

# Rezidor announces the Park Inn by Radisson Zalakaros, Hungary

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Rezidor, one of the fastest growing hotel companies worldwide and a member of the Carlson Rezidor Hotel Group, has announced the Park Inn by Radisson Zalakaros in Hungary. The property features 236 rooms and is the third Hungarian Park Inn by Radisson hotel, further strengthening the presence of this young and dynamic mid market brand in the country. The opening date for the hotel is scheduled for Q1 2015.

"We are delighted to intensify our cooperation with our business partner Proform which owns all three Hungarian Park Inn hotels in Zalakaros, Sarvar and Budapest," said Kurt Ritter, President & CEO of Rezidor. "This agreement brings our Park Inn by Radisson network across Eastern Europe to 43 hotels in operation and under development," continued Ritter.

Besides 236 comfortable rooms, the new built Park Inn by Radisson Zalakaros will offer an all-day dining restaurant and a lounge bar, as well as meeting facilities and a ballroom of 400 sq. metres, making the hotel a popular conference location. The building will be located in the city centre, next to the famous spa complex Gránit Thermal & Medical Spa. Guests will have direct access to the thermal spa and the new Aquapark featuring a massive 5,000sqm of water surface area.

Zalakaros is one of the most visited destinations in Hungary. It is situated in proximity to Lake Balaton, Hungary's largest tourist destination after Budapest. The region is renowned for its vineyards and has an excellent reputation and long tradition of hydrotherapy, making use of the area's famous thermal spring water for treatments.

Park Inn by Radisson is Rezidor's contemporary mid market brand, and comprises more than 160 hotels across Europe, the Middle East and Africa. At Park Inn, guests enjoy a warm welcome, a hassle free stay, good bars and restaurants, and modern meeting facilities.

## About The Rezidor Hotel Group

The Rezidor Hotel Group is one of the fastest growing hotel companies in the world and a member of the Carlson Rezidor Hotel Group. The group features a portfolio of more than 430 hotels in operation and under development with 95,000 rooms in 70 countries, including a hotel in Paris (<http://www.radissonblu.com/ambassadorhotel-paris>), a hotel in Copenhagen (<http://www.radissonblu.com/royalhotel-copenhagen>), a hotel in Frankfurt (<http://www.radissonblu.com/hotel-frankfurt>), a hotel in Salzburg (<http://www.radissonblu.com/hotel-salzburg>) and a hotel in Toulouse (<http://www.radissonblu.com/hotel-toulouseairport>).

Rezidor operates the brands Radisson Blu and Park Inn by Radisson in Europe, Middle East and Africa, along with the Club Carlson loyalty programme for frequent hotel guests. Under a worldwide licence agreement with the iconic Italian fashion house Missoni, Rezidor operates and develops the lifestyle brand Hotel Missoni, and following a Strategic Alliance Agreement with Regent Hotels & Resorts in September 2012, Rezidor also develops and operates new Regent hotels in EMEA.

In November 2006, Rezidor was listed on the Stockholm Stock Exchange. Carlson, a privately held, global hospitality and travel company, based in Minneapolis (USA), is the majority shareholder.

The corporate office of the Rezidor Hotel Group is based in Brussels, Belgium.

PR Contact:

Christiane Reiter  
Senior Director Corporate Communication  
The Carlson Rezidor Hotel Group  
Avenue Du Bourget 44  
B-1130 Brüssel  
Belgien  
+32 2 702 9222  
www.radissonblu.com