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Radisson Blu Hotel to open in Geneva

The Rezidor Hotel Group, one of the fastest growing hotel companies in the world and a member of Carlson Rezidor Hotel Group, is pleased to announce the signing of the Radisson Blu Hotel, Geneva in Switzerland. Four Swiss Radisson Blu hotels are already in operation at Zurich Airport, Basel, Lucerne and St. Gallen. Late 2016 also saw a Radisson Blu topping out ceremony in the Alpine resort of Andermatt.

The new Radisson Blu Hotel, Geneva will be strategically located between the city center and airport and is scheduled to open in 2021. The Geneva-based HRS Real Estate company will be responsible for the development and realization of the project. Burckhardt+Partner, one of Switzerland's leading architectural and planning enterprises are appointed architects of the building. The business and conference hotel will offer 250 modern guestrooms and suites, embracing the brand's dynamic new "BluPrint" interior design scheme. "BluPrint" combines typical design classics with made-to-measure furnishings and fabrics, adapted to local aspects of architecture and culture.

The new Radisson Blu also features a spacious 350m² ballroom, eight meeting rooms and eight top-quality boardrooms, all inter-linked and easily accessible via a centrally-situated foyer. The extensive conference facilities reflect the new hotel's strong focus on the business travel market and event tourism. Other attractions will include an all-day-dining restaurant, hotel bar and lounge with complimentary offers, as well as a 600m² health zone with a fitness center and wellness spa area.

"We have been eyeing a strategic asset in Geneva for a long time and we are delighted with our latest addition," says Elie Younes, Executive Vice President & Chief Development Officer of the Rezidor Hotel Group. "As headquarters of United Nations and the Red Cross, Geneva is a global hub for diplomacy and banking. This project fills one of the strategic geographic white spots in Europe and will further strengthen our leading presence in Europe with our upper upscale brand, Radisson Blu. We are grateful to our Swiss partners and investors for the trust and confidence they have shown in Rezidor to bring this beautiful hotel to Geneva."

Arno Schwalie, Area Vice President Central & Southern Europe of the Rezidor Hotel Group, adds, "As the hotels in Zurich, Basel, Lucerne and St. Gallen have shown, Radisson Blu has already gained a solid and reliable reputation in Switzerland, not only in the business travel sector, but also among weekend leisure guests and city tourists. With an optimal combination of made-to-measure meeting and event offers and personalized hospitality, we are confident of attracting an international clientele to Radisson Blu also in Geneva. Our future guests can look forward to distinctive hotel design that harmonizes form and function."

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About Radisson Blu®

[Radisson Blu®](#) is one of the world's leading hotel brands with nearly 300 hotels in operation in 69 countries and territories. Radisson Blu's vibrant, contemporary and engaging hospitality is characterized by a unique *Yes / Can!*SM service philosophy, and all of its first class hotels offer a range of signature features that are empathetic to the challenges of modern travel, including the 100% Satisfaction Guarantee. Distinguished the world over as the brand with *Hotels Designed to Say YES!*SM, Radisson Blu offers a vivid visual celebration of leading-edge style where the delight is in the detail. Radisson Blu hotels are located in prime locations in major cities, airport gateways and leisure destinations across the world.

Radisson Blu is a part of Carlson Rezidor Hotel Group, which also includes Quorvus Collection, Radisson®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By CarlsonSM. For reservations and more information, visit www.radissonblu.com. Connect with Radisson Blu on social media: @RadissonBlu on [Twitter](#) and [Instagram](#) and [Facebook.com/RadissonBlu](https://www.facebook.com/RadissonBlu).

About The Rezidor Hotel Group

The Rezidor Hotel Group is one of the most dynamic hotel companies in the world and a member of the Carlson Rezidor Hotel Group. The group features a portfolio of approximately 475 hotels in operation or under development with 104,000 rooms in more than 80 countries.

Rezidor operates the core brands **Radisson Blu** and **Park Inn by Radisson** in Europe, the Middle East and Africa (EMEA), along with the Club Carlson loyalty program for frequent hotel guests. In early 2014 and together with Carlson, Rezidor launched the new brands **Radisson RED** (lifestyle select) and **Quorvus Collection** (luxury). Since 2016, Rezidor has owned 49% of **prizeotel**. Rezidor has an industry-leading Responsible Business Program and was honored as one of the World's Most Ethical Companies by the US think-tank Ethisphere.

In November 2006, Rezidor was listed on the Nasdaq Stockholm, Sweden. HNA Tourism Group Co., Ltd., a division of HNA Group Co., Ltd.—a Fortune Global 500 company with operations across aviation, tourism, hospitality, finance, and online services among other sectors—has been the majority shareholder since December 2016.

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

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