

Choice Hotels International Debuts in Argentina with the Opening of Radisson Blu Bariloche

Modern lakeside retreat brings the brand's signature elevated hospitality, culinary excellence and indulgent wellness offerings to Patagonia

NORTH BETHESDA, Md., Sept. 4, 2025 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest lodging franchisors, has opened the Radisson Blu Bariloche, a modern retreat designed for travelers seeking an elevated experience with access to stunning natural scenery and year-round outdoor adventures. Set along the crystal waters of Lake Nahuel Huapi and among the breathtaking peaks of the Andes Mountains, the property offers a gateway to one of Argentina's most famed destinations.

The hotel marks the company's first property in Argentina and a significant milestone in the expansion of its upper upscale brand, Radisson Blu, across the Caribbean and Latin America. Its portfolio includes stylish hotels like the Radisson Blu Aruba and the Radisson Blu Acqua Hotel & Spa Concón in Chile.

"Radisson Blu Bariloche is a shining example of our commitment to offering world-class hospitality across the Caribbean and Latin America," said **Ricardo Losada Revol, Senior Vice President and General Manager for Choice Hotels' International division**. "With its sleek, modern design, immersive culinary experiences, and lakeside wellness offerings, this property stands out as a premier destination in one of Argentina's most iconic locales. We're proud to bring Radisson Blu's signature excellence to Bariloche."

The hotel offers 80 rooms—including 32 suites—each designed with sophisticated details, spacious layouts, and panoramic lake views. Guests can enjoy two signature restaurants on-site: Coolto, a fine dining experience inspired by Patagonian flavors, and Omakase, which blends contemporary and traditional Asian flavors. The culinary offering is complemented by the Michel Rolland Wine Bar, featuring regional and international wines curated by the renowned French winemaker, and El Ojo, a boutique offering the finest Argentine chocolate.

Wellness is central to the guest experience, with the Lahuan Wellness Spa offering massages, hot stone therapies, facials, meditation and yoga rooms, and a heated in-out pool with bar service. The hotel also features a state-of-the-art gym and serene lakeside spaces designed for relaxation.

Guests can easily access Bariloche's natural surroundings through hiking in the Andean forests, skiing and snowboarding on the Cerro Catedral mountain, sport fishing, sailing, and through a wide variety of water sports.

Radisson Blu guests enjoy access to the award-winning Choice Privileges rewards program, recently named the best travel loyalty program by U.S. News & World Report and also WalletHub. Members of Choice Privileges can earn and redeem points for reward nights at Radisson Blu properties in the Americas, along with more than 7,000 Choice-branded hotels across a diverse portfolio of brands in 46 countries and territories.

About Choice Hotels®

Choice Hotels International, Inc. (NYSE: CHH), is one of the largest lodging franchisors in the world, with nearly 7,500 hotels, representing over 640,000 rooms, in 46 countries and territories. A wide-ranging portfolio of 22 brands that includes full-service upper upscale, midscale, extended stay, and economy properties enables Choice® to meet travelers' needs in more places and for more occasions while driving more value for franchise owners and shareholders. The award-winning Choice Privileges® rewards program and co-brand credit card options provide members with a fast and easy way to earn reward

nights and personalized perks. For more information, visit www.choicehotels.com.

Radisson Blu®: Think in Black & White Blu

Born as the first design hotel over 65 years ago, Radisson Blu is embracing its Scandinavian roots as the brand redefines the hospitality experience. Franchised in the Americas by Choice Hotels International, Radisson Blu transcends the ordinary and offers a stay that combines style with substance, innovation with comfort and a sense of belonging in an elevated environment. Radisson Blu hotels offer upper upscale accommodations with minimalist design, prioritizing comfort and distinctiveness in the guestrooms, unique dining concepts, multipurpose workspaces with complimentary Wi-Fi, smart TVs, and wellness facilities. For more information, visit www.choicehotelsdevelopment.com/brands/#radisson-blu.

SOURCE Choice Hotels International, Inc.

For further information: Azhar AlFadl, Manager, Public Relations, Choice Hotels International, azhar.alfadl@choicehotels.com

Additional assets available online:  [Photos \(5\)](#)

<https://media.choicehotels.com/2025-09-04-Choice-Hotels-International-Debuts-in-Argentina-with-the-Opening-of-Radisson-Blu-Bariloche>