

# Rezidor announces the Park Inn by Radisson Novokuznetsk

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Rezidor, the leading international hotel operator in Russia/CIS and a member of the Carlson Rezidor Hotel Group, announces the Park Inn by Radisson Novokuznetsk. The property, featuring 158 rooms, is scheduled to open in Q4 2014. Located in the very South of Russia, Novokuznetsk is in the centre of Russia's biggest industrial zone.

"The hotel will be the first internationally branded hotel in Novokuznetsk and the Kemerovo region, and will further strengthen our Park Inn by Radisson network across Russia," commented Kurt Ritter, President & CEO of Rezidor.

Park Inn by Radisson is Rezidor's young and dynamic mid-market brand, and targets Russia's major commercial cities and travel hubs. The hotels offer comfortable and contemporary rooms, attractive restaurants, modern meeting facilities, and personalized service.

Russia belongs to Rezidor's key markets for future growth - the group has already more than 11,000 hotel rooms in operation and under development in the country, and aims to further develop its portfolio.

The Park Inn by Radisson Novokuznetsk will comprise 158 rooms including 8 serviced apartments, and will benefit from an excellent location, close to the Tom River and the administrative centre. The hotel will offer a Paulaner mini-brewery restaurant, an all-day dining restaurant as well as a fitness area. 600sqm of meeting facilities (including a ballroom of 300sqm) will attract business and individual guests.

The city of Novokuznetsk is located at the heart of the Kuzbass region. It is heavily industrial, and majorly focused on metallurgy and coal mining. The majority of demand is domestic and comes from corporate travellers, mainly from Greater Moscow. Additional demand will be generated from the adjoining ZAGS (a Russian wedding palace and registry office), especially for banqueting.

## About the Carlson Rezidor Hotel Group

The Carlson Rezidor Hotel Group - born in early 2012 - is one of the world's largest and most dynamic hotel groups. The portfolio of the Carlson Rezidor Hotel Group includes more than 1,300 hotels, including a hotel in Erfurt (<http://www.parkinn.com/hotel-erfurtapfelstadt>), hotel in Weimar (<http://www.parkinn.com/hotel-weimar>), a hotel in Sofia (<http://www.parkinn.com/hotel-sofia>) and a hotel in Muscat (<http://www.parkinn.com/hotel-muscat>), as well as a global footprint spanning 80 countries and a powerful set of global brands (Radisson Blu, Radisson, Country Inns & Suites by Carlson, Park Inn by Radisson, Hotel Missoni and Park Plaza).

In most of the group's hotels, guests can benefit from the loyalty program Club Carlson, one of the most rewarding loyalty programs in the world. The Carlson Rezidor Hotel Group and its brands employ more than 80,000 people.

The Carlson Rezidor Hotel Group is headquartered in Minneapolis, USA, and Brussels, Belgium.

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