



Welcome to the
EXCEPTIONAL

Brussels, 21 September 2020

Radisson Hotel Group welcomes the exceptional to Brussels

Radisson Hotel Group is proud to announce the opening of the first Radisson Collection Hotel in Belgium and Brussels, the heart of the European Union.

The opening of the flagship Radisson Collection Hotel, Grand Place Brussels follows a remarkable transformation of the hotel, with significant investment to upgrade the former Radisson Blu Royal Hotel. Radisson Collection is Radisson Hotel Group's premium lifestyle brand reserved for its most outstanding luxury properties, offering unique guest experiences, exceptional interior design, personalized services, and comprehensive guest amenities.

The 282 rooms and public spaces were completely renovated and redesigned in partnership with Rafael de La Hoz, one of the world's most prestigious and longest standing architecture firms, committed to design excellence, innovation, and sustainability. The Radisson Collection Hotel, Grand Place Brussels features two elegant restaurants offering Belgian and Chinese dishes, 18 contemporary meeting spaces, an Executive Lounge, a Presidential Suite, and a fitness center.

Famed for its glass-crowned, seven-story atrium and post-modernist architecture, the hotel's distinctive design harks back to the hotel's opening in 1989. The sophisticated and stylish new design reflects the hotel's location, and offers the template for contemporary lifestyle living, united by modern design and exceptional experiences.

Federico J. González, CEO, Radisson Hotel Group, said: *"Brussels is the perfect location for our Belgian debut of the Radisson Collection brand. It is the center of the European Union and remains the world's first choice for international congresses or business meetings, with unparalleled international character. We look forward to hosting guests from around the world at this iconic, newly transformed property and welcoming them to the exceptional."*

For Philippe Close, Mayor of the City of Brussels *"the opening of the Radisson Collection Hotel, Grand Place Brussels highlights the importance of Brussels as a dynamic and attractive city for savvy business and leisure travelers."*



Radisson Hotel Group's Hybrid Solutions: Hybrid Rooms and Hybrid Meetings

Together with the opening of Radisson Collection Hotel, Grand Place Brussels, Radisson Hotel Group is proud to announce the launch of its new *Hybrid Solutions* incorporating *Hybrid Rooms and Hybrid Meetings*.

Radisson Hotel Group's *Hybrid Meetings* combine the best of meeting in person and virtually, offering a reliable image, sound and video conferencing system, dual screens, wireless presentation clicker, high-speed internet connection, and more. As the world continues to adapt to "new normals" and ongoing travel limitations, organizers can now choose to offer virtual participation options and hybrid formats that allow for small local gatherings, while also broadcasting to remote attendees and satellite locations.

Radisson Hotel Group has partnered with Zoom, the leader in modern enterprise video communication, to provide a smooth experience for their clients' virtual and hybrid meetings and events. Specialist in-house event teams will assist clients in delivering a range of events from hybrid multi-site meetings to broadcasting events, ensuring events are efficient, effective, and engaging, with flawless execution and no audio / visual problems.

Hybrid Rooms perfectly combine the facilities of a state-of-the-art office with the comforts of a superior hotel room to create a productive, dedicated, and quiet workspace for the business traveler, leisure guest, and local day-guest alike. *Hybrid Rooms* offer easy connectivity to second screen devices, video-conferencing facilities, wireless enabled keyboard, mouse and loudspeaker, printing services, stationery, unlimited coffee and tea, access to on-site wellness facilities, and many other benefits.

Radisson Hotel Group's *Hybrid Solutions* are currently available across 50 select hotels in Europe, the Middle East and Africa, to better meet the rapid lifestyle changes of today's travelers and their evolving expectations when they stay, work and meet in our hotels. The roll-out will continue through 2020 and 2021.

Health and safety first: Radisson Hotels Safety Protocol

More than ever, Radisson Hotel Group's highest priorities are the health and safety of its guests and employees. In May, the Group partnered with SGS, the world's leading inspection and certification company, to implement the *Radisson Hotels Safety Protocol*, which ensures the highest hygiene standards and strengthen the Group's existing rigorous sanitation guidelines. These guidelines include hand sanitizing stations at all entrances, the use of Personal Protective Equipment (PPE) and protective screens, enhanced cleaning frequency, and comprehensive staff training.

For more information, please visit: <https://www.radissonhotels.com/en-us/hotels/radisson-collection-grand-place-brussels>

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ABOUT RADISSON COLLECTION

Radisson Collection is a premium lifestyle collection of iconic properties located in unique locations, close to prime leisure attractions. While the character of each Radisson Collection hotel feels authentic to its location, all of them offer the ultimate template for contemporary living – united by bespoke design and exceptional experiences across dining, fitness, wellness and sustainability. Designed for guests and locals alike, each Radisson Collection hotel is defined by the guests who visit them and those who serve in them. Guests and professional business partners can enhance their experience with Radisson Collection by participating in Radisson Rewards, a global loyalty program offering exceptional benefits and rewards.

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

For reservations and more information, visit <https://www.radissonhotels.com/collection>

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