

Radisson Hotel Group set to debut its first Radisson RED in Germany

March 11, 2020



Radisson Hotel Group is proud to announce the signing of the first Radisson RED hotel in Germany with developer GERCHGROUP. The new Radisson RED Cologne will be located in a central city location, just a stone's throw from the UNESCO World Heritage Site, the Cologne Cathedral. The new development will integrate well into the "Laurenz Carré", a modern urban district that also features office and retail spaces.

An existing, listed hotel property is being redesigned and supplemented with a new building for the Lifestyle brand of the Radisson Hotel Group. The Radisson RED Cologne will boast a total of 262 guest rooms.

Elie Younes, Executive Vice President & Chief Development Officer, Radisson Hotel Group, announced: "Radisson RED is a very relevant brand for owners and guests. It perfectly fits the market in Cologne and will add a further vibe to its social scene. We look forward to the partnership with the GERCHGROUP and thank our partners for their trust."

Marc K. Thiel, Chief Transaction Officer of the GERCHGOUPE AG is pleased to note: "Based on huge demand from national and international operator chains right from the outset, we were able to look into several exciting concepts. Ultimately, Radisson Hotel Group won us over with its new and innovative RED brand. We are extremely happy to be able to realize this hotel project with such a renowned partner. It is also a wonderful for the city of Cologne to experience this kind of hotel in this location."

Scheduled to open in the second quarter of 2023, the lifestyle branded Radisson RED hotel Cologne will offer guests all the conveniences to travel in comfort. Both hotel buildings will have an exciting restaurant and bar concept, a fitness studio and a creative 300 square meter meeting and event area.

In addition to the hotel experience, guests will have an ideal gateway for exploring Cologne's popular city center with tourist hotspots and Cologne's Central Station within walking distance. The Cologne Exhibition and Trade Center is just a few minutes away by train, making it easy for business travelers to make the most of their stay.

With this debut in Germany, Radisson RED brings a Lifestyle brand and new style to the city on the Rhine. Cologne, Germany's fourth largest city, is the ideal location for the upscale and interactive brand that enriches the conventional hotel industry with a playful touch. Radisson RED hotels rouse hospitality with true service professionalism and offer travelers a character that fits with the destination – this is the essence of the RED brand.

The agreement with the GERCHGROUP extends the Radisson RED portfolio to more than 40 hotels in operation or under development. Radisson RED hotels are located around the world in vibrant urban destinations such as Dubai, Cape Town, Lisbon, London and Vienna.

###

MEDIA CONTACTS

Martin Melzer, Radisson Hotel Group, Central & Southern Europe
martin.melzer@radissonhotels.com

Lucie Cardona, Radisson Hotel Group, EMEA
lucie.cardona@radissonhotels.com

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.radissonhotels.com/red

LinkedIn: <https://www.linkedin.com/company/radisson-red/>

Instagram: <https://www.instagram.com/radissonred/>

Twitter: <https://www.twitter.com/radissonred>

Facebook: <https://www.facebook.com/radissonred/>

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 and being uniquely 100% Carbon Neutral.

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

Or connect with us on:

LinkedIn: <https://www.linkedin.com/company/radisson-hotel-group/>

Instagram: <https://www.instagram.com/radissonhotels/>

Twitter: <https://twitter.com/radissonhotels>

Facebook: <https://www.facebook.com/radissonhotels>

YouTube: <https://www.youtube.com/radissonhotelgroup>