

# Ritter celebrates 35 years with Rezidor Hotel Group

Swiss hotelier Kurt Ritter has celebrated his 35th anniversary with Rezidor, having joined the company as GM of the SAS Luleå Hotel, Sweden in 1976. In 1989, he became Rezidor's president and CEO. The board of directors has recently extended his contract to 2015.



"I look back on 35 fantastic and incredibly diversified years - and forward to more than three equally exciting years. I still love what I'm doing and feel that I can still move things," Ritter said. Under his management and leadership, Rezidor has developed from a small Scandinavian group to a global player and to one of the fastest growing hotel companies of the world. The group currently has 35 000 employees, features three distinct brands (Radisson Blu, Park Inn by Radisson, Hotel Missoni) and more than 400 hotels with 90 000 rooms in operation and under development in 64 countries across Europe, the Middle East and Africa. Ritter is the man behind Radisson Blu's success as Europe's largest upper upscale, design-conscious brand, behind the impressive growth story of Park Inn by Radisson, which jumped from 0 to more than 140 hotels in seven years, and behind the partnership between Rezidor and the Italian fashion house Missoni.

## To focus on revenue generation and profitable growth

After having spent some time with Ramada International Hotels in Belgium, France, Germany and Sweden, Ritter joined Rezidor - as GM in Sweden and Kuwait, as vice-president Middle East & Far East, based in Singapore and, finally, as the president and CEO, based in Oslo and then in Brussels.

"I will further focus on revenue generation and on Rezidor's profitable growth in emerging markets like Russia/CIS and Africa. We were pioneers in these regions and are today among the leading international players - a position which we want to keep and extend," he said, adding: "On the worldwide market, we aim to align our brands globally, together with Carlson, owner of the Radisson- and Park Inn brands and our majority shareholder. We are definitely ready for a next level."

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