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## PRESS RELEASE

# Radisson Hotel Group invites Chinese guests to create meaningful and memorable moments in Shanghai



*Creating memorable moments in Shanghai*

[Radisson Hotel Group](#) is reviving the joy of travel in Shanghai with a new campaign that invites Chinese travelers to create memorable, meaningful moments in the “Paris of the East”. As China’s domestic tourism recovery gains momentum, guests are encouraged to return to this amazing metropolis and rediscover its iconic attractions.

Shanghai is one of the world’s most spectacular cities, with an incredible array of activities to suit every type of traveler. From the sensational shopping of Nanjing Road and the sparkling skyline of Lujiazui, to the chic waterfront of The Bund and the leafy avenues of the Hengshan Road – Fuxing Road Historic Area, this is a destination that never fails to stimulate the senses and ignite the imagination. To celebrate



this, the “**Memorable Shanghai**” campaign will enable domestic guests to enjoy surprising and inspiring vacations, in line with Radisson Hotel Group’s “Every Moment Matters” philosophy.

China’s resurgent domestic tourism industry is helping to drive the recovery from the global pandemic. During the last major public holiday in May 2021, a staggering 230 million trips were taken around the country and Shanghai Disney Resort was one of the top attractions<sup>1</sup>. Domestic air traffic in China is also soaring; according to the latest data from IATA<sup>2</sup>, flights around the country were almost 80% full in May.

With a collection of seven hotels all across Shanghai, covering three of its industry-leading brands, Radisson Hotel Group can cater for every traveler, whether they already know and love Shanghai or are exploring the city for the first time.

Guests can stay in comforting accommodation, wake up to breath-taking vistas, feel at ease and experience the authentic locale in a choice of dynamic districts. [Radisson Collection Hotel, Hyland Shanghai](#) and [Radisson Blu Hotel Shanghai New World](#) put shoppers in the retail heart of Nanjing Road, and [Radisson Collection Hotel, Yangtze Shanghai](#) feels the buzz of the Hongqiao. For families, [Radisson Blu Shanghai Pudong Jinqiao](#) provides a great base for trips to Shanghai Disney Resort, while [Radisson Exhibition Center Shanghai](#) is tailor-made for those who want to combine their business trip with a leisure break.

Wherever they choose to stay, every guest can maximize their stay in Shanghai with Radisson Hotel Group’s “China Autumn Offer” promotion! Valid for bookings made at participating hotels between 20 September and 31 October and stays before 31 October 2021, this enticing offer includes a guaranteed room upgrade, daily breakfast for two, and free cancellation up until 24 hours before check-in. [Radisson Rewards](#) and Jin Jiang Club members will also receive 20% off their chosen hotel’s Autumn promotion rate.

To create even more memorable moments, guests will be presented with two beautiful, freshly baked butterfly cookies in a special gift box\*. In China, the butterfly is a symbol of longevity and love, so these delicious treats are a wonderful way to celebrate the joy of travel.

“We are delighted to launch the ‘Memorable Shanghai’ campaign and invite our cherished Chinese guests to visit this vibrant destination. As normal life gradually returns to China, more people are taking



the opportunity to reconnect with their loved ones and rediscover their home country. Shanghai is a stunning city that provides the perfect blend of classic charm and contemporary style, with a wealth of activities for all ages. We look forward to welcoming visitors to this urban jewel and create meaningful moments with Radisson Hotel Group,” said Gary Ye, Vice President, Operations, China, Radisson Hotel Group.

To learn more about Memorable Shanghai, please visit [www.radissonhotels.com/en-us/hotel-deals/memorablesanghai](http://www.radissonhotels.com/en-us/hotel-deals/memorablesanghai).

<sup>1</sup> <https://www.cnbc.com/2021/05/06/china-travel-bookings-soar-during-may-labor-day-holiday-as-covid-eases.html>

<sup>2</sup> <https://www.iata.org/en/pressroom/pr/2021-07-07-02/>

\*while stocks last

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#### **RADISSON HOTEL GROUP**

Radisson Hotel Group is one of the world's largest hotel groups with nine distinctive hotel brands, and more than 1,500 hotels in operation and under development in 120 countries. The Group's overarching brand promise is Every Moment Matters with a signature Yes I Can! service ethos.

The Radisson Hotel Group portfolio includes Radisson Collection, 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 our global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners.

[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.

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 stringent health and safety requirements, as outlined in the [Radisson Hotels Safety Protocol](#).



More than 100,000 team members work at Radisson Hotel Group and at the hotels licensed to operate in its systems. For more information, visit our [corporate website](#). Or connect with Radisson Hotels on:

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