

## Rezidor announces the Park Inn Istanbul Ataturk Airport

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The Rezidor Hotel Group, one of the most dynamic hotel companies worldwide and a member of the Carlson Rezidor Hotel Group, announces the very first Park Inn hotel in Turkey: The Park Inn Istanbul Ataturk Airport featuring 144 keys is scheduled to open in Q1 2014.

"We are delighted to bring our innovative mid-market brand Park Inn to Turkey. The country is an important hub between the European and Asian continent and a key market for Rezidor – we aim to further strengthen our presence and to develop Park Inn across the country", said Wolfgang M. Neumann, President & CEO at Rezidor.

The Park Inn Istanbul Ataturk Airport ideally complements the existing Radisson Blu Conference and Airport Hotel, Istanbul. It is located 5 km away from Ataturk International Airport, Turkey's largest and Europe's 6th busiest airport, serving over 45 million passengers annually. The hotel will offer shuttle services to and from the terminals and also provide easy connections to several business districts in the region and Istanbul's largest fair site, CNR Expo.

The hotel is part of an existing office building which will be converted to hotel use during the forthcoming months. Besides 144 guest rooms, the property will feature an all-day restaurant and a lobby bar. Furthermore, the hotel will be equipped with meeting facilities of almost 1,000m<sup>2</sup> including a ballroom of 600m<sup>2</sup>, a wellness area and underground parking. Park Inn is Rezidor's mid-market full-service brand. It is currently being re-launched – the new brand concept will further enhance the attractiveness, commerciality and profitability of the brand. It aims to retain guests of Gen X (born between 1965 and 1981) and to attract and nurture the growing clientele of Gen Y (1982-1990) through a positive, personalized guest experience.

Istanbul is the largest city in Turkey, constituting the country's economic, cultural, and historical heart. With 14 million inhabitants, Istanbul is considered one of the largest and most densely populated cities in the world. Over the last years, the city has reported an exponential growth in international travellers and these numbers are set to grow further in the next coming years due to its increasing popularity amongst business and leisure travellers.

For further information, please contact

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### About The Rezidor Hotel Group

The Rezidor Hotel Group is one of the fastest growing hotel companies in the world and a member of the Carlson Rezidor Hotel Group. The group features a portfolio of more than 430 hotels in operation and under development with 95,000 rooms in 70 countries.

Rezidor operates the brands Radisson Blu and Park Inn by Radisson in Europe, Middle East and Africa, along with the Club Carlson loyalty programme for frequent hotel guests. Under a worldwide licence agreement with the iconic Italian fashion house Missoni, Rezidor operates and develops the lifestyle brand Hotel Missoni, and following a Strategic Alliance Agreement with Regent Hotels & Resorts in September 2012, Rezidor also develops and operates new Regent hotels in EMEA.

In November 2006, Rezidor was listed on the Stockholm Stock Exchange. Carlson, a privately held, global hospitality and travel company, based in Minneapolis (USA), is the majority shareholder.

The corporate office of the Rezidor Hotel Group is based in Brussels, Belgium.

For more information visit [www.rezidor.com](http://www.rezidor.com)