



Carlson Rezidor Hotel Group Announces Opening of First Radisson RED in Latin America

MINNEAPOLIS (August 31, 2017) – Carlson Rezidor Hotel Group today announced the entrance of its lifestyle select brand, Radisson RED into Latin America with the opening of [Radisson RED Campinas](#) just outside of São Paulo, Brazil in partnership with Atlantica Hotels International.

“RED is a lifestyle select concept enhanced by art, music and fashion with a fresh design and commitment to local flavor. We are delighted to partner with Atlantica to bring this dynamic brand to Brazil, a growing and vibrant locale. The RED concept provides owners with a flexible footprint and a model that is both efficient to construct and operate,” said Ken Greene, President, Americas, Carlson Rezidor Hotel Group.

Radisson RED Campinas offers 185 guest studios, an Events + Games studio, 24/7 fitness center and a restaurant that features locally sourced and sustainable foods as well as an array of beverages.

“Radisson RED brings something completely new to the Brazilian market with a bold look and friendly service that puts the guest in control, all delivered at a truly great price”, said Eduardo Giestas, president and CEO, Atlantica Hotels International who also operates the Radisson Blu, Radisson, Park Inn by Radisson and now Radisson RED brands in Brazil.



Radisson RED Campinas joins [Radisson RED Brussels](#) and [Radisson RED Minneapolis](#) and Radisson RED Cape Town will open on September 12. In addition, properties in key cities including Glasgow, Miami and Portland are well underway.

For more information, visit www.carlsonrezidor.com.

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About Radisson RED

Radisson RED is a new hotel philosophy and lifestyle brand that believes that enhances the stay experience through art, music and fashion. RED connects with an ageless millennial mindset and those who appreciate bold design, individuality and simplicity. Radisson RED is a part of Carlson Rezidor Hotel Group which also includes Quorvus Collection, Radisson Blu, Radisson, Park Plaza, Park Inn by Radisson and Country Inns & Suites By Carlson.

For more information, visit raddisonred.com. Connect with RED on social media: @RadissonRED on [Twitter](#) and [Instagram](#), facebook.com/RadissonRED and pinterest.com/RadissonRED.

About Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel companies and includes 1,440 locations in operation and under development with more than 230,000 rooms and a footprint spanning 115 countries and territories. The Carlson Rezidor portfolio includes a powerful set of global brands: Quorvus Collection, Radisson Blu®, Radisson®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By CarlsonSM. Guests can benefit from Club CarlsonSM, a program that redefines hotel rewards with a collection of exceptional benefits, services, and privileges at more than 1,000 hotels worldwide. Over 95,000 people are employed in Carlson Rezidor Hotel Group hotel systems and the company is headquartered in Minneapolis, Singapore, and Brussels. For more information, visit www.carlsonrezidor.com and follow on Twitter [@carlsonrezidor](#).

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