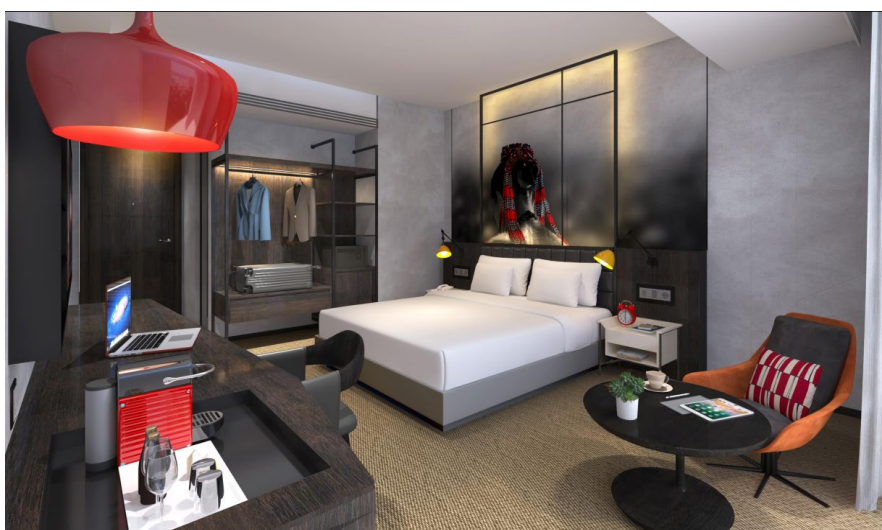




Singapore, 7 December 2021

## PRESS RELEASE

### The Philippines' first Radisson RED hotel wins prestigious award for best interior design in the Philippines



*Radisson RED Cebu Mandaue Guestroom Design*

Radisson RED Cebu Mandaue has won the “Best Hotel Interior Design” title at the PropertyGuru Philippines Property Awards, which honors the most outstanding development projects and design concepts in the real estate and hospitality industries.

Radisson RED Cebu Mandaue will mark the debut of Radisson RED, Radisson Hotel Group's fresh and free-spirited brand, in the Philippines when it opens its doors in 2023, this upscale select-service hotel will breathe new life into Cebu City's hospitality sector through its bold design, stylish spaces and seamless connectivity.



*Radisson RED Cebu OUI Bar*

Vibrant artworks and vivid imagery reflect the brand's expressive personality, while cutting-edge technology is woven into every aspect of the guest journey, from digital check-in via the Radisson RED app to smartphone-enabled room keys and TV streaming capabilities. Savvy travelers will be able to enjoy 24-7 facilities, including the RED Deli or OUIBar which offer "grab and go" refreshments at any time of day or night, and the Red Face Gym, which lets visitors work out around the clock.

The Philippines Property Awards, which forms part of the prestigious PropertyGuru Asia Property Awards program, recognized Radisson RED Cebu Mandaue's innovative approach and the way it blends art and technology to elevate every stay to new levels of excellence.

"We are thrilled that Radisson RED Cebu Mandaue was awarded the 'Best Hotel Interior Design' title at the Philippines Property Awards. At Radisson Hotel Group, we have a guest-centric approach to hospitality and a commitment to intelligent, forward-thinking design. These elements are brought to life through Radisson RED, where a casual, upbeat vibe is complemented by smart technology and inspiring social spaces. I would like to thank Cebu Landmasters for realizing our vision for this brand," said Greg Farrell, Vice President, Technical Services, Asia Pacific, Radisson Hotel Group.





*Radisson RED Cebu Mandaue Lobby*

“Radisson RED Cebu Mandaue is one of the most exciting projects we’ve worked on. Fashionable, fresh and vibrant, it embodies many of the modern-day qualities of the Philippines. We are delighted to win this award, along with our ‘Best Developer’ honor for the Visayas region, which reflects our status as the leader in this dynamic region. We have had a fruitful collaboration with the interior designer Hirsch Bedner Associates (HBA) and of course the Radisson Hotel Group has been an excellent partner with exciting brands that are relevant, and we look forward to even more projects in future,” commented Mathias Bergundthal, Director for Asset, Cebu Landmasters Premier Hotels.

In total, Cebu Landmasters Inc. (CLI) won 11 titles including the all-new Best Developer (Visayas) and Best Developer (Mindanao) awards at the 9<sup>th</sup> Philippines Property Awards, which were celebrated virtually, culminating in an online gala event in November 2021. CLI was also given Special Recognitions in ESG and in Sustainable Design and Construction.

Radisson RED Cebu Mandaue will form part of the Astra Centre, a major new mixed-use development currently rising in this dynamic coastal city, which lies in the Central Visayas region. It will become the Philippines’ first Radisson RED hotel, joining a collection of six Park Inn by Radisson and Radisson Blu hotels currently operating across the country.

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## **ABOUT 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:

[LinkedIn](#) | [Instagram](#) | [Twitter](#) | [Facebook](#) | [YouTube](#)

## **ABOUT RADISSON RED**

Radisson RED is an upscale hotel brand that presents a playful twist on the conventional. Radisson RED injects new life into hotels with its vibrant social scene that's waiting to be shared and bold design that kick-starts the fun. Radisson RED hotels are in dynamic, urban locations, and offer guests endless opportunities to tune in and out – switching effortlessly between business and leisure. Guests and professional business partners can enhance their experience with Radisson RED by participating in Radisson Rewards, a global loyalty program offering exceptional benefits and rewards.

Radisson RED is a part of Radisson Hotel Group, which also includes Radisson Collection, 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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