

Radisson Blu Hotel, Milan gets a stylish makeover

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Radisson Hotel Group's repositioning on the Italian market has been reinforced with the unveiling of the stylish Radisson Blu Hotel, Milan, and its elegant new look. The hotel is strategically located with convenient access to Italy's financial, design and fashion capital.

Not only is the characterful city of Milan a prime location, but the hotel's placement has been deliberately chosen for business and leisure travelers alike. It allows guests to easily access key hubs such as MiCo, Milan's state-of-the-art convention center which hosts international events, as well as the Fiera Milano fairgrounds. The newly renovated hotel offers guests top quality accommodation and a personalized, upscale service: a true ambassador for the Radisson Blu brand.

The new hotel lobby has been restyled into an atmospheric and carefully crafted space, including a social table for smart working. From the communal area to the bar, guests can walk across the elegant wine cellar to find the Leonardo restaurant, whose fantastic kitchen is led by celebrated chef Sergeev Evgeny. Serving authentic Italian cuisine with a modern twist, the Leonardo has been totally restyled to provide guests with attentive and assured service in a unique setting.

Another focus of the revamp is the 13 well-equipped meeting rooms, which now allow business customers to work efficiently using the latest audio-visual technology, including fast complementary WiFi, designated areas for conferences, and spaces for business meetings or events which can welcome up to 250 people. Eager to inspire, we have also included an exclusive Presidential Suite with an impressive 100 sqm of floor space. The details of the Radisson Blu Hotel, Milan have been carefully considered to respond to all aspects of business travelers' needs. On the roof guests will find space to impress clients on the beautiful terrace overlooking the Milan's varied skyline. Just like all Radisson hotels, all meetings and conferences held in Radisson Blu Hotel, Milan are completely carbon neutral thanks to Radisson Hotel Group's action of offsetting emissions.

The hotel's 250 spacious rooms and suites have been completely refurbished to receive an exceptional new look, answering the needs of modern business and leisure travelers with top-notch amenities and Radisson's signature in-room entertainment. As standard, all guests have complementary access to hotel's fitness and wellness center; an ideal oasis featuring an indoor swimming pool, sauna, sauna and a fully equipped gym.

Yilmaz Yildirimlar, Area Senior Vice President Central & Southern Europe of Radisson Hotel Group said: "The refurbishment represents a significant step in the development of the Radisson Blu Hotel, Milan, as the property sits in a key destination for both business and leisure travelers. In such a highly competitive market, it is more important than ever that we keep our hotels up to our high service standards and delight guests. Understanding and enhancing guest experience to create truly engaging spaces is absolutely vital to us."

Marco Scola, General Manager of the Radisson Blu, Milan said: "The hotel has undergone an immense change for the better, with new facilities and an elegant makeover. What hasn't changed, and what is at the heart of every Radisson Blu, is our ethos: Every Moment Matters. It is how we do

our business, a unique signature that captures who we are. We ensure our success by our warm and understanding service, helping to inspire guests throughout their journeys. This renovation is not only a new look for our hotel, but also to modify the hotel positioning, as well as aligning the aesthetic with our exceptional, service-savvy team members. We look forward to welcoming our guests to our thriving new space!"

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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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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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