



Press release: October 27, 2009

Out with the old and in with the Blu as Birmingham's Radisson hotel changes its name

The Radisson SAS Hotel, Birmingham has become the Radisson Blu Hotel, Birmingham as part of a brand name change which sees all UK hotels currently flying the Radisson SAS flag becoming Radisson Blu.

The change of name follows the announcement earlier this year that Radisson SAS Hotels & Resorts was being rebranded as Radisson Blu Hotels & Resorts. The switch marks the latest step forward in the Radisson SAS success story and reflects the natural end of Radisson's links with the SAS Group following Rezidor's IPO in November 2006.

Radisson SAS was created in 1994 when SAS International Hotels joined forces with the Radisson brand for Europe, the Middle East and Africa. The resulting new, highly individual hotel brand grew rapidly and won a world class reputation for innovation, design and service concepts: many more recent Radisson SAS hotels, including the Birmingham hotel, are "new breeds" – contemporary flagship properties with iconic architecture and bold design solutions – that have become increasingly synonymous with the brand.

Kathrine Ohm Thomas, general manager of the Radisson Blu Hotel, Birmingham, which takes up the first 19 floors of Beetham Tower in Holloway Circus, said: "We are extremely proud to hoist the Radisson Blu flag and our new Radisson Blu signage outside the hotel. The change of name is just that – a change of name. Nothing else changes at the hotel. Guests will continue to experience the renowned 'Yes I can!' hospitality, backed by the 100 per cent Guest Satisfaction Guarantee, and the hotel team remains unchanged – representative of 43 countries and speaking 48 languages between them, all working to the same ethos that was Radisson SAS and is now Radisson Blu."

Earlier this year, Gordon McKinnon, Rezidor's executive vice-president of brands, revealed that the name Blu emerged as the most natural choice from Rezidor's intensively researched quest to find the right new visual differentiator to replace the familiar SAS "blue box" symbol.

"The name Blu started life as the project's working title, but it soon became apparent that it was actually the most natural of choices," he said. "It's simple, it's short, it's relevant and we've applied it in a way that adds a certain modernity to the identity without taking it too far. Most importantly it also promotes our specific brand heritage by preserving the graphic 'blue box' which has become the recognised symbol of the distinctive characteristics of the Radisson brand in Europe, the Middle East and Africa.

"Radisson Blu preserves the continuity of our unique brand, while taking it that one essential step forward to more accurately represent its true position and future ambitions."

- **Note to editors: For more editorial information/photography, please contact Ros Dodd on 0121 442 6429 or rosdodd@googlemail.com**