

Radisson SAS Hotel in Frankfurt recognised for its innovation and originality

November 24, 2005

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The Radisson SAS Hotel in Frankfurt has won the prize for the “Best hotel opened in the year” at the 6th Worldwide Hospitality Awards ceremony held on the 7 November at the Hilton Arc de Triomphe Hotel in Paris. The French Minister for Tourism, Léon Bertrand, attended the evening.

24 November 2005... The event, presided over by Kurt Ritter (Chairman & CEO Rezidor SAS Hospitality), united the managers of famous international hotel groups for the presentation of the 6th “Worldwide Hospitality Awards”.

This professional gathering, inaugurated in the year 2000, is a key date on the hotel industry calendar. It is organised by the MKG group in association with HTR magazine and gives hotel groups an opportunity to show how on the ball and innovative they are.

The international panel of judges, chaired by Maurice Beaudoin, Deputy Managing Director of Figaro Magazine, included 33 people from the fields of tourism and journalism. It honoured the work of teams and partners, as well as collective progress achieved in the hotel industry, by presenting about ten awards including prizes for the best advertising campaign and the best hotel manager, and not forgetting the panel's top award recognising the exemplary merits and overall performance of a particular group in 2005.

The Radisson SAS Hotel in Frankfurt, which opened its doors on 1st November, won the award for the “Best Hotel Opened in the Year” for its innovative architecture, its originality, the kind of service it offers its customers and its compatibility with the current market.

This award has rightly gone to the only hotel in Europe with a round façade! In fact the Radisson SAS Hotel in Frankfurt is a unique architectural masterpiece designed by architect John Seifert: a 96-metre tall cylinder of glass reflecting the sky...

Another distinctive feature of the hotel is its 434 rooms decorated in 4 different styles, so that the customer can choose between the "Fresh" look (glamorous and unconventional), the "Fashion" look

(cosy and colourful), the "Chic" look (timeless) or the "At Home" look (modern and relaxed). Room design was handled by the Thun Studio, run by the famous Matteo Thun in Milan.

The hotel boasts two restaurants: the “Coast & Oyster Bar” with its open cuisine and the “Gaïa” restaurant offering Mediterranean cuisine. New-Yorker Adam D. Tihany designed all the public areas of the hotel.

Due to its prime location, this new hotel is already a great landmark in Germany's financial capital.

Looking beyond the Radisson SAS Frankfurt Hotel, this prize says it all about the concept of the new generation of Rezidor SAS Hospitality group hotels, which aim to be ultra-contemporary while placing great emphasis on impeccable service.