

Radisson BLU Becomes Europe's Largest Quality Hotel Chain



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Radisson BLU is officially the largest hotel chain in Europe, following the merger of the Radisson BLU and Radisson Edwardian hotels throughout the continent. The Radisson hotel chain now boasts 170 hotels offering a total of 38,079 rooms.

"We are proud to have taken this leading position," said Olivier Jacquin, Marketing Manager at Radisson BLU Europe. "It is the result of strategic and ambitious business development, creative marketing campaigns and our innovative service concept of our hotel," he added.

From its origins as a classic hotel chain for business travelers Radisson BLU has greatly expanded its portfolio in recent years.

"In major European airports, we have redefined the concept of airport hotels and popular holiday destinations like Dubrovnik in Croatia, Cesme in Turkey and Monastir and Djerba in Tunisia; we have great new spa resorts," said Olivier Jacquin.

One of the recent new developments in the Radisson portfolio is the first Radisson BLU Hotel in Madrid, which opened in February. 2010 will see the hotel group expand further into Europe with the Radisson Royal Hotel Moscow due to open in May.

The building is part of Stalin's legendary Soviet skyscrapers, the "Seven Sisters", and offers 506 luxury rooms and suites and 38

apartments. At the hotel guests will find world class restaurants, including river cruise boats, and a unique art collection that contains 1200 original paintings by famous Russian artists from the beginning of the 20th century.

Radisson BLU offers several unique services to its guests, including Business Class rooms with Espresso machines, 3 hour express laundry of clothes, a "grab and run" breakfast for those on the move in the morning, free broadband access in all rooms and the latest in conference technology.

About the Rezidor Hotel Group

The Rezidor Hotel Group is one of the fastest growing hotel chains in the world. The Group has a portfolio of more than 385 hotels in operation or under development with over 83,000 rooms in 62 countries, including [luxury hotels in london](#), [luxury hotels in paris](#) and [luxury hotels in rome](#). Rezidor operates the brands Radisson BLU Hotels & Resorts, Regent Hotels & Resorts, Park Inn and Country Inns & Suites in Europe, Middle East and Africa. Under a global licensing agreement with the classic Italian fashion house Missoni, Rezidor operates and develops the new lifestyle hotel chain Hotel Missoni.

Radisson BLU Hotels & Resorts (formerly Radisson BLU) is part of the Rezidor Hotel Group, and operates over 190 hotels in Europe, Middle East and Africa. Among other locations, Radisson BLU hotels can be found in Oslo, London, Copenhagen, Stockholm and Gothenburg.

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