



Radisson Hotel Group Announces Signings For Radisson Blu And Radisson In The U.S.

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GROWTH FOCUSED ON KEY U.S. GATEWAY CITIES AS PART OF 5-YEAR OPERATING PLAN

Radisson Hotel Group™ today announced at its Americas Business Conference in Orlando, Fla., signings for two new-build hotels to its portfolio in the Americas, located in Anaheim, Calif. (Radisson Blu®) and New York City (Radisson®). As part of its strategic 5-year operating plan for the Americas, the company sees significant room for growth across all brands and has identified 21 key target markets where it plans to be aggressive with expanding its footprint, particularly in the U.S. with its Radisson Blu brand.

“Less than a month ago we shared our new go-to-market name with the launch of Radisson Hotel Group, which is backed by our 5-year plan and supported by significant investments in rebranding or repositioning our hotels in the Americas,” said Ken Greene, President, Americas, Radisson Hotel Group. “The addition of these hotels illustrates that we’re already executing on our plan for expansion in our key gateway markets, along with further establishing our Radisson Blu brand in the U.S.”

Radisson Hotel Group’s plan includes clear brand segmentation and investing in brands and hotels that meet the needs of the changing travel sector. The company announced the following signings:

Radisson Blu Anaheim will be located at 1601 S. Anaheim Blvd, only a half-mile from Disneyland Park and Disney California Adventure Park, two of the happiest places on earth. A new-build hotel by developer, Walter Bowen of BPM Real Estate Group of Portland, Oregon, is expected to be open by Summer 2020 with 326 guestrooms and will be the tallest hotel in Anaheim at 12 stories. A plethora of amenities including a ground-level family activity space, rooftop pool and bar, fitness center, 6,700 square foot restaurant and 353 parking spaces, will make it the perfect family-friendly upper upscale hotel. The hotel is situated in a prime location to capture visitors to Disneyland, the Anaheim Convention Center and the numerous nearby sporting venues including Angel Stadium and the Honda Center. The hotel will also benefit from growth in the Platinum Triangle district of Anaheim, which is currently undergoing a transformation.

RADISSON HOTEL NEW YORK CITY– MANHATTAN / TIMES SQUARE

The Radisson Hotel in New York City will be located at 525 8th Ave., walking distance to Times Square, the Garment District, Madison Square Garden and an abundance of shopping and restaurants. A new-build hotel by developer and franchisee Sam Chang of McSam Hotel Group, it’s estimated to open Spring 2019 with 320 guestrooms, a restaurant and a fitness center. Located in the heart of bustling New York City, the hotel will cater to both leisure and business travelers.

These new hotel signings drive Radisson Hotel Group toward the company’s goal of adding 13,000 across EMEA and 56,000 more rooms across the Americas and Asia Pacific by 2022.

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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 CarlsonSM), 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 meeting and event venues 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.

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