

## Radisson RED feels the groove in Liverpool

September 27, 2018



**Radisson Hospitality AB, publicly listed on Nasdaq Stockholm, Sweden and part of Radisson Hotel Group, is proud to announce the signing of the Radisson RED Liverpool in the UK. It's the perfect location for the Radisson Hotel Group's upscale, select-service and lifestyle brand to stage its English debut – a city that's world famous for its music and culture.**

Set to pop up in one of the UK's leading cities, the Radisson RED Liverpool will allow guests to walk in the footsteps of legends. Liverpool truly is a vibrant center of music, art and sporting excellence – exactly what you'd expect from the home of The Beatles and many other famous artists.

**Elie Younes, Executive Vice President & Chief Development Officer, Radisson Hotel Group,** mentioned: "We're delighted to be bringing a new Radisson RED in EMEA, and second RED in the UK, following the opening of Radisson RED Glasgow earlier this year. Liverpool has always felt like the ideal fit for Radisson RED's unique twist on hospitality. Its music heritage, in particular, matches the ethos of RED – and we've seen visitors show a renewed interest in the city since its time as the European Capital of Culture. We're looking forward to helping guests explore the best Liverpool has to offer."

Due to open in 2020, it's a careful compilation of old and new – bringing modern design and the ageless millennial mindset to an historic building that features Renaissance-style spires and turrets. The grandeur of the building is fitting; it was originally designed as a hotel, and will once again welcome guests through its doors. It's certainly a unique way to bring Liverpool's history to life.

Step inside and guests will be able to dance to their own beat, with all the facilities they need to relax in comfort. Alongside its 202 guestrooms, the boldly designed hotel will offer a restaurant and bar, a gym and a creative meetings & events space.

Radisson RED Liverpool will be set within the historic North Western Hotel building, which will undergo a £30m refurbishment by UK-based developer, and the building's owner, Marcus Worthington Group.

**Russell Worthington, Development Director for Marcus Worthington Group**, said: "Radisson Hotel Group's team really bought into our vision for revitalizing this stunning period building, bringing it back to its original intended use for the public to enjoy. Radisson RED's arrival once again demonstrates Liverpool's ability to attract big employers and brands. Radisson RED is a brand new contemporary and playful lifestyle brand and will complement what is already a vibrant and cultural destination, attracting visitors from across the world. It is an inspirational, modern vision of a hotel for a millennial-minded city."

Located in the center of Liverpool, adjacent to Lime Street Station, the world's oldest grand mainline terminal still in use (transporting more than 15m passengers a year), Radisson RED Liverpool will not only be easy to get to, but it'll also be the pitch perfect base from which to explore the city. Major attractions like St George's Hall, Albert Dock, the Tate Gallery and the Beatles Story are all within walking distance of the hotel – as are the city's main business, leisure and retail hubs.

As for travel options, Liverpool's John Lennon International Airport and Manchester International Airport are both within easy reach. Whether guests arrive on business or for a break, the Radisson RED Liverpool will hit all the right notes during their stay.

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#### **ABOUT RADISSON RED**

Radisson RED® is an upscale, select service hotel brand that presents a playful twist on the conventional. Radisson RED hotels inject new life into hospitality through informal services where anything goes, a social scene that's waiting to be shared and bold design that kick-starts the fun. Radisson RED hotels are in vibrant, urban locations where travelers have the unique opportunity to tailor their stay to their style. Guests and professional business partners can enhance their experience with Radisson RED by participating in Radisson Rewards™, a global loyalty program offering exceptional benefits and rewards.

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

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