

Norway's first Radisson RED set to arrive in Oslo

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Radisson Hospitality AB, publicly listed on Nasdaq Stockholm, Sweden, and part of Radisson Hotel Group, is delighted to announce the signing of the Radisson RED Okern Oslo, which will be the first-ever Radisson RED hotel to arrive in Norway. This vibrant and unique hotel concept is set to open its doors in 2021 in one of the most forward-thinking buildings in Oslo.

Elie Younes, Executive Vice President & Chief Development Officer, Radisson Hotel Group, said: "We're thrilled to bring the first Radisson RED to Norway and offer our guests this bold, playful brand in such an up-and-coming area of Oslo. It's hugely exciting to be part of this highly innovative project – the perfect fit for Radisson RED."

In 2021, Oslo's most future-oriented building, 'Økern Portal', will be complete. This 81,000sqm business building will offer everything from flexible office premises to hotel, restaurant, and cultural experiences. The property is being built in partnership with the real estate owner, Oslo Pensjonsforsikring AS, and Norlandia Hotel Group.

The Radisson RED Okern Oslo is part of the construction – featuring 224 spacious and bright rooms and suites, several meeting rooms, a restaurant and a rooftop bar that will offer unparalleled views of Norway's capital. The rooftop of the hotel will be the crown jewel of the city, offering 360-degree views over Oslo and a rooftop garden. The terrace will be inspired by European cities; another feature that means guests can look forward to world-class and truly unique experiences at the hotel.

Morten A. Kahrs, CEO of Norlandia Hotel Group, the owner, comments: "It's with great pleasure and excitement that we've signed the agreement to bring Radisson RED to Oslo with this fantastic hotel. The property will provide guests with untraditional experiences and be built with truly innovative and sustainable solutions as key features."

All design choices in the hotel project will be made with the guest experience and sustainability in mind – with the aim of achieving BREEM-Nor certification. **BREEM is a third-party world-leading sustainability assessment method, which** only a handful of all Norwegian hotels have achieved – including the iconic Radisson Blu Atlantic Hotel, Stavanger in Norway.

Radisson RED is an upscale, select service hotel brand that presents a playful twist on the conventional, located in urban and vibrant cities – the perfect fit for Økern. The hotel brand is like nothing else seen in the Nordics and will inject new life into hospitality across the region.

Økern itself is often referred to as the future City Center of Oslo, as it's a living laboratory with the goal of becoming Europe's most environmentally friendly urban development project. Økern Centre is situated in the heart of Hovinbyen, one of Oslo's newest and most ambitious city development areas. The district of Hovinbyen is Oslo's biggest development area, with up to 40,000 new apartment buildings in planning – providing homes to 100,000 people. There's also a 2,500,000sqm area for trade and industry, resulting in as many as 100,000 new jobs.

The hotel will be located centrally at Økern, within walking distance of the metro, airport express bus and Ring 3. This will all make the hotel a natural choice for guests who want easy access to travel across the entire capital.

The Radisson RED Okern Oslo will be operated by Radisson Hospitality under an International Franchise Agreement.

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ABOUT RADISSON RED

Radisson RED® is an upscale, select service hotel brand that presents a playful twist on the conventional. Radisson RED hotels inject new life into hospitality 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 where travelers have the unique opportunity to tailor their stay to their style. 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 the Radisson Hotel Group™ which also includes Radisson Collection™, Radisson Blu®, Radisson®, Park Plaza®, Park Inn® by Radisson, Country Inn & Suites® by Radisson and prizeotel.

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Radisson Hotel Group™ is one of the world's largest hotel groups with eight distinctive hotel brands, and more than 1,400 hotels in operation and under development around the world. The Radisson Hotel Group portfolio includes Radisson Collection™, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson, Country Inn & Suites® by Radisson and prizeotel.

Radisson Rewards™ is a global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offer exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners.

Radisson Meetings place people at the heart of everything we do and treat every meeting or event as more than just a date in the calendar. Designed around three key commitments – Personal, Professional and Memorable – delivered through bespoke services, Radisson Meetings create successful and unique experiences for our guests.

More than 95,000 team members work globally for the Radisson Hotel Group and at the hotels licensed to operate in its systems.

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