

## **DRIVING IN THE FAST LANE**

### **REZIDOR SAS ANNOUNCES 15 NEW HOTEL OPENINGS IN JUST 2 MONTHS**

#### **BRUSSELS, FEBRUARY 10, 2006**

Rezidor SAS Hospitality, one of the fastest growing and most dynamic hospitality companies in the world, has announced the opening of 15 new hotels across Europe and the Middle East from December 2005 to January 2006.

The addition of 9 new Park Inns and 6 new Radisson SAS Hotels & Resorts has taken Rezidor SAS to new heights in international hospitality management and made it a mega player. Rezidor SAS Hospitality now portrays a portfolio that features a total of 267 properties in operation or under development with 39,000 rooms under the Radisson SAS Hotels & Resorts and 8,600 rooms under the Park Inn brand, and a presence in 49 countries.

"Our business is our brands. The essence of our robust growth lies in our ability to offer a selected portfolio of pure brands that suit the market demand and trends. We have been able to optimize on the growth opportunities by being at the right markets at the right time with the right brand," says Kurt Ritter, President & CEO, Rezidor SAS Hospitality.

#### **Park Inn Rising**

Year-end 2005, Rezidor SAS took over the management of 9 new Park Inn hotels in the UK. The addition of Park Inn in Nottingham, West Bromwich, Telford, Lakeside, Northampton, Bedford, Cardiff, Harlow and Watford, establish Park Inn as a significant hotel brand in the mid-market sector within the UK and Ireland in key regional locations.

The group also opened its first Park Inn in Azerbaijan (Baku) on 1<sup>st</sup> January 2006, expanding the portfolio to a global level. Another Park Inn opening planned in Russia (Ekaterinburg) in March 2006 will confirm the brand's status as the fastest growing hotel chain within the Rezidor SAS Hospitality group, bringing the total number of Park Inn properties to over 70. With rapid expansion plans set to continue, the aim is to achieve in excess of 100 Park Inn properties in operation and contracted by the end of 2006.



**REZIDOR SAS HOSPITALITY**

AVENUE DU BOURGET 44, 1130 BRUSSELS, BELGIUM ■ TEL: +32 2 702 92 00 ■ FAX: +32 2 702 93 00 ■ [www.rezidorsas.com](http://www.rezidorsas.com)

## **Radisson SAS Expanding**

Radisson SAS, critically acclaimed as one of the purest brands available in the market with innovative design, striking architecture and strategic locations is now ranked the second largest brands in Europe, in terms of coverage.

The 'new breed' Radisson SAS hotels have opened a whole new chapter in the contemporary design segment with stylish statements all across Europe and the Middle East. The recent additions of architectural masterpiece, Radisson SAS Frankfurt, the design savvy Radisson SAS Media Harbour Hotel in Düsseldorf, and the breathtaking Radisson SAS Style Hotel in Vienna are all setting milestones for the future generation of hotels, both in terms of style and comfort.

Radisson SAS became an eminent part of Europe's first totally new ski resort in twenty years by opening the Radisson SAS Resort Arc 1950 Hotel, situated between the Vanoise national park and Mont. Radisson SAS Hotel at Disneyland Resort Paris offers fun and relaxed atmosphere for leisure and business travellers. Other recent additions in the portfolio feature a Radisson SAS in Istanbul on the banks of the Bosphorus river that connects Europe with Asia; a newly built Radisson SAS EU Hotel in Brussels next to the European Parliament offering the Eurocrats an exciting and ideal place to meet; and the Radisson SAS Hotel in Birmingham, the tallest building in the city, which is making the brand reach new heights in the UK.

The Middle East also saw two new resort openings. Egyptian Red Sea property, the Radisson SAS Hotel in El Quseir features an Ayurvedic Spa, Wellness Centre and outdoor pool. The Radisson SAS Dubai Media City, situated in the heart of Dubai, was the first to open within the Media City and marks Radisson SAS' return to the Emirates.

The Radisson SAS portfolio today consists of a total of 152 hotels in operation, and aims to have a total of 180 hotels before end of 2006.

**- Ends -**



**REZIDOR SAS HOSPITALITY**

AVENUE DU BOURGET 44, 1130 BRUSSELS, BELGIUM ■ TEL: +32 2 702 92 00 ■ FAX: +32 2 702 93 00 ■ [www.rezidorsas.com](http://www.rezidorsas.com)