Group, which also includes Quorvus Collection, Radisson Blu®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By CarlsonSM. For

reservations and more information visit, www.radisson.com. Connect with Radisson on social media: [@Radisson](https://twitter.com/Radisson) on Twitter and [Facebook.com/Radisson](https://facebook.com/Radisson).

About Swift Hospitality Group

A family business, Swift Hospitality Group (SHG) is dedicated to the development and management of select hospitality properties across the country. Striving for excellence in all endeavors, the group focuses on teaming with its partners to create opportunities, invest wisely, and turn multifaceted ideas into profitable projects with strong reputations for quality and service. SHG is a national development and management company with properties located throughout the United States including Illinois, Wisconsin, and South Dakota. In addition to a strong hotel portfolio, SHG is expanding into office/retail and senior living developments. SHG is consistently named in the Top 100 Hotel Owners and Developers List in Hotel Business® Magazine. Whether as owners, franchisees, developers, or as a management company, they have crafted a distinctive corporate infrastructure to support their growing business and have created a culture of relationship-based success. For more information about Swift Hospitality Group, please visit swifthospitality.com.

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