Brussels/Gyumri, 31 March 2025

**Radisson Hotel Group introduces the Radisson brand to Armenia with the opening of Radisson Hotel & Spa Gyumri**

**Radisson Hotel Group proudly expands its presence in Armenia with the opening of** [**Radisson Hotel & Spa Gyumri**](https://www.radissonhotels.com/en-us/hotels/radisson-gyumri?msockid=1311e1c764b46d5d3176f4d665d86c96)**, marking the debut of the Radisson brand in the country. Located in Gyumri, Armenia’s second-largest city and a renowned cultural hub, the hotel brings Radisson’s signature Scandinavian-inspired hospitality to the heart of this historic destination.**

Situated adjacent to the city’s main square, Radisson Hotel & Spa Gyumri offers 64 elegantly designed rooms, reflecting the brand’s signature aesthetic — bright, functional, and inviting spaces that create a perfectly balanced environment for a seamless stay.

Maria Znova, Senior Director of Business Development at Radisson Hotel Group, shares: *"We are thrilled to introduce the Radisson brand to Armenia with the opening of Radisson Hotel & Spa Gyumri. This milestone reflects our commitment to growing our presence across the Caucasus and Central Asia. We are proud to collaborate with Alecpol Projects Management LLC and look forward to a successful partnership as we continue expanding in this dynamic region."*

**A historic spa experience at Alexandra Spa Center**

Guests can enjoy exclusive access to the iconic Alexandra Spa Center, a historically protected building dating back to the late 1880s. Recognized across the Caucasus for its world-class spa facilities, the center features multiple saunas, hammams, pools, Jacuzzis, and an expert team of therapists offering massages and wellness treatments.

**Versatile event and meeting spaces for every occasion**

For business and event travelers, Radisson Hotel & Spa Gyumri offers versatile meeting and event spaces, tailored to accommodate a variety of gatherings, from corporate meetings to special celebrations.

**A strategic expansion across the Caucasus**

The addition of Radisson Hotel & Spa Gyumri strengthens Radisson Hotel Group’s growth strategy in Armenia, following the success of Radisson Blu Hotel, Yerevan, which opened in 2016. This opening marks the Group’s 17th property in operation and development across the Caucasus and Central Asia.

Arman Barseghyan, Director at Alecpol Projects Management LLC, adds: *"Transforming Shiraz Plaza Hotel & Spa into Radisson Hotel & Spa Gyumri is an exciting step for us. Partnering with Radisson Hotel Group on this landmark project allows us to introduce a world-class hospitality experience to Gyumri, contributing to the city’s growth as a premier destination in the region."*

With its prime location, Scandinavian-inspired design, premium spa facilities, and dynamic event spaces, Radisson Hotel & Spa Gyumri is set to become a new landmark in Armenia’s hospitality landscape.

For more information or to book, click [here](https://www.radissonhotels.com/en-us/hotels/radisson-gyumri?cid=a:pt+b:prs+c:global+i:pressrel+e:rhg).
Download high-resolution images here.

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RADISSON HOTEL GROUP

Radisson Hotel Group is a rapidly expanding international hotel group, operating in EMEA and APAC with over 1,520 hotels in operation and under development in +100 countries. 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 Prize by Radisson brought together under one commercial umbrella brand Radisson Hotels.

[Radisson Rewards](https://www.radissonhotels.com/en-us/rewards) is Radisson Hotel Group’s loyalty program, which delivers an elevated experience that makes Every Moment Matter, counting more than 20 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](https://www.radissonhotels.com/en-us/meeting-conference-hotels) 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 Carbon Compensated.

At Radisson Hotel Group we [care for people, communities and planet](https://www.radissonhotels.com/en-us/corporate/responsible-business) and aim to be Net Zero by 2050 based on the approved Science Based Targets. With unique solutions such as carbon compensated 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](https://www.radissonhotels.com/corporate). Or connect with Radisson Hotels on:

[LinkedIn](https://www.linkedin.com/company/radisson-hotel-group/) | [Instagram](https://www.instagram.com/radissonhotels/) | [X](https://x.com/radissonhotels) | [Facebook](https://www.facebook.com/radissonhotels) | [YouTube](https://www.youtube.com/radissonhotelgroup) | [TikTok](https://www.tiktok.com/%40radissonhotels)

ABOUT RADISSON

Radisson is an upscale hotel brand that offers Scandinavian inspired hospitality, which enables guests to find more harmony in their travel experience. With natural surroundings and unexpected delights, Radisson inspires the art of being in the moment, helping guests find the right balance for their stay and enabling them to switch off and relax. Radisson hotels can be found in leisure destinations, suburban and city settings, and near airports. Guests and professional business partners can enhance their experience with Radisson by participating in Radisson Rewards, an international loyalty program offering exceptional benefits and rewards.

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

For reservations and more information, visit our [website](https://www.radissonhotels.com/radisson). Or connect with Radisson on:

[LinkedIn](https://www.linkedin.com/company/radisson-hotel-group/) | [Instagram](https://www.instagram.com/radisson) | [X](https://x.com/radissonhotels) | [Facebook](https://www.facebook.com/radisson) | [YouTube](https://www.youtube.com/playlist?list=PLDuJbevwCgCeKW4EjwCRiRf82xpXhNkw-) | [TikTok](https://www.tiktok.com/%40radissonhotels)