

Discover the all new Radisson Blu Hotel, Basel

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Radisson Hotel Group is pursuing a strategy of repositioning and rebranding in Switzerland. Following hot on the heels of Radisson Hotel, Zurich Airport in Rümlang, it's now the turn of Radisson Blu Hotel, Basel to boast a stylish new look.

Together with close to 200 guests, business partners and journalists, last night the Radisson Blu Hotel, Basel celebrated its reopening following an extensive redesign. Radisson Blu is the largest upscale brand in Europe and the name is synonymous with meaningful experiences, stylish spaces and thoughtful details.

The centerpiece of the hotel is the elegant redesigned lobby, which offers a unique transition into other open areas of the hotel. We didn't forget the restaurant and bar, whose authentic new look was carefully designed with our guests in mind. The meeting rooms and conference areas are now fully kitted-out with contemporary equipment, ready to welcome productivity. In addition to the seven meetings rooms thoughtfully redesigned to include state-of-the-art video and sound technology as well as complementary wifi, the facility now boasts a pre-function area. Not only does this redesign mean that the Radisson Blu Hotel, Basel now offers one of the most exceptional meeting and event spaces in Switzerland, the hotel is also taking the lead in terms of sustainable development. Radisson Blu Hotel, Basel fully offsets the carbon footprint of the meeting location for all events taking place at this hotel. Offering is possible through Radisson Hotel Group's partnership with First Climate, one of the world's largest carbon offset organisations.

Our priority over the course of the six-month renovation was to focus on the 206 rooms and suites of the Radisson Blu Hotel, Basel, paying attention to detail to create rooms truly adapted to the needs of modern leisure and business travelers. In addition to refurbished corridors on every floor, the complete overhaul also included the courtyards and façade design, as well as the fitness and wellness area. And it doesn't stop there. Eager to go above and beyond our sustainable goals, a new photovoltaic system which generates electricity from solar energy is now under construction, in order to further enhance the building's energy efficiency.

Yilmaz Yildirimlar, Area Senior Vice President Central and Southern Europe said: "It has been extremely important to modernize and upgrade this hotel in such an inspiring destination. The highly competitive hotel market defined this need in order to remain competitive and continue to delight our guests. Understanding them and enhancing our great products and services to create truly engaging spaces is vital to us. Our earlier rebranding of the Radisson Hotel Zürich Airport, as well as our full refurbishments at Radisson Blu Hotel, Frankfurt and Cologne have received very positive feedback and encouraged us to further invest in our existing hotels."

"As the culture capital of Switzerland, Basel offers an abundance of attractions within a small area and is more than just an economic hub. The hotel market is highly competitive and for us, it was extremely important to make sure that this facility is an exceptional and stylish space, especially given its key strategic location – not only for our business guests and local partners, but for the international public as well," added **Nicola Thomas Grupp, General Manager of the Radisson Blu Hotel in Basel.**

For more information, please visit our website: <https://www.radissonhotels.com/de-de/hotels/radisson-blu-basel>

Or read about stylish interiors in Basel on our blog: <https://blog.radissonblu.com/stylish-interiors-in-cologne-frankfurt-basel/>

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ABOUT RADISSON BLU

Radisson Blu is an upper upscale hotel brand that delivers a positive and personalized service in stylish spaces. By paying close attention to small details that make a big difference, Radisson Blu inspires unforgettable experiences with every stay. Our hotels and resorts provide a full range of innovative products and services, delivering genuine and relevant guest experiences with a distinctive Yes I Can! attitude. Radisson Blu hotels can be found in major cities, key airport gateways and leisure destinations. Guests and professional business partners can enhance their experience with Radisson Blu by participating in Radisson Rewards, a global loyalty program offering exceptional benefits and rewards.

Radisson Blu is part of Radisson Hotel Group, which also includes Radisson Collection, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson.

For reservations and more information, visit www.radissonhotels.com/blu

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ABOUT RADISSON HOTEL GROUP

Radisson Hotel Group is one of the world's largest hotel groups with seven distinctive hotel brands, and more than 1,400 hotels in operation and under development around the world. Radisson Hotel Group portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson.

Radisson Rewards is our global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners.

Radisson Meetings places its guests and their needs at the heart of its offer and treats every meeting or event as more than just a date on the calendar. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and our signature Yes I Can! service spirit.

More than 95,000 global team members work for Radisson Hotel Group and at the hotels licensed to operate in its systems.

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