

New Smart Meetings & Events from Park Inn by Radisson

October 31, 2013

Connection, Choice and Community

Park Inn by Radisson brings you a brilliant new Smart Meeting & Events hospitality concept, offering consistent Connection, Choice and Community to modern business get togethers. Smart Meetings & Events are designed to deliver the right type of smart food, drinks, event spaces and technology to support our guests' life and work styles.

The Smart Meetings & Events concept focuses on Connectivity, providing guests with Surf4Free Internet access throughout all our hotels, on smartphone, PC or tablet. Anytime. Anywhere.

Fresh, colorful and engaging, Park Inn by Radisson is passionate about Choice, offering a great selection of beautiful destinations, flexible spaces, a valuable selection of packages, plus, a uniquely delicious and nutritious Smart Food menu.

Smart Food is created with love for delegates who are used to great tastes. The self-service features a selection of beautifully presented modern dishes - all a feast to the eye and soul - reflecting locality, seasonality and healthy options that our guests want.

Our lean cuisine is light but truly satisfying, with a low fat, high protein content, featuring Omega 3 rich fish and healthy fruit & vegetables, all smartly designed to ensure optimum, ideas, energy and creativity. In every meeting, from start to finish.

Park Inn by Radisson is also a truly Responsible Business focused on making a difference in the Communities we operate in. Through our Think Planet energy saving strategy, all carbon emissions associated with your meetings can now be offset through our Club Carlson for Planners program.

"Our Smart Meetings & Events featuring Surf4Free internet is designed to create value and success for our guests every time they meet in our hotels," says Eric De Neef, Senior Vice President of Marketing & CRM, Global Branding Park Inn by Radisson. "We empower them to focus completely on achieving their business meeting ambitions, while we focus on delivering all the essential hardware and software of a successful meeting or event."

Smart Meetings & Events is first being launched in Russia – an important market for Park Inn by Radisson – with a world-class event in St. Petersburg on October 31st. The concept will then be rolled out in the UK, Nordics, Benelux, Central Europe, Middle East & Africa over the next two quarters.

For more information, please contact:

Ia Lind
Brand Director, Park Inn by Radisson
Ia.Lind@carlsonrezidor.com
+32 2 702 9209

Renu Snehi
Senior Director of PR, Brand & Marketing Communications
renu.snehi@carlsonrezidor.com
+32 2 702 9241

Notes to Editors:

Park Inn by Radisson
Adding Color to LifeSM

An innovative and youthful hotel brand, Park Inn by Radisson, is designed to meet all modern expectations of an international hotel experience. A smart investment. A smart consumer choice. A smart alternative in full-service, mid-scale arena. A global name that you can rely on wherever you go.

Connection, Choice and Community – the colorful Park Inn by Radisson adorns all the brilliant essentials – giving you total control of your choices: Business or Pleasure. Surf4Free, just check-in and log-on. Never miss a beat when you stay at with Park Inn by Radisson. And always stay connected to your inner self enabled by our legendary Yes I Can! service spirit.

Brimming with life and a vibrant personality and creating a friendly, down-to-earth sense of welcome, Park Inn by Radisson can now be found all around the world – in capital cities and economic hubs, close to city centers, airports and railway stations. Our portfolio is growing faster than ever with 160 hotels and 31,000 rooms in operation or under development in 35 countries across Europe, the Middle East and Africa.

For more, visit www.parkinn.com.