

Vienna/ Brussels, 10 January 2018

## Radisson Blu opens new hotel in Vienna

Radisson Blu, the iconic hotel brand driven by innovation and design, is proud to announce the opening of its second hotel in Vienna, Austria. The modern 233-room Radisson Blu Park Royal Palace Hotel, Vienna, a rebranding of an existing hotel, opened its doors under a new umbrella to offer memorable and unique experiences that meet the promises of the iconic, stylish and sophisticated hotel brand. The hotel is located next to Schönbrunn Palace – one of the most important cultural and historical monuments in the country.

“The capital of Austria remains a focal market for our growth journey,” said Elie Younes, Executive Vice President & Chief Development Officer of the Carlson Rezidor Hotel Group. “The additional hotel brings the group’s portfolio in Vienna to three hotels – two Radisson Blu properties and one Park Inn by Radisson – with nearly 500 rooms, and we will continue to look for further opportunities in this city alongside our franchise partner Austria Trend.”

The Radisson Blu Park Royal Palace Hotel, Vienna, features 233 guest rooms, including 21 suites. Guests have an all-day restaurant and lobby bar, executive lounge, gym, sauna and relaxation area at their disposal. The property also features a ballroom, with more than 600m<sup>2</sup> of space and a total capacity of 500 people, along with nine modern seminar rooms.

The Austria Trend Hotels, Austria’s largest hotel group, have already had a successful cooperation with the Radisson Blu Hotel Altstadt in Salzburg since 2001.

“Our partnership with the Carlson Rezidor Hotel Group, operator of Radisson Blu, in Salzburg has proven to be very positive; the figures are very satisfactory,” explained Martin Winkler, Spokesman of the Verkehrsbüro Group executive board. “Our aim is to strengthen the international position of the Hotel Park Royal Palace through the Radisson Blu brand.”

“Radisson Blu is an established and attractive hotel brand, for guests in the leisure and business segments, as well as those from the intercontinental overseas markets – especially from the USA and Asia,” added Andreas Berger, Managing Director of the Austria Trend Hotels. “The positioning of the Radisson Blu Park Royal Palace Hotel, Vienna, as a leading international hotel in the immediate vicinity of Schönbrunn Palace will be strengthened through the cooperation.”

For more information, please visit <https://www.radissonblu.com/en/park-royal-palace-hotel-vienna>

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**About Radisson Blu®**

[Radisson Blu®](#) is one of the world's leading hotel brands with 300 hotels in operation in 69 countries and territories. Radisson Blu's vibrant, contemporary and engaging hospitality is characterized by a unique *Yes I Can!*<sup>SM</sup> service philosophy, and all of its first class hotels offer a range of signature features that are empathetic to the challenges of modern travel, including the 100% Satisfaction Guarantee. Distinguished the world over as the brand with *Hotels Designed to Say YES!*<sup>SM</sup>, Radisson Blu offers a vivid visual celebration of leading-edge style where the delight is in the detail. Radisson Blu hotels are located in prime locations in major cities, airport gateways and leisure destinations across the world.

Radisson Blu is a part of Carlson Rezidor Hotel Group, which also includes Quorvus Collection, Radisson®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By Carlson<sup>SM</sup>. For reservations and more information visit, [www.radissonblu.com](http://www.radissonblu.com). Connect with Radisson Blu on social media: @RadissonBlu on [Twitter](#) and [Instagram](#) and [Facebook.com/RadissonBlu](https://www.facebook.com/RadissonBlu).

**Verkehrsbüro Group**

The Verkehrsbüro Group is Austria's leading tourism group in the fields of leisure tourism, hotels and business tourism. In 2016 the group generated an annual turnover of 870 million euro. The operative business areas are organized in subsidiaries under the umbrella of the Österreichisches Verkehrsbüro Aktiengesellschaft.

The Austria Trend Hotels are the ideal starting point for leisure and business travelers. The leading Austrian hotel group offers event space for more than 10,000 guests. The joint venture with Motel One in the budget design hotel segment, under the motto "Like the price. Love the design", is very successful. Palais Events operates the historical locations of Palais Ferstel, Palais Daun-Kinsky, the former Vienna Stock Exchange and Café Central.

The group is market leader in leisure tourism with Ruefa travel agencies throughout Austria; the tour operator Jumbo is specialized in long-distance and study trips, as well as cruises. Eurotours is the largest incoming agency in Central Europe and the leading domestic tour operator with offices both in Austria and abroad.

The Verkehrsbüro Group is also market leader in business travel with the brands Verkehrsbüro Business Travel, AX Travel Management and BEasy, as well as in congress management under Austropa Interconvention.

