

## Radisson Blu set to enter Romania's second-largest city, Cluj-Napoca

September 23, 2019



Radisson Hotel Group is pleased to announce the signing of its fourth Radisson Blu property in Romania, the Radisson Blu Hotel, Cluj-Napoca – based in the regional capital of Transylvania. Due to open in spring 2021, the property will build on Radisson Blu’s leading position as the largest upper upscale hotel brand in Europe – a portfolio that includes the renowned Radisson Blu Hotel, Bucharest, one of the top hotels in the country.

Attracting more than 600,000 visitors each year, the city of Cluj-Napoca is growing in popularity as a leisure and business destination. Tourists are drawn to what was once a center of commerce in Ancient Roman times, exploring its historic landmarks and architecture.

**Elie Younes, Executive Vice President & Chief Development Officer, Radisson Hotel Group**, said: “Radisson Blu remains the largest player in the upper upscale segment across Europe. We look forward to a successful journey with our partners based on trust and responsibility.”

**Nina Moldovan, President of the Board and representative of the investor Winners Park Invest**, said: “We are excited to partner with Radisson Hotel Group, one of the leading players in the hospitality industry. We have looked for a brand that recognizes and is able to respond to the needs of the business and leisure clients in our region, and we are proud to have found such an ideal partner. Cluj-Napoca is a destination that has a lot to offer – we are looking forward to opening our doors to everyone looking for a meaningful experience here very soon.”

The Radisson Blu Hotel, Cluj-Napoca will feature 149 guestrooms, with a mix of standard, executive, suite and VIP apartment room types for all travelers. Leisure and dining facilities will include a fine specialty restaurant and a fitness room, while meeting and events guests will benefit from hi-tech conference rooms and a 350sqm ballroom for up to 300 guests.

The property will be centrally located in the historic center of the city, near the Cluj Arena Stadium. The city is known for its artistic culture, fiery nightlife, great music and film festivals and bold architecture – ranging from Romania’s second-largest Gothic church to baroque buildings and medieval towers.

The hotel will be easily accessible. Cluj-Napoca International Airport is located just 9 km away from the hotel, receiving direct flights from 48 European cities.

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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.

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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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