

Carlson Rezidor announces the Park Inn by Radisson Keflavik International Airport, Iceland

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Carlson Rezidor, one of the most dynamic hotel groups worldwide and a member of the Carlson Rezidor Hotel Group, announces the Park Inn by Radisson Keflavik International Airport in Iceland. The mid-market property is the conversion of an existing hotel and will be re-branded in Q3 2015. It ideally complements the two upper upscale Radisson Blu hotels which Carlson Rezidor operates in Reykjavik.

"We are delighted to further strengthen and diversify our portfolio in Iceland and to be present in the country with our two core brands", said Wolfgang M. Neumann, President & CEO of Rezidor. "This signing also underlines our importance as one of Europe's leading airport hotel operators – being present at all major gateways and travel hubs across the continent", added Elie Younes, Executive Vice President & Chief Development Officer of Rezidor.

"We believe that the international brand Park Inn by Radisson is an ideal support to our airport and convention hotel. The brand's standards and Carlson Rezidor's knowledge will open additional opportunities to us and increase our competitive advantage on Iceland's growing hospitality market", commented Bjarni Pálsson, owner of the hotel.

The Park Inn by Radisson Keflavik International Airport is located in the southwest of Iceland, only 8 transfer minutes away from the terminal (a shuttle service for guests will be set up during the hotel's opening phase). Iceland's famous Blue Lagoon and the capital city Reykjavik are 15 and 35 minutes away from the hotel. Besides comfortable guest rooms, the property offers an all-day-dining restaurant, a lobby bar, 470sqm of meeting & event space, underground parking and a gym that will be renovated and extended by a spa. It is well established on the local market and attracts leisure and business guests alike.

Park Inn by Radisson is Carlson Rezidor's young mid-market brand. It was most recently re-launched as a contemporary and compelling offer for young and youthful travellers, and is based on the three pillars of choice, connectivity and community.

With its unique landscape of mountains, hot springs and glaciers Iceland is one of the most fascinating countries and islands of the world: The number of international visitors increased by 20% per annum over the past two years to 1.1 million.

The Park Inn by Radisson Keflavik International Airport will be operated by The Rezidor Hotel Group.

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About Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel groups and includes more than 1,370 hotels in operation and under development with 180,000 rooms and a footprint spanning 110 countries and territories. The Carlson Rezidor portfolio includes a powerful set of global brands: Quorvus Collection, Radisson Blu®, Radisson®, Radisson Red, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By CarlsonSM. In most hotels, guests can benefit from Club CarlsonSM, one of the most rewarding loyalty programs. Carlson Rezidor Hotel Group and its brands employ 85,000 people worldwide and is headquartered in Minneapolis, Minn., and Brussels, Belgium. For more information, visit www.carlsonrezidor.com.