

## Carlson Rezidor announces the Park Inn by Radisson Bucharest Hotel & Residence, Romania

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Carlson Rezidor, one of the largest and most dynamic hotel groups worldwide, announces the very first Park Inn by Radisson in Romania: the Park Inn by Radisson Bucharest Hotel & Residence featuring 210 keys is scheduled to open in Q4 2015. It will be part of Carlson Rezidor's first dual-branded property in the country - opening its doors right next to the existing Radisson Blu hotel. Park Inn by Radisson is a vibrant mid-market brand, Radisson Blu is Europe's largest upper-upscale brand.

"We are delighted to bring a Park Inn flagship to Romania, a country presenting many more opportunities for mid-scale properties in greater Bucharest and secondary cities. Building on the success of the well-performing Radisson Blu, the Park Inn will capture additional market segments and allow the use of synergies related to sales, marketing and operations", said Wolfgang M. Neumann, President & CEO of Rezidor.

The Park Inn by Radisson Bucharest Hotel & Residence will be designed by Belgian-based Creneau International, a visionary and trendsetting design agency. It will offer 210 rooms & apartments, a lobby lounge & bar, an all-day restaurant, 4 meeting rooms and a pre-function area, and 80 parking spaces. It will target business and leisure guests alike with a focus on long-term customers and families. The building complex also hosts a big shopping area and a fitness center with indoor and outdoor pool.

The site of the dual-branded hotel is in the heart of Bucharest close to the main high-street, National Theatre, University and Parliament. Easily accessible, the complex is 16km from Bucharest's international airport that handles 8 mio passengers per annum.

The Park Inn by Radisson Bucharest Hotel & Residence will be operated by The Rezidor Hotel Group.

### **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 1,350 hotels in operation and under development totaling 180,000 rooms and a footprint spanning 105 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 employs 88,000 people worldwide and is headquartered in Minneapolis, Minn., and Brussels, Belgium. Visit [www.carlsonrezidor.com](http://www.carlsonrezidor.com) for more information.

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