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## **Rezidor announces the Park Inn Novosibirsk, Russia**

The Rezidor Hotel Group, one of the fastest growing hotel companies worldwide and with almost 13,000 rooms in operation and under development the leading international hotel operator in Russia/CIS, announces the Park Inn Novosibirsk. The mid-market property is developed in co-operation with Regional Hotel Chain (RHC), one of Rezidor's most important development partners in Russia. It will be featuring 150 rooms and is scheduled to welcome the first guests in Q1 2014.

"We are delighted to have signed the 8<sup>th</sup> contract with RHC. It further strengthens our common target to open 10 to 20 Park Inn hotels across Russia", commented Kurt Ritter, President & CEO of Rezidor.

Novosibirsk is Russia's third largest city and one of the most significant hubs in the country – located east of the Ural Mountains and known as "Gateway to Siberia". Novosibirsk has one of the most diversified economies in Russia and also one of the strongest and most stable. The city has an immense industrial capacity; rising banking and financial sectors; strong research, development and educational institutions; and a considerable exhibition and conference capacity. It also has the highest concentration of business and financial activity in Siberia, including international banks like Raiffeisenbank, Commerzbank, KMB Bank and BSGV-France. In 30 km south of Novosibirsk there is Akademgorodok, a scientific community with 15 universities and dozens of institutes of the Russian Academy of Sciences. Since the fall of communism, Akademgorodok has grown into a major technology hub and it is referred to as "Silicon Forest".

"Despite these demand-generators, Novosibirsk lacks internationally-branded hotels – like many major cities in Russia. We see great opportunities there and look forward to opening the future Park Inn as one of the premier business hotels in town", said Kurt Ritter.

"With our strategic focus on the development of Russia's regional hospitality sector with international quality accommodation for both leisure and business travellers, we include Novosibirsk into our top-10 priority list for the RHC roll-out across the most investment attractive and business dynamic regions", added Vladislav Smirnov, General Director of RHC.

The new hotel will be conveniently located in the city centre, in the immediate proximity to the main railroad terminal and a subway station. Besides 150 modern and colourful guest rooms, the hotel will offer an all-day-dining restaurant, a lobby bar, a gym and 5 meeting rooms.

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**About The Rezidor Hotel Group**

*The Rezidor Hotel Group is one of the fastest growing hotel companies in the world. The group features a portfolio of more than 400 hotels in operation and under development with 87,800 rooms in over 60 countries.*

*Rezidor operates the brands **Radisson Blu Hotels & Resorts**, **Park Inn by Radisson** and **Country Inns & Suites** 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 new 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.*

*For more information on Rezidor, visit [www.rezidor.com](http://www.rezidor.com)*

**About RHC**

*Regional Hotel Chain LLC (RHC) is a project dedicated Management Company incorporated in 2006 for the launch and development of a mid-market hotel chain.*

*RHC goal is to establish its leadership across Russia's regions in mid-market hospitality segment while reaching the portfolio of 20 hotels in operation by 2015.*

*As of April 2011 there is one hotel in operation and one hotel under construction, 5 properties at their design stage and more land plots developed in the pipeline.*

*After Park Inn Kazan, the opening of Park Inn Astrakhan is planned for June 2011. The Management Agreement for Park Inn Yaroslavl was signed in October 2009, for Park Inn Voronezh — in April 2010 and for Park Inn Sochi City Centre — in August 2010, for Park Inn Volgograd and Park Inn Nizhny Novgorod — in January 2011, and for Park Inn Novosibirsk — in March 2011.*

*For more information on RHC projects, visit [www.rhc-hotels.ru](http://www.rhc-hotels.ru)*