

PRESS RELEASE

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Radisson Hotel Group Launches Hybrid Solutions: Hybrid Rooms and Hybrid Meetings

Radisson Hotel Group is proud to announce the launch of its new *Hybrid Solutions* incorporating *Hybrid Rooms* and *Hybrid Meetings*.

Radisson Hotel Group's *Hybrid Meetings* combine the best of meeting in person and virtually, offering a reliable image, sound and video conferencing system, dual screens, wireless presentation clicker, high-speed internet connection, and more. As the world continues to adapt to "new normals" and ongoing travel limitations, meeting and event organizers can now choose to offer virtual participation options and hybrid formats that allow for small local gatherings, while also broadcasting to remote attendees and satellite locations.

Tim Cordon, Area Senior Vice President, Middle East & Africa, Radisson Hotel Group, said: "We are thrilled to announce the launch of our Hybrid Meeting Solutions, which directly addresses some of the meeting and event challenges the pandemic has created globally. With the various government imposed restrictions, travelling to meet in person has become somewhat impossible. However, as a hotel group with hospitality at its core, we certainly understand the importance of connections and the need to adapt and exercise flexibility, which has led to the creation and introduction of *Hybrid Solutions*."

Radisson Hotel Group has partnered with Zoom, the leader in modern enterprise video communication, to provide a smooth experience for their clients' virtual and hybrid meetings and events. Specialist in-house event teams will assist clients in delivering a range of events from hybrid multi-site meetings to broadcasting events, ensuring events are efficient, effective, and engaging, with flawless execution and no audio / visual problems.

Hybrid Rooms perfectly combine the facilities of a state-of-the-art office with the comforts of a superior hotel room to create a productive, dedicated, and quiet workspace for the business traveler, leisure guest, and local day-guest alike. *Hybrid Rooms* offer easy connectivity to second screen devices, video-conferencing facilities, wireless enabled keyboard, mouse and loudspeaker, printing services, stationery, unlimited coffee and tea, access to on-site wellness facilities, and many other benefits.

Radisson Hotel Group's *Hybrid Solutions* are currently available across 50 select hotels in Europe, the Middle East and Africa, to better meet the rapid lifestyle changes of today's travelers and their evolving expectations when they stay, work and meet in our hotels. The roll-out will continue through 2020 and 2021.

Health and safety first: Radisson Hotels Safety Protocol

More than ever, Radisson Hotel Group's highest priorities are the health and safety of its guests and employees. In May, the Group partnered with SGS, the world's leading inspection and certification company, to implement the *Radisson Hotels Safety Protocol*, which ensures the highest hygiene standards and strengthen the Group's existing rigorous sanitation guidelines. These guidelines include hand sanitizing stations at all entrances, the use



of Personal Protective Equipment (PPE) and protective screens, enhanced cleaning frequency, and comprehensive staff training.

For more information, please visit: <https://www.radissonhotels.com/en-us/meeting-conference-hotels/offers/hybrid-meetings-offer>

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RADISSON HOTEL GROUP

Radisson Hotel Group is one of the world's largest hotel groups with nine distinctive hotel brands, and more than 1,500 hotels in operation and under development in 120 countries. The Group's overarching brand promise is Every Moment Matters with a signature Yes I Can! service ethos.

The Radisson Hotel Group portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel brought together under one commercial umbrella brand Radisson Hotels.

[Radisson Rewards](#) is our 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](#) provides tailored solutions for any event or meeting, including hybrid solutions placing guests and their needs at the heart of its offer. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and being uniquely 100% Carbon Neutral.

More than 100,000 team members work at Radisson Hotel Group and at the hotels licensed to operate in its systems. For more information, visit our [corporate website](#). Or connect with Radisson Hotels on:

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