

### Radisson Blu Wins Prestigious British Travel Award

January 15, 2016

Radisson Blu, one of the world's leading hotel brands, was recently announced as the winner of the Best International Upscale Hotel Brand at the prestigious 2015 British Travel Awards. The win was announced at a glamorous gala award ceremony, held in London and attended by almost one thousand people from the travel industry.

In winning the top honour in the Best International Upscale Hotel Brand category, Radisson Blu beat off strong competition from brands including: Hilton, Marriott, Pullman and Mgallery.

"I am absolutely delighted with this award, it's a real honour for Radisson Blu to be recognised at such a high level and demonstrates that the combination of our unique Yes I Can! service spirit and strong design heritage, are helping to create a real point of difference for the brand. This win means so much to both myself, the team here, and in our Brussels HQ, and we are very grateful to all who voted" says Richard Moore, Area Vice President UK & Ireland, Carlson Rezidor

The British Travel Awards is the largest award programme in the UK, and was created to reward the best companies in travel. They are easily the most recognisable of all travel industry accolades amongst consumer and industry professionals alike, and serve as a benchmark for excellence when it comes to finding out who is the best in the business.

British Travel Awards' chief executive Lorraine Barnes Burton said: "More than a quarter of a million consumers voted this year to determine the winners of the 2015 British Travel Awards – it's the largest awards programme in the UK and to win is a clear statement that companies are providing excellence in travel to the discerning consumer. The travelling public regard the British Travel Awards winner's logo as the benchmark for excellence when it comes to finding out who are the best travel companies and Radisson Bluis to be congratulated on their achievement."

The British Travel Awards is a proudly independent organisation, verified by leading global accountancy practitioners Deloitte.

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#### **Notes to editors**

For further information contact:

Julie Deighton, Director PR & Communication UK & Ireland, Carlson Rezidor

Email: [Julie.deighton@carlsonrezidor.com](mailto:Julie.deighton@carlsonrezidor.com) Phone: 0161 490 5165

#### **About Radisson Blu®**

[Radisson Blu®](#) is one of the world's leading hotel brands with more than 280 hotels in operation in 62 countries. Radisson Blu's vibrant, contemporary and engaging hospitality is characterized by a unique *Yes I Can!SM* service philosophy, and all of its first class hotels offer a range of signature features that are empathetic to the challenges of modern travel, including the 100% Satisfaction Guarantee.

Distinguished world over as the brand with *Hotels Designed to Say YES!SM*, Radisson Blu offers a vivid visual celebration of leading-edge style where the delight is in the detail. Radisson Blu hotels are located in prime locations in major cities, airport gateways and leisure destinations across the world.

Radisson Blu is a part of Carlson Rezidor Hotel Group, which also includes Quorvus Collection, Radisson®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By CarlsonSM. For reservations and more information visit, [www.radissonblu.com](http://www.radissonblu.com). Connect with Radisson Blu on social media: @RadissonBlu on Twitter and Instagram and Facebook.com/RadissonBlu.

#### **About the British Travel Awards**

The British Travel Awards is the largest awards programme in the UK created to reward the best companies in travel. The British Travel Awards are easily the most recognisable of all travel industry accolades amongst consumer and industry professionals alike with categories spanning all types of holiday experience - transport, destination, cruise, customer service, holiday extras, and accommodation. The British Travel Awards symbol is the benchmark for excellence when it comes to finding out who really is the best in the business. The 2015 BTAs took place in London on 25 November. The British Travel Awards are funded by the registration fees and patronage of sponsors who have identified the ROI from increased brand visibility and sales opportunities as the consumer and trade [audience](#) grows exponentially year-on-year