

Radisson Hotels launches mobile-first website enhancing guest experience

Radisson Hotel Group has launched its new multi-brand and mobile-first global website, RadissonHotels.com. Complementing the revamped site is Radisson Hotels App, which will allow guests and loyalty members to explore the group's entire portfolio and book stays.



Image via [RadissonHotels.com](https://www.radissonhotels.com)

The app will be available by the end of July 2019.

Eric De Neef, executive vice president and global chief commercial officer for Radisson Hotel Group said: "The launch of RadissonHotels.com is a key milestone on our journey towards the top.

"Having one single touchpoint for all our brands will strongly enhance the user experience and drive SEO value. RadissonHotels.com is a core commercial initiative of our five-year operating plan, which is transforming our business and aiming to make Radisson Hotel Group the company of choice for guests, owners and talent."

The enhanced site showcases every property from across Radisson Hotel Group's seven distinctive brands – Radisson Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson – as well as the art'otel brand managed by our strategic partner PPHE Hotel Group.

The full website will initially be available in English, Arabic, Dutch, French, German, Italian, Norwegian, Polish, Portuguese, Russian, Simplified Chinese, Spanish and Swedish. Additional language support will be brought online progressively.

For more, visit: <https://www.bizcommunity.com>