



ATLANTIC CITY'S LANDMARK CLARIDGE HOTEL JOINS THE EXPANDING RADISSON BRAND

Atlantic City Boardwalk Property Will Expand Its Markets With Access to Radisson's Global Reservations Systems and Guest Incentive Programs

ATLANTIC CITY (October 17, 2016) - [Radisson®](#), one of the world's best-recognized hotel brands, welcomed The Claridge Hotel in Atlantic City to its growing portfolio as part of a new partnership agreement. Now known as [The Claridge - A Radisson® Hotel](#), the historic property, set on Atlantic City's fabled Boardwalk, is now part of the Radisson brand and poised to greatly expand its markets.

"We are excited to welcome this iconic and historic hotel to our growing portfolio," said Javier Rosenberg, chief operating officer, Americas, Carlson Rezidor Hotel Group. "This partnership provides The Claridge access to Radisson's global reservations systems and marketing efforts and furthers the brand's commitment to offering locations in key destinations that cater to both leisure and business guests."

The Claridge, which last week opened the state-of-the-art Conference Center at The Claridge, and VUE, a new rooftop bar, expects to greatly expand its leisure and meetings business through the Carlson Rezidor global reservations system, marketing and the Club CarlsonSM loyalty program.

Ribbon-cutting ceremonies will be held on October 21st and attended by local dignitaries, leading executives from Carlson Rezidor Hotel Group and TJM Properties, owner of The Claridge and its affiliated hotels in Philadelphia and Syracuse.

TJM Properties, a leading Florida based hospitality and real estate company, purchased The Claridge in 2012, launching an ambitious \$25 million renovation program that returned the 1930 landmark property to its Boardwalk Empire splendor. The Claridge – A Radisson Hotel, offers 500 luxurious guest rooms and suites, a fine restaurant, cocktail lounge and VUE, a new rooftop bar, as well as a theater, and the new conference center that brings its meeting and event space to 100,000 square feet.

The Claridge has competed successfully as a non-casino hotel in Atlantic City, targeting families, groups, weddings and corporate meetings, and hosting a number of events such as the Atlantic City Food Truck Festival.

“This new partnership is an exceptional opportunity for The Claridge to grow from a successful independent boutique hotel to a property with global reach in a range of business and leisure markets,” says Cem Erenler, vice president Operations and Business Development. A landmark and legend in Atlantic City, the “Skyscraper by the Sea” was once, at 24 stories, the tallest hotel in America and a symbol of the Jazz Age.

Mr. Erenler continues, “This prestigious new affiliation will allow us to preserve The Claridge’s unique history and Art Deco elegance while generating new, international awareness of Atlantic City and its many attractions.”

To enhance the experience, Radisson offers guests the iConcierge app which provides access to a wide variety of hotel services and local information before, during and after the stay. The app allows guests to check in and out, order room service and access information on local attractions.

Carlson Rezidor Hotel Group is one of the world’s largest hotel companies with an expanding portfolio of 1400 hotels in 115 countries and territories, all contained in a powerful set of seven global brands. These include Quorvus Collection, Radisson Blu[®], Radisson[®], Radisson RED, Park Plaza[®], Park Inn[®] by Radisson and Country Inns & Suites By CarlsonSM. The Claridge will be part of Radisson[®] Resorts and Hotels.

For more information and to book, visit www.radisson.com/the-claridge

About Radisson[®]

Radisson has become one of the best-recognized hotel brands, offering an upscale hotel experience for business and leisure guests. The World of Radisson features solutions that are empathetic to the challenges of modern travel, including the 100% Guest Satisfaction Guarantee. Radisson has more than 150 hotels located in major urban and suburban settings, leisure destinations, airports, and business districts throughout the Americas, Asia Pacific and the Caribbean. Every staff member has a passion for *Yes I Can!*SM hospitality, the signature service philosophy of Radisson, which ensures the total wellbeing and satisfaction of each guest.

About The Claridge Hotel

An Atlantic City landmark and legend, the historic Claridge Hotel stands at the center of the fabled Boardwalk at the corner of Park Place and Broadway, overlooking the ocean and Brighton Park. Opened in 1930, this Art Deco architectural gem was once, at 24 stories, the tallest hotel in America and known as "The Sky Scraper by the Sea." The Claridge hosted the famous and the infamous. John F. Kennedy, Marilyn Monroe, Grace Kelly, and Frank Sinatra were guests. Mobsters Al Capone and Nucky Thompson favored The Claridge, an important part of the notorious Boardwalk Empire.

Returned to its Art Deco splendor in 2014, The Claridge offers 500 luxurious guestrooms and suites, many with ocean views and Jacuzzi tubs. All rooms are equipped with Frette linens, flat-screen TV, in-room safe, Keurig coffee maker, refrigerator, hair dryer and deluxe toiletries. The recently opened Conference Cater at The Claridge brings the hotel’s meetings and event space to over 100,000 square feet. Dining and entertainment options include the Twenties Restaurant, two cocktail lounges and the new VÜE Rooftop Bar & Lounge at The Claridge.

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About TJM Properties

TJM Properties is a privately held hospitality and real estate firm owned and operated by Terence J. McCarthy of St. Petersburg, Florida. The company owns a growing number of hotels in Florida, New Jersey, and Pennsylvania under the Radisson, Crowne Plaza, Quality Inn, Baymont Inn, and Howard Johnson flags. Hotels in the Northeast include The Crowne Plaza Syracuse, The Radisson Philadelphia Northeast and TJM's flagship, The Claridge – a Radisson® Hotel in Atlantic City. www.tjmproperties.us

About Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel groups and includes 1,400 hotels in operation and under development with more than 220,000 rooms and a footprint spanning 115 countries and territories. The Carlson Rezidor portfolio includes a powerful set of global brands: Quorvus Collection, Radisson Blu®, Radisson®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By CarlsonSM. Guests can benefit from Club CarlsonSM, one of the most rewarding hotel loyalty programs over 1,000 hotels. Carlson Rezidor Hotel Group and its brands employ 90,000 people systemwide and is headquartered in Minneapolis, Singapore, and Brussels. For more information, visit www.carlsonrezidor.com and follow on Twitter [@carlsonrezidor](https://twitter.com/carlsonrezidor).

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