

Radisson Hotel Group turns Europe RED with three new franchises run by Value One Hotel Operations

September 20, 2019



Radisson Hospitality AB, part of Radisson Hotel Group, is pleased to announce the signing of three brand-new hotels, all arriving under its Radisson RED brand as part of a strategic franchised partnership with developer and operator Value One Hotel Operations. The deal will see the brand make its debut in Portugal, with the Radisson RED Lisbon Olaias and the Radisson RED Porto – not forgetting a second Radisson RED in Vienna due to open in the Austrian capital.

Elie Younes, Executive Vice President & Chief Development Officer for Radisson Hotel Group, says: “We are delighted to expand our bold Radisson RED brand in three key European cities; Lisbon, Porto and Vienna. We are grateful for the trust that Value One Hotel Operations, our partner, displays in our brand and people. A great success lies ahead of this journey.”

Christoph Flügel, Board Member of Arbireo Capital, one of the partners in the joint venture Value One Hotel Operations, adds: “The franchising agreement offers a significant win-win potential as our investors are appreciative of Radisson RED’s brand and customer loyalty. We look forward to developing, managing and operating the new properties and adding to these strengths in our long-term partnership.”

Karl Bier, Managing Partner of Value One Hotel Operations, says: “Radisson RED stands for supreme quality in hospitality and select service, so we are pleased to have won a partner as renowned as the Radisson Hotel Group. Portugal’s importance as a travel destination is growing and we are thrilled to expand our operations with two new fantastic hotels in this attractive market.”

Ana Mendes Godinho, the Portuguese Secretary of State for Tourism, adds: “It is with great satisfaction that we welcome the news of these investments in Lisbon and in Vila Nova de Gaia. Having the Radisson RED brand coming to Portugal for the first time is proof that our country is really positioning itself as a prime investment location in tourism, and will help us retain the world’s number 1 place in WEF’s Tourism Infrastructure ranking. These two new hotels, due to open in 2021, will reinforce Portugal’s attractiveness and create more jobs in these regions”.

Based in Austria, Value One Hotel Operations is a joint venture of Value One holding’s hospitality arm and German institutional real estate investment manager Arbireo Capital’s subsidiary Arbireo Hospitality. The company combines Value One’s track record as an innovative project developer with more than 20 years of experience and Arbireo Capital’s expertise in asset and transaction management as well as operative hotel management.

The agreement with Value One Hotel Operations – representing three properties and nearly 800 rooms – takes the Radisson RED portfolio to 23 properties and more than 4,500 rooms in operation or under development. It is all part of Radisson Hotel Group’s plan to diversify its portfolio in Europe – building on Radisson Blu’s leading position as the largest upper upscale hotel brand across the continent.

The three new hotels include:

RADISSON RED LISBON OLAIAS

Set to open in 2021, the new-build Radisson RED Lisbon Olaias will arrive in the vibrant Olaias neighborhood of Portugal's capital, with excellent transport connections to the city center. It will be the group's second property in Lisbon, alongside the Radisson Blu Hotel, Lisbon, and adds to the Radisson RED brand's presence across the Iberian Peninsula. Featuring 290 rooms, a OUIBar + KTCHN, a gym and a rooftop pool.

RADISSON RED PORTO

The Radisson RED brand is also set to arrive in Porto, Portugal's second largest city – and due to open in 2021. Boasting a prime location in the Vila Nova de Gaia area, the Radisson RED Porto will be within walking distance of some of the city's top attractions – including the iconic Dom Luis I Bridge, as well as popular port wine cellars – and will add 278 rooms to the group's Portuguese portfolio.

A SECOND RADISSON RED IN VIENNA

The second Radisson RED property to be announced for Vienna, set to open in 2023, will be an integral part of a high-rise building and complement the upcoming Radisson RED Vienna, in the Leopoldstadt area of the city. The new Radisson RED in Vienna will be located in a thriving business park, an area ideal for business travelers to the city. The city-district also offers a wide variety of cultural highlights. Alongside 214 rooms, the hotel will offer guests a OUIBar + KTCHN, a gym and 480sqm of meeting space.

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ABOUT RADISSON RED

Radisson RED is an upscale, select service hotel brand that presents a playful twist on the conventional. Radisson RED injects new life into hotels through informal services where anything goes, a social scene that's waiting to be shared and bold design that kick-starts the fun. Radisson RED hotels are in vibrant, urban locations. Always fresh, Radisson RED hotels give their guests endless opportunities to tune in and out – switching effortlessly between business and leisure. Guests and professional business partners can enhance their experience with Radisson RED by participating in Radisson Rewards, a global loyalty program offering exceptional benefits and rewards.

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

For reservations and more information, visit www.radissonred.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.

For more information, visit:

www.radissonhotelgroup.com/media

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ABOUT VALUE ONE AND ARBIREO CAPITAL

Value One and the German based Arbireo Capital AG, an independent investment company specialising in the real estate industry, have set up a joint venture in January 2019. The new company Value One Hotel Operations offers 360° expertise along the entire value chain in the development, asset management and operation of European hospitality assets, enabling both institutional and semi-professional investors to participate in the dynamic performance of hotel investments.

Value One is a real estate developer based in Vienna that develops and operates outstanding real estate and urban districts that offer delight. In our three divisions Development, Operations and Investment, more than 130 employees aspire to set standards and inspire our customers. Over the past 20 years, Value One's companies have realised outstanding properties worth around two billion euros. Today, more than 25,000 people live and work in our properties. Vienna's Viertel Zwei urban development area and our Milestone premium student apartments throughout Europe are just two examples for the new standards we're setting.