

## Radisson Hotel Group signs agreement with Zdrojowa Invest & Hotels for Radisson resorts in Poland

July 23, 2019



**Radisson Hotel Group is pleased to announce an agreement with Zdrojowa Invest & Hotels group for two new-build Radisson resorts in Poland. The hotels span the country, from the foothills of the Karkonosze Mountains in Szklarska Poręba to the northern Baltic coast in Kołobrzeg. The hotels will be part of the upscale Radisson brand, bringing the group's portfolio in Poland to 18 properties across five brands – including Radisson Collection, Radisson Blu, Radisson RED, Radisson and Park Inn by Radisson.**

Zdrojowa Invest & Hotels and Radisson Hotel Group have been partners since the 2017 opening of the Radisson Blu Resort, Świnoujście. Based on the success of the collaboration, Radisson Hotel Group will work hand-in-hand with Zdrojowa to develop and deliver new hotels.

**Elie Younes, Executive Vice President & Chief Development Officer, Radisson Hotel Group,** said: "We are excited to have signed this country development agreement with Zdrojowa Invest & Hotels group and thank them for their trust in our brands and people. We are glad to strengthen our position as the largest international operator for leisure destinations in Poland and look forward to working with our partners on future development projects."

**Jan Wróblewski, a co-founder of Zdrojowa Invest & Hotels group,** said: "We are pleased to enter into this multiple property agreement with one of the leading global hotel chains, allowing us to achieve economies of scale. With the new hotels under the Radisson international brand, we are once again the market pioneer, and continue our strategy of strengthening our leading position in the Polish resorts market. We will continue to develop our portfolio in the direction of both Zdrojowa Hotels, and properties under the brands of international chains."

The **Radisson Resort Szklarska Poręba** is the second Radisson-branded hotel to arrive in Poland and the first internationally branded in this destination. The property will be located in the chic mountain town of Szklarska Poręba, renowned among German tourists as the old Schreiberhau resort in Riesengebirge. Due to open in the upcoming winter season, the new-build hotel will feature 104 guest rooms, additional rooms and apartments are planned in a second phase. Guests will be able to enjoy a compact water park, all-year outdoor jacuzzi, sauna and bath zone. The SPA & Wellness zone provides a relaxing atmosphere all year round.

The opening for the **Radisson Resort Kołobrzeg** – Poland's third Radisson-branded hotel – is planned for summer 2020. Furthermore, it will also be the first hotel under an international hotel brand in one of the biggest Polish seaside resorts. The 209-room facility, located in the spa area, will ensure comfortable relaxation and entertainment, along with a water park.

The Radisson Resort Szklarska Poręba and Radisson Resort Kołobrzeg will be operated by Zdrojowa Hotels under an International Franchise Agreement with Radisson Hospitality AB.

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## **ABOUT RADISSON**

Radisson is an upscale hotel brand that delivers Scandinavian-inspired hospitality and enables guests to focus on a work/life balance and find more harmony in their travel experience. Based on building meaningful relationships with guests, it features a Yes I Can! service attitude designed to deliver satisfaction to every guest. The hotels can be found in suburban and city settings, near airports and leisure destinations. Guests and professional business partners can enhance their experience with Radisson by participating in Radisson Rewards, a global loyalty program offering exceptional benefits and rewards.

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

For reservations and more information, visit [www.radisson.com](http://www.radisson.com)

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## **ABOUT RADISSON HOTEL GROUP**

Radisson Hotel Group is one of the world's largest hotel groups with seven distinctive hotel brands, and more than 1,400 hotels in operation and under development around the world. Radisson Hotel Group portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson.

Radisson Rewards is our 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 places its guests and their needs at the heart of its offer and treats every meeting or event as more than just a date on the calendar. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and our signature Yes I Can! service spirit.

More than 95,000 global team members work for Radisson Hotel Group and at the hotels licensed to operate in its systems.

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## **About Zdrojowa Invest & Hotels**

Zdrojowa Invest & Hotels is family investment & hotel group focused on Polish resorts. It manages 12 stylish premium hotel facilities in the best locations in the mountains and at the seaside, including Radisson Blu Resort, Świnoujście, Diune Hotel\*\*\*\*\* & Resort in Kołobrzeg and Cristal Resort Szklarska Poręba. Zdrojowa introduced condo hotels to Poland, becoming this market and holiday apartments leader. The staff consists of more than 1200 employees.

CSR includes the Zdrojowa Art and Zdrojowa Eco Friendly programs. All Zdrojowa hotels are equipped with electric vehicles chargers.

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