

Radisson Blu Hotels in Riga launch 'Experience Meetings' concept

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Europe's largest upscale hotel brand, Radisson Blu, recently presented an innovative concept in organising conferences and events at the Radisson Blu Hotel Latvija. 'Experience Meetings' is a new and special concept which embodies high service standards.

'Experience Meetings' is the newest offering at 255 participating Radisson Blu hotels, with more than 2,200 meeting rooms in 55 countries across Europe, the Middle East and Africa (EMEA). It will also be available at all four Radisson Blu hotels in Riga city centre (<http://www.radissonblu.com/latvijahotel-riga/location>).

"Organising conferences and events is one of our business priorities alongside accommodations," said Ronald Smithjes, District Director Radisson Blu Hotels, Baltics and General Manager of the Radisson Blu Hotel Latvija, .

"The 'Experience Meetings' concept will allow us to offer our guests even better services as events are organised, starting with room reservations and ending with the tiniest details for the event. The concept was prepared by experts in organising events and meetings, and the process was based on years of extensive experience in hospitality, as well as outstanding observational skills. I am delighted that we are now introducing the 'Experience Meetings' at all four Radisson Blu hotels in Riga, and I hope that our clients will very much appreciate this."

Three elements make up 'Experience Meetings': The first is 'Brain Food'; an innovative and responsible food and beverage solution developed by skilled chefs and nutritionists. 'Brain Food' serves fresh, well-balanced and primarily locally sourced low-fat and low-sugar items, such as fish, whole grain products, fruits and vegetables that keep the guests' blood sugar level constant, help them to stay focused and to lower their stress level. The second is the 'Brain Box'; a breakout room for participating hotels designed to elevate efficiency and to stimulate creativity. The 'Brain Box' is equipped with a flexible furniture layout with movable lounge chairs and cushions, adjustable light systems, and special tools like plexi-glass walls to write on.

The third element is to enable connectivity - all Radisson Blu properties offer free and fast Wi-Fi for all meeting delegates, including any Radisson Blu hotel in Riga (<http://www.radissonblu.com/latvijahotel-riga>).

The marketing Manager of Radisson Blu hotels in Riga (<http://www.radissonblu.com/hotels/latvia/riga>), Aiga Lapiņa said: "Over the last few years we have noticed a new trend in Latvia - people are increasingly choosing a healthy lifestyle with balanced nutrition as a component therein. We try to move along with the times and to provide such opportunities for our clients, because we know that good nutrition optimises the brain and increases efficiency in work. That is very much necessary if a meeting is to be successful. That's exactly why the 'Brain Food' menu is based on fresh local products with minimal industrial processing, natural sweeteners and reduced fat content. Of course, 'Brain Food' also provides aesthetic and culinary enjoyment, as our clients have constantly been telling us."

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 Riga accommodation (<http://www.radissonblu.com/latvijahotel-riga/rooms>).

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 also operates and develops the lifestyle brand Hotel Missoni.

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.

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