

### Radisson Blu to break new ground in Turkey with first signing in Sakarya

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**Radisson Hotel Group is delighted to announce the signing of the first ever Radisson Blu hotel in Sakarya, one of the largest automotive and industrial hubs in Turkey. With the signing of the Radisson Blu Hotel, Sakarya (Turkey), the group is getting closer to 30 hotels in operation and under development across the country – further accelerating its ambition to have more than 50 properties within the next five years.**

Expected to open before the end of the year, the hotel will be the perfect place for business travelers and leisure guests seeking the best possible hotel experience.

In addition to 139 modern guest rooms and suites, the new-build property will offer the guests an inviting restaurant – including a terrace for guests to enjoy a meal in refreshing environments. The hotel will also feature 800sqm of meetings and events space, plus a health club and a swimming pool giving guests the chance to relax and recharge.

**Elie Younes, Executive Vice President & Chief Development Officer, Radisson Hotel Group**, said: “A great Radisson Blu joins our family in Turkey in a new city: Sakarya. This project will be our 16th Radisson Blu and 27th Radisson Hotel Group property in Turkey, reinforcing our network in the country where Radisson Blu remains the largest upper upscale brand in the capital.”

Sakarya is one of Turkey's most promising provinces as a hub for Turkey's domestic automobile production and booming employment opportunities in the sector. In addition, Turkey's hospitality landscape is re-emerging from the downturn witnessed in 2015 and this project constitutes an excellent opportunity to secure a strategic location in Sakarya.

The hotel owner, **Ege Ticari Yatırım ve Turizm İnşaat Sanayi Ticaret A.Ş. (“Aegean Investments”)**, led by **Hikmet Bülent Güneş**, said: “It is a true pleasure to collaborate with Radisson Hotel Group on this project and jointly bring the first Radisson Blu property to the city. With the combination of Radisson Hotel Group's international hospitality and our local expertise, we are confident of creating memorable moments and world-class experiences for our guests.”

The Radisson Blu Hotel, Sakarya (Turkey) will be operated by Radisson Hospitality AB under an International Franchise Agreement.

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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. By paying close attention to small details that make a big difference, Radisson Blu inspires unforgettable experiences with every stay. Our hotels and resorts provide a full range of innovative products and services, delivering genuine and relevant guest experiences with a distinctive Yes I Can! attitude. Radisson Blu hotels can be found 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 Radisson Hotel Group, which also includes Radisson Collection, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson.

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