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Minneapolis, March 1, 2021

Radisson Individuals Makes Its Americas Debut in the Sunshine State

Following the successful launch of the brand in Europe, the Middle East, Africa and Asia Pacific

Radisson Hotel Group today announced Radisson Individuals, the company's newest addition to a dynamic portfolio of brands, has arrived in the Americas. Radisson Individuals offers independent hotels, along with local and regional hotel chains, the opportunity to benefit from Radisson Hotel Group's international awareness and experience with the freedom to maintain their individual uniqueness and identity. Each hotel joining the Radisson Individuals brand is selected for their own characteristics and personalities. The brand offers guests an opportunity to discover new locations around the world, while experiencing Radisson Hotel Group's high standards of quality and Yes I Can! service, combined with the local flavors and personality of each hotel.

Radisson Individuals initially launched in Europe, the Middle East, Africa and Asia Pacific in Q4 2020 and is now proudly making its mark in the Americas with a hotel opening in St. Augustine, Florida. [Sebastian Hotel, a member of Radisson Individuals](#), welcomes guests with river views and nearby tranquil beaches in one of the most historic, culture-rich cities in the United States. The hotel is offering a [Grand Opening package](#) for hotel stays now through December 31, 2021. Guests can book this great offer until May 27, 2021. The package provides special discounted accommodations, free parking, and two complimentary tickets to the Classic Car Museum of St. Augustine.

"We are thrilled to welcome Radisson Individuals to our Americas portfolio and to open the doors to the very first Individuals hotel in our region in the charming coastal city of St. Augustine," said Jim Alderman, chief executive officer, Americas, Radisson Hotel Group. "Radisson Individuals is the perfect addition to our exceptional umbrella of brands, and further sets us apart as one of the only hotel companies offering one brand per segment while providing best-in-class service and resources for our hotel owners and



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their teams. We are working diligently to quickly expand the footprint of this unique brand and look forward to sharing more exciting news about Radisson Individuals very soon.”

Sebastian Hotel, a member of Radisson Individuals, offers 94 spacious guest rooms and suites with stunning views of the San Sebastian River. Guests can take a dip in the outdoor pool and hot tub or break a sweat in the fitness center. The hotel lounge serves local craft beer and wine which can be enjoyed in the lounge, poolside, or around the fire seating area. Additionally, the hotel can serve as a fantastic venue to host small meetings or special occasions with versatile meeting facilities including a poolside area. Additionally, the hotel has free Wi-Fi, complimentary parking, a Tesla charging station, and dry-cleaning services.

“We are honored to join the Radisson Hotel Group family and play a key role in the launch of Radisson Individuals in the Americas as the first Individuals brand hotel opening,” said Marie Casper, president, Discover Lodging Management. “Radisson Individuals is an incredible fit for our one-of-a-kind hotel, allowing us to maintain our authentic and natural identity in our quaint city that is rich with history and culture. We look forward to providing exceptional hospitality and creating memorable moments for our guests as they visit our coastal retreat.”

The hotel is located near the many attractions in St. Augustine. Guests interested in exploring the city can hop on the hotel’s complimentary shuttle to the historic downtown with a variety of shopping and dining options. Along with its spectacular beaches, St. Augustine has a variety of museums and activities catering to families, couples, and groups. Guests can enjoy a scenic cruise along St. Augustine’s historic waterways, swim with dolphins at Marineland Dolphin Adventure, or take the Old Town Trolley Tour to see everything the city has to offer. Outdoor enthusiasts can also visit Anastasia State Park to go hiking, bird watching, or kayaking.

With the health, safety and security of guests and team members as its utmost priority, Sebastian Hotel, a member of Radisson Individuals, is implementing the [Radisson Hotels Safety Protocol](#) program. The in-depth cleanliness and disinfection protocols were developed in partnership with SGS, the world’s leading inspection, verification, testing and certification company. This program is designed to ensure guest safety and peace of mind from check-in to check-out.

About Radisson Individuals

Radisson Individuals is the newest addition to the Radisson brand portfolio. Designed to celebrate the unique style of upscale independent hotels in renowned cities and destinations around the world while offering the benefit of Radisson’s powerful infrastructure, Radisson Individuals brings together hotels with strong service standards and unique characteristics. Radisson Individuals offers guests an opportunity to discover new locations while experiencing Radisson Hotel Group’s high standards of quality and Yes I Can! service, combined with the local flair and personality of member hotels.

Radisson Individuals is a part of Radisson Hotel Group, which also includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson brought together under one commercial umbrella brand, Radisson Hotels.

For reservations and more information, visit <https://www.radissonhotels.com/en-us/brand/radisson-individuals>.



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