

## Radisson Blu Hotel, Amsterdam unveils a fresh new look after an extensive renovation

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In 2015, our Radisson Blu Hotel, Amsterdam celebrated its 25th anniversary and rekindled the rich hotel history that began in 1990 as SAS Royal Hotel, Amsterdam. In that year, the doors were opened with all the bells and whistles, in grand company of many distinguished guests, such as King Gustaaf, Queen Silvia from Sweden, Jan Carlson (President of SAS Airlines) and Mayor of Amsterdam Van Thijn.

Over the years, the hotel has seen many different transformations, including a name change from SAS Royal Hotel, Amsterdam to Radisson Blu Hotel, Amsterdam. The hotel is now proudly unveiling its fresh new look after undergoing an extensive, four-year long, renovation under the watchful eye of general manager, Pascal Gadet, and creative direction of the famous Dutch designer, Edward van Vliet. The world can look forward to the iconic transformation of the façade and the lobby, meeting & events areas including its unique "brainbox" concept, and bespoke room style, reflecting a golden age theme with a modern twist in Amsterdam.

Amsterdam prides itself in having one of the largest and best preserved historical inner cities in Europe. Its maritime heritage still lingers on and is reflected in the two monumental buildings of the hotel, making it an icon on itself.

"Looking back on all those wonderful years we can only be humbled, and pay respect to so many amazing guests, employees, partners, clients, community members and anybody who has connected with us. We have been privileged to welcome over three million guests to the hotel and we are looking forward to showcasing the best of our design heritage and our incredible Yes I Can! hospitality to the world," said Pascal Gadet, General Manager, Radisson Blu Hotel, Amsterdam.

The lobby reflects a clever use of space whilst keeping the unique elements of the atrium setting allowing ample of sunrays plus the inclusion of the Pastory bar.

The hotel has managed to achieve so many great awards, notably the Global Hotel of the Year 2011 awarded by the Carlson Rezidor Hotel Group. In 2014, the hotel won Silver at the most prestigious hotel industry awards in the Netherlands, The Dutch Hotel Award. This award is only given to hotels whose management team has been able to distinguished themselves itself as being unique, future proof and different.

"All these beautiful stories would not have been possible without all the employees and everybody else who have touched the hotel one way or another, especially the 12 wonderful employees who have been working with the hotel ever since the opening," adds Arno Schwalie, Area Vice President of Central and Southern Europe.

Take a quick peak at the renewed Radisson Blu Hotel, Amsterdam: <http://presentyourselfnow.pixieset.com/radissonbluamsterdam/>

More information on the hotel at <https://www.radissonblu.com/en/hotel-amsterdam>.

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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 I 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.

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