

Radisson Blu Strengthens Unity In North Rhine-Westphalia



Released on: September 21, 2010, 7:17 am

Author: **Rezidor Hotel Group**

Industry: [Travel](#)

Radisson Blu has announced that the sales departments of its three hotels in North Rhine-Westphalia are now working together as one team, thus forming a strong unity in all sales, marketing and PR related matters. For both media representatives and hotel customers, the merge of the three teams represents a great benefit.



Claudia Tewes, who was in charge of the Sales and Marketing department in the Radisson Blu Hotel Cologne, is now also Director of Sales and Marketing for the [Dusseldorf hotels](#) - the Radisson Blu Scandinavia Hotel and the Radisson Blu Media Harbour Hotel.

"Our nine sales persons have an extended radius of action now. Synergies and financial resources can be used much better, and of course we also hope to increase revenue for all three hotels", commented Jürgen Wirtz, District Director of the region North Rhine-Westphalia.

The sales teams of these [hotels in Dusseldorf](#) and Cologne will maintain their headquarters, but by concentrating all information and sales forces, a compact and effective service for media representatives and customers as well as a better awareness of the brand 'Radisson Blu' in North Rhine-Westphalia is guaranteed.

All marketing related issues will now be handled, coordinated and distributed as an integrated whole. Due to the simplified exchange of experiences among the hotels the marketing budget can now be used very efficiently. Creative processes such as brainstorming involve more staff and therefore lead to many new, surprising ideas.

As the three teams are located in different hotels, getting to know each other and establishing a positive and effective communication is crucial. Therefore regular cluster meetings and joint sales trips are scheduled for the whole team.

To ensure that all sales staff had a good knowledge of each of the hotels, they were made to check in as guests, use all the services and benefits - and were surprised by the individuality of each house.

The Radisson Blu Hotel Cologne, is located next to the fairground within a short distance of the city centre, and provides 393 modern hotel rooms and suites in a classy, warm ambience. The ten meeting rooms can accommodate up to 250 persons.

The stylish Radisson Blu Media Harbour Hotel in Düsseldorf was designed by Matteo Thun, a world famous hotel designer, and provides 135 luxurious, modern guest rooms and suites. The hotel offers two meeting rooms for up to 24 delegates and a private dining area for up to 16 guests.

Located only 200 meters from the river Rhine, the Radisson Blu Scandinavia Hotel offers 309 rooms and suites in the style of a classic grand [luxury Dusseldorf hotel](#), along with 19 flexible meeting rooms for 6 to 650 delegates.

"Although all three hotels are part of the same brand and living up to the same standards, they differ enormously in size, style and location. However, all hotels have one thing in common: For our employees the guest always comes first - "No" as an answer to a guest's request is no option. Even though we are extremely flexible in all regards, our "Yes I Can" - Philosophy is unalterable." Jürgen Wirtz explained.

About Radisson Blu Hotels & Resorts

Radisson Blu Hotels & Resorts, part of the Rezidor Hotel Group, currently operates over 155 hotels in Europe, the Middle East and Africa, with another 47 projects under development.

The Rezidor Hotel Group is one of the fastest growing hotel companies in the world. The group features a portfolio of more than 400 hotels in operation and under development including hotels in London, hotels in Paris and hotels in Rome, with more than 86,300 rooms in over 60 countries.

Rezidor operates the brands Radisson Blu Hotels & Resorts, Regent Hotels & Resorts, Park Inn and Country Inns & Suites in Europe, Middle East and Africa, along with the [goldpoints plus](#) SM loyalty programme for frequent hotel guests.

The Corporate Office of the Rezidor Hotel Group is based in Brussels, Belgium.

For further information please contact:

Christiane Reiter
Director Corporate Communication
The Rezidor Hotel Group
Avenue Du Bourget 44
B-1130 Brüssel
Belgien
+32 2 702 9331
www.radissonblu.com

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)