

Radisson Blu Metropol open its doors in Helsingborg, Sweden

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Radisson Blu, one of the world's leading hotel brands, announces the opening of Radisson Blu Metropol Hotel in central Helsingborg, Sweden. The new upper-upscale hotel offering 205 rooms and suites is the largest in central Helsingborg and a natural meeting place with international flair in the "Söder" area of the city.

"The Nordic region is an important market for Radisson Blu and Rezidor as our hotel group started its incredible journey of innovation and growth here. With this opening, we continue to strengthen our leading position in the region, offering iconic hotels and world class hospitality to our guests. We are also delighted to further expanding our long-term partnership with Winn Hotel Group, operator of the hotel. This is our fourth joint project in four years", said Tom Flanagan, Area Vice President, Nordics at Rezidor.

In addition to 205 rooms and suites, there is a conference floor, offering eight premises of varying sizes - the largest room can hold up to 150 seated guests. Helsingborg's first all-day restaurant, a bar & café as well as a fitness center are also available at the hotel.

Unique design with an industrial touch

Since the start, the ambition has been to create a destination which pays tribute to the design tradition which resonates throughout the city and the architecture firm DOOS in Stockholm has integrated this in the hotel's interior design.

"Helsingborg has an industrial tradition which we wanted to highlight in the interior. The impression from the wings stemming from the H55 exhibition should be clearly felt when one passes through the hotel and focus has been placed on the materials used, what we call honest materials such as exclusive woods, leathers, stones, ceramic tiles and concrete forms", said Mikael Wennerström, General Manager of the new Radisson Blu Metropol Hotel, Helsingborg.

The hotel rooms include soft tones that highlight the small details, designed by DOOS' lead architect Bronwynn Welsh. The rooms offer everything a visitor expects from a beautifully designed hotel.

Conferences and events

The hotel offers eight flexible conference & event rooms of varying sizes. The name of the hotel, Metropol, comes from the neighborhood where the hotel is located.

"Metropol is at the heart of the hotel, a central point which we have created to offer a meeting place far from the ordinary. There is room for up to 150 seated guests or 200+ people mingling. The room is equipped with state-of-the-art technology and can accommodate everything from concerts, catwalks and breakfast clubs. The possibilities to meet and greet are endless here", continued Mikael Wennerström.

Nelly's food ETC. - the hotel's restaurant

As the guests enter the lobby, they are welcomed to visit the warm atmosphere of Nelly's Food ETC. and host a drink or two at the adjacent Nelly's Bar ETC. The restaurant is inspired by Nelly Krook, a philanthropist and woman ahead of her time.

"Nelly's Food ETC. will have generous opening hours. The vision is 'Where a Coffee turns into Cocktails'. The food is inspired by world citizen, Nelly Krook, and her several trips around the world. An international mix of her favorite dishes faithful to Scanian, Swedish and far reaching tastes", ended Mikael Wennerström.

About the hotel

- 205 rooms and suites
- 8 conference & event rooms

- Maximum capacity - largest conference & event room - 150 people
- Nelly's Food ETC. - restaurant with 150 seats indoors and 60 seats on the outdoor terrace.
- Distance to Helsingborg Central Train Station and & Ferry Terminal - 350 meters/4 minute walk
- 3 airports within 1 hour radius/CPH, AGP, MMX
- Heated garage in the building
- Fitness center with view over Helsingborg's rooftops

The Radisson Blu Metropol Hotel is part of the hotel portfolio of The Rezidor Hotel Group.

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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 the 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. Connect with Radisson Blu on social media: @RadissonBlu on Twitter and Instagram and Facebook.com/RadissonBlu.

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