

Rezidor grows Park Inn by Radisson brand in Istanbul with new hotel signing in Kavacik

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The Rezidor Hotel Group, one of the fastest growing hotel companies in the world and a member of Carlson Rezidor Hotel Group, is pleased to announce the signing of the **Park Inn by Radisson Asia Istanbul Kavacik** in Turkey. The hotel will increase Rezidor's portfolio in Turkey to 24 hotels in operation and under development, and mark the signing of the Group's fifth Park Inn by Radisson hotel in Istanbul. Park Inn by Radisson Asia Istanbul Kavacik is set to open in Q2 2017.

Elie Younes, Executive Vice President & Chief Development Officer of The Rezidor Hotel Group, says "Radisson Blu remains the largest upper upscale brand in Istanbul, and we aim to build on this momentum to grow in the mid-market segment through Park Inn by Radisson. We believe in the long-term prospects of Turkey and welcome our existing and new partners to grow with us a world-class portfolio of brands of hotels and resorts across the country."

Located on the Asian side of Istanbul, Park Inn by Radisson Asia Istanbul Kavacik is situated in the outskirts of Beykoz district, towards the northern end of the Bosphorus. The hotel has excellent accessibility and visibility through its proximity to the Trans European Motorway (TEM), the highway that connects Europe to Asia, and is just 35 km from Ataturk International Airport and 25 km from Sabiha Gökçen International Airport.

The hotel will have 110 contemporary rooms and suites, an international all-day dining restaurant and a bar. The meeting and events space includes a ballroom. The leisure facilities include a gym and a spa with hamam and treatment rooms.

We are very pleased to enter into partnership with The Rezidor Hotel Group, one of the largest international hotel operators in Istanbul. We believe the Park Inn by Radisson brand will appeal to the domestic and international corporate market. The hotel is destined to benefit from its enviable location close to Istanbul International Financial Centre (IIFC), which is set to become one of the world's top financial centers," said Mr Ahmet Keceli, Chairman of Pusula Ticari Yatirim ve Otelcilik.

Located in the middle of a vibrant business district, the hotel is equally well suited to enjoy iconic Istanbul attractions like the Bosphorus Bridge, Fatih Sultan Mehmet Bridge, Istinye Park, Meydan shopping center and the best of Turkish hospitality.

Istanbul is one of the most admired traveling destinations of the world. The most populous city in Turkey, as well as its cultural and financial hub, it is also the only city in the world that connects Asia and Europe. Istanbul is one of the largest cities in world with an estimated population between 15 and 19 million people.

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About Park Inn® by Radisson

Park Inn by Radisson® is a colorful, dynamic, midscale hotel brand providing a hassle-free and easy hotel experience. Friendly. Positive. Vibrant. Uncomplicated. Park Inn by Radisson is designed for modern travelers. The brand adds color to life through flexible and functional spaces, staff and energy at any of its 140+ hotels across the globe.

Park Inn by Radisson is a part of Carlson Rezidor Hotel Group, which also includes Quorvus Collection, Radisson Blu®, Radisson®, Radisson RED,

Park Plaza® and Country Inns & Suites By CarlsonSM. For more information and reservations visit, www.parkinn.com. Connect with Park Inn by Radisson on social media: [@ParkInn](https://twitter.com/ParkInn) on Twitter, [@ParkInnbyRadisson](https://www.instagram.com/ParkInnbyRadisson) on Instagram and [Facebook.com/ParkInn](https://www.facebook.com/ParkInn)

About The Rezidor Hotel Group

The Rezidor Hotel Group is one of the most dynamic hotel companies in the world and a member of the Carlson Rezidor Hotel Group. The group features a portfolio of more than 480 hotels in operation or under development with 105,000 rooms in 80+ countries.

Rezidor operates the core brands Radisson Blu® and Park Inn® by Radisson in Europe, the Middle East and Africa (EMEA). In early 2014 and together with Carlson, Rezidor launched the new brands Radisson RED (lifestyle select) and Quorvus Collection (luxury). In 2016, Rezidor acquired 49% of prizeotel. Rezidor has an industry-leading Responsible Business Program and is named one of the World's Most Ethical Companies by the US think-tank Ethisphere since 2010.

In November 2006, Rezidor was listed on the Nasdaq Stockholm, Sweden. HNA Tourism Group Co., Ltd., a division of HNA Group Co., Ltd.-a Fortune Global 500 company with operations across aviation, tourism, hospitality, finance and online services among other sectors-became the majority shareholder in December 2016.

The Rezidor Hotel Group and its brands employ 43,700 people in EMEA and is headquartered in Brussels, Belgium.

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