



**FOR IMMEDIATE RELEASE**

## **CARLSON HOTELS PREMIERES RADISSON BLU RESORT IN THE CARIBBEAN**

### *St Martin Marks Upper-Upscale Brand's Entry into Region*

MINNEAPOLIS and ST MARTIN (June 10, 2010) – Carlson Hotels, one of the world's leading hotel companies, today announced that the Radisson St. Martin Resort, Marina & Spa will become the first Radisson Blu hotel in the Caribbean. Located in Anse Marcel on the French side of the island, the resort will transition to a Radisson Blu beginning in June 2010, incorporating new skills training, physical investments and in-room amenities.

"This further investment in Radisson Blu Hotel, St. Martin is a key driver in our transformative strategy to strengthen Radisson's portfolio," said Hubert Joly, president and chief executive officer, Carlson.

Up to USD 1.5 billion is being invested to position Radisson in North America and the Caribbean as a powerful, globally consistent first-class bifurcated brand. Radisson offers guests a choice of an upscale hospitality experience at Radisson hotels, or an upper upscale experience at Radisson Blu hotels. At both Radisson and Radisson Blu, guests will enjoy the brand's contemporary essence, style and services. From individualized room designs to the brand's own restaurants and bars, from purposeful meetings and events facilities to state of the art fitness and wellness offerings, the basics are designed to be engaging, holistic and relevant. Radisson Blu features flagship properties in prime locations, including major cities, airport gateways and leisure destinations around the world.

"As a flagship Radisson resort, the transition of this St Martin property advances our tiered brand strategy and further establishes Radisson in the upper-upscale hotel segment," said Thorsten Kirschke, executive vice president and chief operating officer, Carlson Hotels, The Americas.

Located 25 minutes from Princess Juliana International Airport via the resort's exclusive water shuttle service, Radisson Blu Hotel, St Martin is comprised of 63 suites and 189 guestrooms highlighted with a Caribbean color palette, open-air architecture and classic West Indies furnishings. The hotel features a secluded beach, an infinity pool, Le Spa incorporating Carita® and La Sultane De Saba® products, signature dining experiences at C Le Restaurant, a guest enrichment program and a 150-slip marina. The resort is minutes from Grand Case, regarded as the "Culinary Capital of the Caribbean," for its numerous acclaimed restaurants.

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**About Carlson**

Carlson is a privately held, global hospitality and travel company headquartered in Minneapolis, Minn. Carlson encompasses more than 1,080 hotels, including Radisson<sup>®</sup>, Country Inns & Suites By Carlson<sup>SM</sup>, Park Inn<sup>®</sup>, Park Plaza<sup>®</sup> and Regent<sup>®</sup>; more than 1,000 restaurants, including T.G.I. Friday's<sup>®</sup> and Pick Up Stix<sup>®</sup>; and a majority stake in Carlson Wagonlit Travel<sup>®</sup>, the global leader in business travel management. Carlson operates in more than 150 countries and its brands employ about 150,000 people. <http://www.carlson.com>

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