

Thursday, 5th April 2018

Carlson Rezidor Hotel Group has officially rebranded to Radisson Hotel Group

The Radisson Blu Resort Fiji is now officially under the Radisson Hotel Group umbrella with the successful rebranding from the Carlson Rezidor Hotel Group brand.

Currently the 11th largest hotel group in the world, the new identity leverages the powerful, international brand equity of the Radisson name to drive awareness in the marketplace, increase marketing efficiency across the global portfolio and offer exceptional experiences to make 'Every Moment Matter' for guests, owners and talent. Every Moment Matters will be the new signature service philosophy of the company and all its hotel brands.

"At the Radisson Blu Resort Fiji we have embraced this significant milestone to align the hotels global brand portfolio and to drive expansion initiatives. We are looking forward to the plans ahead and to elevate our standard of business", says Julien Racine, Hotel Manager of the Radisson Blu Resort Fiji.

Radisson Hotel Group is made up of eight hotel brands with more than 1,400 hotels in operation and under development. The newly rebranded Radisson Hotel Group also introduces a refreshed loyalty program, Radisson Rewards, replacing Club Carlson. Radisson Rewards will align with the hotel group's new corporate identity and will make it easier for members to associate their benefits with all brands and initiatives.

"Today is the start of an exciting era for the Radisson Hotel Group, united by our new brand and long-term vision to become a top three hospitality company in the world," said Federico J. González, President & CEO, the Rezidor Hotel Group and Chairman of the Global Steering Committee, Radisson Hotel Group. "Our five-year operating plan includes initiatives that redefine our value proposition, optimize our portfolio, streamline operations, invest in new technology systems and align our team members to deliver on our signature, Every Moment Matters. This programme is about how we do business at the Radisson Hotel Group and who we are at the core - a place of purposeful encounters. For everyone, every day, everywhere, every time. Our rebranding is just the beginning."

About Radisson Hotel Group

Radisson Hotel Group is one of the world's largest and most dynamic hotel companies and includes 1,440 hotels in operation and under development with more than 230,000 rooms and a footprint spanning 115 countries and territories.



The Radisson Hotel Group portfolio includes a powerful set of global brands: Radisson Collection, Radisson Blu®, Radisson®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inn & Suites® by Radisson.

Guests can benefit from Radisson Rewards, a program that redefines hotel rewards with a collection of exceptional benefits, services, and privileges at more than 1,000 hotels worldwide. Over 95,000 people are employed in Radisson Hotel Group hotel systems and the company is headquartered in Minneapolis, Singapore, and Brussels. For more information, www.radissonhotelgroup.com and follow on Twitter [@radisongroup](https://twitter.com/radisongroup)

About Radisson Blu Resort Fiji

Spanning 10 acres of pristine beach, tropical gardens and tranquil architecture, the Radisson Blu Resort Fiji, Denarau Island enchants guests with a picturesque setting in paradise. Just 20 minutes from the international airport in Fiji, the resort's location caters to both couples and families with features like an on-site spa, access to the Denarau Island Golf & Racquet Club and the island's only white-water tunnel slide. Guests can feast on world-class cuisine from 6 different dining outlets while soaking in romantic waterfront views or cooling their toes in one of the four lagoon pools. With charming event facilities and a staff determined to provide 100% Guest Satisfaction, we're ideal for weddings, meetings and social gatherings. Learn more at: www.radissonfiji.com

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