

## Radisson Hotels & Resorts Signs Agreement With The Wirth Companies for Rebranding of Grand Lodge at Mall of America

2007-06-28

---

Popular Bloomington, Minn. Hotel and Water Park to Complete Transition by September

Radisson Hotels & Resorts announced the signing of an agreement with Minneapolis-based The Wirth Companies to rebrand the Grand Lodge at the Mall of America to the Radisson brand. The Grand Lodge, opened in May of 2006, will not see any changes to its restaurants or to its Water Park of America facility with the brand transition, which is expected to be completed by early September 2007.

"This is an exciting opportunity to reestablish the Radisson brand in the important Bloomington area adjacent to the Mall of America, giving our guests a unique upscale lodging experience with state-of-the-art entertainment options including one of the largest indoor water parks in the nation and a luxurious spa," said Nancy Johnson, executive vice president of Radisson Hotels & Resorts. "We're thrilled about the chance to work with The Wirth Companies and bring the benefits of the Radisson brand to this impressive property."

"The Radisson name resonates with travelers looking for hotel options in suburban areas, so it's a perfect fit for Grand Lodge and Water Park of America," said The Wirth Companies CEO Jeffrey Wirth. "We are confident this relationship will attract more guests to the hotel and help establish it as the premier lodging and leisure option in the area. While the hotel has performed well with average occupancy of more than 80 percent, the Radisson name should help it draw more mid-week business travelers."

Adjacent to the Mall of America and minutes from Minneapolis/St. Paul International Airport, the 403-room, full-service hotel offers excellent amenities for both business and leisure travelers. Hotel decor celebrates Minnesota through beautiful wooden accents, slate floors, authentic Minnesota timber and a Grand lobby fireplace. The guest rooms and suites are well-appointed, each with a refrigerator, microwave, safe (suitable for laptops), coffee maker and complimentary wireless Internet access. Grand Lodge was designed to be a "family friendly" hotel with guest rooms that provide bunk beds nestled in alcoves, creating a lodge adventure for kids of all ages. The hotel also offers ample meeting facilities with more than 5,200 square feet of meeting space.

The Grand Lodge is connected directly to the Water Park of America and provides guaranteed admission. Year round aquatic entertainment is available to guests and always served at a temperature of 87 degrees ... regardless of the snow or rain. For the ultimate in relaxation, the Grand Lodge features the Trillium Spa, where guests can experience facial and body treatments performed by a staff of highly trained and certified professionals eager to deliver a memorable experience for both men and women. The Grand Lodge also offers Northern Lights Arcade, with more than 100 redemption and arcade games ready for family fun.

There are several dining options at Grand Lodge including the Split Rock Grille, offering Minnesotan inspired recipes, steaks, seafood, flatbread pizzas and signature cornbread; Camp Many Point casual dining, serving up array of camp style menu choices including homemade pizza, sandwiches and kid friendly cuisine; and the Sleepy Eye Cafe, providing fresh made pastries, snacks, coffee, candy, sundries and ice cream.

Grand Lodge and Water Park of America are owned by The Wirth Companies, a full service real estate development company located in Minneapolis. Other hotel properties owned and managed by The Wirth Companies include the Grand Hotel in downtown Minneapolis and a 224-room hotel and conference center, featuring the Grand Rios indoor water park, in Brooklyn Park, Minn.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article28182.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

*Distribute your news on our Network*

See what all the buzz is about at:

[http://www.hotelnewsresource.com/Info-news\\_account\\_info.html](http://www.hotelnewsresource.com/Info-news_account_info.html)