

Radisson Blu to arrive in Bruges, Belgium – The Venice of the North

June 21, 2018



Radisson Hospitality AB, publicly listed on Nasdaq Stockholm, Sweden and part of Radisson Hotel Group, is proud to announce the signing of a new Radisson Blu Hotel, Bruges in Belgium. The signing takes the group's Belgian portfolio to 15 hotels in operation and under development. It was in 1989, that Radisson Hospitality AB (originally SAS International Hotels) decided to move its EMEA headquarters to Brussels, the Belgian and European capital, and has ever since remained committed to the country's international potential.

Radisson Blu Hotel, Bruges is located in the beautiful, historical, fairy-tale medieval city center – *The Markt* – that dates back to 1905. The hotel is close to Central Station of Bruges (a UNESCO heritage site), and a short train ride away from the International Airport in Brussels (Zaventem). Zeebrugge, the international port of Bruges, is long-established as a major European commercial trade hub. Radisson Blu guests can look forward to some extraordinary historical landmarks, including the world-famous Grand Place; the 83m, 366-step, 13th century Belfort; and Begijnhof (the Beguinage); award-winning dining; a legacy of lace; and the dreamy canals – which is what makes Bruges, a movie-makers' magnet.

Elie Younes, Executive Vice President & Chief Development Officer, Radisson Hotel Group, said: "Bruges is beautiful! The well-informed travelers, who appreciate art, history, fine dining, culture, and style – Bruges is a paradise, and often a secret. Radisson Hotel Group is delighted to add another jewel of a destination to its portfolio of world-class destinations. Radisson Blu, the largest upper upscale hotel brand of Europe, could not have picked a better destination to showcase itself than Bruges. We are proud, privileged and looking forward to opening our doors in August 2018. Welcome to Bruges!"

Radisson Blu Hotel, Bruges will offer 109 designer rooms and suites, including 19 family rooms. It will also feature a specialty restaurant with an outdoor terrace. The hotel's Meetings and Events facilities will expand over two floors and six meeting rooms, the largest of which can accommodate upto 120 people. The spacious 12th floor meeting space will offer stunning views of this iconic city views.

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ABOUT RADISSON HOTEL GROUP

Radisson Hotel Group™ (formerly Carlson Rezidor Hotel Group) is one of the world's largest hotel groups with eight distinctive hotel brands, more than 1,400 hotels in operation and under development around the world. The Radisson Hotel Group portfolio includes Radisson Collection™, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson, Country Inn & Suites® by Radisson and prizeotel. Guests can benefit from the newly rebranded Radisson Rewards™ (formerly Club Carlson SM), a global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners. Radisson Meetings™ offers a variety of fully-equipped spaces featuring fast free Wi-Fi, A/V technology and on-site contacts designed to make every event unique. More than 95,000 global team members work for the Radisson Hotel Group and at the hotels licensed to operate in its systems.

For more information, visit www.radissonhotelgroup.com/media.

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ABOUT RADISSON BLU

Radisson Blu® is an upper upscale hotel brand that delivers a positive and personalized service in stylish spaces. Characterized by attention to small details and a Yes I Can!SM service philosophy, Radisson Blu hotels are designed to make a big difference and inspire unforgettable experiences with every stay. Through personalized service and local nuance, each stay at a Radisson Blu hotel offers a truly individual guest experience. Radisson Blu hotels are in major cities, key airport gateways and leisure destinations. Guests and professional business partners can enhance their experience with Radisson Blu by participating in Radisson Rewards™, a global loyalty program offering exceptional benefits and rewards.

Radisson Blu is part of the Radisson Hotel Group™ which also includes Radisson Collection™, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson, Country Inn & Suites® by Radisson and prizeotel.

For reservations and more information visit, www.radissonblu.com.

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