

## PRESS RELEASE

# RADISSON HOTEL GROUP TO BRING VIBRANT RADISSON RED BRAND TO THE HEART OF BANGKOK

*The existing Park Plaza Bangkok Soi 18 will be rebranded and reimagined with a colorful new (upper-) upscale concept, before relaunching as Radisson RED Bangkok Sukhumvit 18 in Q4 2025*



Radisson Hotel Group is set to bring a new splash of color to Bangkok's hospitality scene as it introduces the Thai capital's first Radisson RED hotel: *Radisson RED Bangkok Sukhumvit 18*. This stylish, art-inspired lifestyle hotel will make its debut in the fourth quarter of 2025, following a playful reimagining and rebranding of the popular Park Plaza Bangkok Soi 18.

Radisson RED presents a playful twist on the conventional with original artworks, inspiring interiors and seamless social spaces that let savvy travelers kick back, relax and feel the spirit of the city. This makes it the perfect fit for Bangkok, where the streets buzz with activity, day and night. Situated in the heart of Sukhumvit, surrounded by shopping malls, bars, street food and so much more, this trendy (upper-) upscale hotel will be the ultimate base for adventure-seeking urban explorers.

Upon opening in Q4 2025, *Radisson RED Bangkok Sukhumvit 18* will feature 125 redesigned rooms, all equipped with super-comfy RED Beds, power showers, and cutting-edge tech including high-speed Wi-Fi and smart solutions. Guests can chill out, check-in on Instagram and mingle with their fellow travelers at the hotel's public spaces, all of which are fully connected. The fitness center is ideal for workouts and the rooftop pool and bar is a great place to kick back and relax. For corporate visitors, the bright meeting rooms will breathe new life into business events.

The hotel has a prime location just moments from Asok BTS skytrain and Sukhumvit MRT subway stations, putting the entire city within easy reach. Queen Sirikit National Convention Center and the lakes, lawns and paths of Benchakitti Park are just footsteps away.

**Chaiyud Sakchiraphong, Owner, Park Royal Co., Ltd.**, said: *"Bangkok is a city that bursts with life, and nowhere is more vibrant than the downtown Sukhumvit district. The Radisson RED brand, with its colorful and playful concept, fits perfectly within this part of the city. This area is known for its dynamic atmosphere, bustling nightlife, and diverse cultural attractions. By introducing Radisson RED here, we are confident it will resonate with the energy of Sukhumvit, offering a unique and memorable experience for guests."*

**Kavin Saknarula, Owner, Park Royal Co., Ltd.**, said: *"We value our long-term partnership with Radisson Hotel Group and look forward to creating a hotel that becomes an iconic symbol of this area, making it a popular option among local and international visitors alike."*

**Elie Younes, Executive Vice President and Global Chief Development Officer at Radisson Hotel Group**, commented: *"Park Royal is a strong and trusted partner. The introduction of Radisson RED will bring a new edge to the upscale hospitality sector in Bangkok, as its fresh and bold approach will make it stand out from the crowd. This rebranding is a testament to the power of our brands to meet the unique needs of every market."*

As a testament to its strategic vision, Thailand remains one of Radisson Hotel Group's key markets, with a robust portfolio of 14 hotels currently operating and under development. This includes Radisson RED Phuket Patong Beach, set to become the country's inaugural Radisson RED hotel upon opening. This expansion underscores Radisson Hotel Group's commitment to pioneering social hospitality and setting new industry standards across South East Asia.



To learn more about Radisson Hotel Group, please visit [www.radissonhotels.com](http://www.radissonhotels.com).

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#### **RADISSON HOTEL GROUP**

Radisson Hotel Group is an international hotel group, operating in EMEA and APAC with over 1,360 hotels in operation and under development in +95 countries. The international hotel group is rapidly expanding with a plan to significantly grow the portfolio. The Group's overarching brand promise is Every Moment Matters with a signature Yes I Can! service ethos.

The Radisson family of brands portfolio includes Radisson Collection, art'otel, Radisson Blu, Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel brought together under one commercial umbrella brand Radisson Hotels.

[Radisson Rewards](#) is Radisson Hotel Group's loyalty program, which delivers an elevated experience that makes Every Moment Matter, counting more than 17 million members. As the most streamlined program in the sector, members enjoy exceptional advantages and can access their benefits from day one across a wide range of hotels in Europe, Middle East, Africa, and Asia Pacific.

[Radisson Meetings](#) provides tailored solutions for any event or meeting, including hybrid solutions placing guests and their needs at the heart of its offer. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and being uniquely 100% Carbon Neutral.

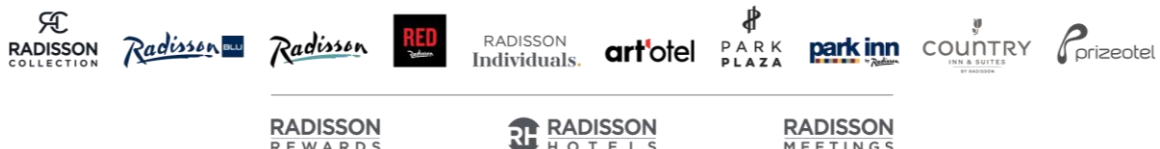
At Radisson Hotel Group we [care for people, communities and planet](#) and aim to be Net Zero by 2050 based on the approved near-term Science Based Targets. With unique solutions such as 100% carbon neutral Radisson Meetings, we make sustainable hotel stays easy. To facilitate sustainable travel choices, all our hotels are becoming verified on Hotel Sustainability Basics.

The health and safety of guests and team members remain a top priority for Radisson Hotel Group. All properties across the Group's portfolio are subject to health and safety requirements, ensuring we always care for our guests and team members.

For more information, visit our [corporate website](#). Or connect with Radisson Hotels on:

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#### **ABOUT RADISSON RED**



Radisson RED is an (upper-) upscale hotel brand that presents a playful twist on the conventional. The brand injects new life into hospitality through informal services where anything goes, a vibrant social scene that's waiting to be shared and stylish public spaces with standout design to inspire our guests. Radisson RED hotels are designed to fit the needs of our guests by giving them endless opportunities to tune in and out, switching effortlessly between business and pleasure. Guests and professional business partners can enhance their experience with Radisson RED by participating in Radisson Rewards, an international loyalty program offering exceptional benefits and rewards.

Radisson RED is a part of the Radisson family of brands, which also includes Radisson Collection, art'otel, Radisson Blu, Radisson, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel brought together under one commercial umbrella brand Radisson Hotels.

For reservations and more information, visit our [website](#). Or connect with Radisson RED on:

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