

feel good

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## PRESS RELEASE

### Park Inn by Radisson brings a bright new era of hospitality to Bacolod, the Philippines’ “City of Smiles”



*Image caption: The 150-key Park Inn by Radisson Bacolod is located within the SM City Bacolod mall complex*

Radisson Hotel Group is excited to announce the opening of another new Park Inn by Radisson hotel in the Philippines. This vibrant and welcoming upper midscale brand debuts in Bacolod City, the capital of Negros Occidental province today.

[Park Inn by Radisson Bacolod](#), the new family-friendly hotel, is located within the SM City Bacolod lifestyle mall, providing guests with instant access to extensive retail, F&B outlets, entertainment facilities and the SMX Convention Center. The property features 150 modern rooms ranging from 25 to 49sqm,

including Superior Rooms, Deluxe Rooms and Junior Suites. All guests will enjoy comfortable king or twin beds, refreshing bathrooms and intuitive amenities, such as bedside USB ports and free Wi-Fi.



Families can make a splash with separate outdoor pools for adults and children, or relax with in-room spa services, a fitness center and jogging path. Feeling hungry? Guests can refuel at a choice of four restaurants and bars, including *Arima*, an inviting all-day dining destination that serves a wide range of international dishes; *DASH*, the ground floor “Grab & Go” concept; *Lobby Lounge*, a casual café and juice bar; and *Marapara Plaza* an inviting alfresco venue that specializes in comfort food and cool drinks. Guests keen on learning more about the homegrown arts scene can take time to visit *Art Cove*, the hotel’s bright gallery space dedicated to showcasing the work of local artists and photographers with regular exhibitions.





For corporate travelers and meeting planners, Park Inn by Radisson Bacolod features three function rooms covering 230sqm, which are suited to a variety of events including business meetings, training sessions and media briefings, all supported by audiovisual equipment and professional services. The private dining rooms at Arima are ideal for hosting life's special occasions.



“We are delighted to start welcoming guests to Park Inn by Radisson Bacolod. Park Inn by Radisson is a feel-good brand that can cater for any occasion and reflects the upbeat vibe of the Philippines. We look forward to greeting every visitor with a genuine warm welcome, and our positive and proactive ‘Yes I Can’ service philosophy,” commented Laurence Peña, Assistant Vice President for Rooms, SM Hotels and Conventions Corporation, and Interim General Manager, Park Inn by Radisson Bacolod.

“Park Inn by Radisson is one of the fastest-growing brands in the Philippines, and we are thrilled to add another outstanding hotel to our portfolio in this dynamic country. This will also become the first internationally branded hotel in Bacolod City, which reflects our successful strategy of introducing world-class hospitality to Asia’s up-and-coming cities. Upper midscale hotels are rising in popularity, and we aim to introduce our fresh and friendly Park Inn by Radisson hotels to even more destinations all around the region,” said Andre de Jong, Vice President, Operations, South East Asia and Pacific, Radisson Hotel Group.

Radisson Hotel Group now operates five Park Inn by Radisson properties in the Philippines, located in Clark, Davao, Iloilo City, North EDSA (Quezon City) and Bacolod, as well as an upper upscale Radisson Blu hotel in Cebu City.

Learn more about Bacolod in our latest blog post: <https://blog.parkinn.com/explore-bacolod-philippines>



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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.

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:

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## ABOUT PARK INN BY RADISSON

Park Inn by Radisson is an upper midscale hotel brand that delivers modern experiences, good food and upbeat environments. Park Inn by Radisson positively lifts our guests' mood for a happy stay – with a touch of color, contemporary design, and friendly, personalized service with surprising feel-good extras. Park Inn by Radisson hotels can be found in capital cities, around economic hubs, and near airports and railway stations. Guests and professional business partners can enhance their experience with Park Inn by Radisson by participating in Radisson Rewards, a global loyalty program offering exceptional benefits and rewards.

Park Inn by Radisson is a part of Radisson Hotel Group, which also includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Radisson Individuals, Park Plaza, Country Inn & Suites by Radisson, and prizeotel brought together under one commercial umbrella brand Radisson Hotels.

For reservations and more information visit [www.radissonhotels.com/parkinn](http://www.radissonhotels.com/parkinn)

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## ABOUT PARK INN BY RADISSON BACOLOD

Part of the Radisson Hotel Group, Park Inn by Radisson Bacolod is strategically located in downtown Bacolod, the capital of Negros Occidental province in the Philippines. An integral part of the SM City Bacolod mall complex with easy access to the SMX Convention Center, this vibrant upper midscale hotel is ideal for business and leisure travelers alike. Park Inn by Radisson Bacolod features 150 rooms and suites, outdoor pools for adults and children, a fitness center, four F&B outlets, and an art gallery dedicated to host regular art and photography exhibitions by local talents. Meeting planners can choose from three function rooms and two private dining rooms to host events.

For more information, please visit [www.radissonhotels.com/en-us/hotels/park-inn-bacolod](http://www.radissonhotels.com/en-us/hotels/park-inn-bacolod).

