

Brussels, March 1st 2021

Radisson Hotel Group builds on successful 2020 signings; looks ahead to a dynamic 2021 with 30 openings across EMEA

Radisson Hotel Group looks ahead to 2021 with 30 planned hotel openings or 5,000 rooms across EMEA, building on the Group's 40+ signings announced in 2020. The Group's 2020 expansion included the introduction of the *Radisson Individuals* brand and the announcement of ambitious plans to double its portfolio of Serviced Apartments by 2025. 2021 expected openings also include seven exciting new openings of the Group's premium lifestyle Radisson Collection brand in France, Italy, Spain, Turkey, and Saudi Arabia.

In 2020, Radisson Hotel Group signed over 40 new hotels, resorts and serviced apartments across EMEA with 7,700 rooms and opened over 20 properties as the group continues to optimize its new brand architecture. Key signings included *Radisson Blu Sheffield* in the UK, *Radisson RED Innsbruck* in Austria, *Radisson RED Cologne*, *Radisson Blu Resort Santorini* in Greece, *Radisson Hotel & Convention Centre Johannesburg* in South Africa, *Radisson Residences Heidelberg* in Germany *Radisson Beach Resort The Palm* in Dubai, the UAE, *Cour des Loges Lyon*, *A Radisson Collection Hotel* in France and *Henrietta House*, a member of *Radisson Individuals* in Bath, UK.

In 2020 Radisson Hotel Group also launched a new brand, *Radisson Individuals*, a conversion brand offering independent hotels and local, regional chains the opportunity to be part of the global Radisson Hotel Group platform, benefiting from the Group's international awareness and experience, with the freedom to maintain their own uniqueness and identity.

In addition, 2020 marked the Group's expansion of its Serviced Apartment portfolio which will be developed as a brand extension to cater to the different segments from midscale to luxury. Radisson Hotel Group announced plans to more than double its Serviced Apartment portfolio within the next 5 years with new openings planned for Paris, Amsterdam, Istanbul, Larnaca, Nicosia, Cortina, Cairo, Riyadh, and further openings planned in Germany.

Elie Younes, Executive Vice President and Chief Development Officer EMEA, Radisson Hotel Group said: "Throughout 2020, while many hotel groups put their development plans on hold, we remained optimistic and relentless to create more possibilities for guests and opportunities for owners.. With the launch of *Radisson Individuals* and the reinforcement of our strategy for Serviced Apartments, we stay relevant to our owners and guests, and this is down to three key factors – innovation, simplification, and empowering our people. 2021 will likely be a transition year with a challenging first half and an expected recovery thereafter, and I see it as a year of further opportunities for a better future. We thank our guests, owners, and team members for their continued support, trust and generosity"

2021 will be another key year for the Group's expansion, with the projected opening of 30 hotels and over 5,000 rooms in EMEA across its brand portfolio.

Planned openings include seven premium lifestyle *Radisson Collection* hotels and resorts in key cities such as Seville and Lyon, and an impressive expansion in Italy in Milan, Venice, and Cortina d'Ampezzo, bringing the brand's total portfolio to 35+ hotels globally in key cities such as Paris, Milan, London, Shanghai, Moscow, Cairo, and Lagos as well as in resort destinations such as the Blue Mountains, Bodrum, and Nanjing.



Radisson Hotel Group's top priority is the continued health, safety and security of its guests, team members, and business partners. In May 2020, the hotel group announced its Radisson Hotels Safety Protocol in collaboration with SGS, the world's leading inspection, verification, testing and certification company. Additionally, Radisson Hotel Group supports the World Travel and Tourism Council (WTTC)'s 'Safe Travels' health and safety protocols and stamp to create consistency across the Travel and Tourism industry.

Watch a message and highlights on this announcement from Elie Younes, Executive Vice President & Chief Development Officer, at Radisson Hotel Group: <https://youtu.be/YzZIHWOKsJA>

MEDIA CONTACT

Saadiah Hendricks, Area PR & Communications Manager, Middle East & Africa

saadiyah.hendricks@radissonhotels.com

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:

[LinkedIn](#) | [Instagram](#) | [Twitter](#) | [Facebook](#) | [YouTube](#)

