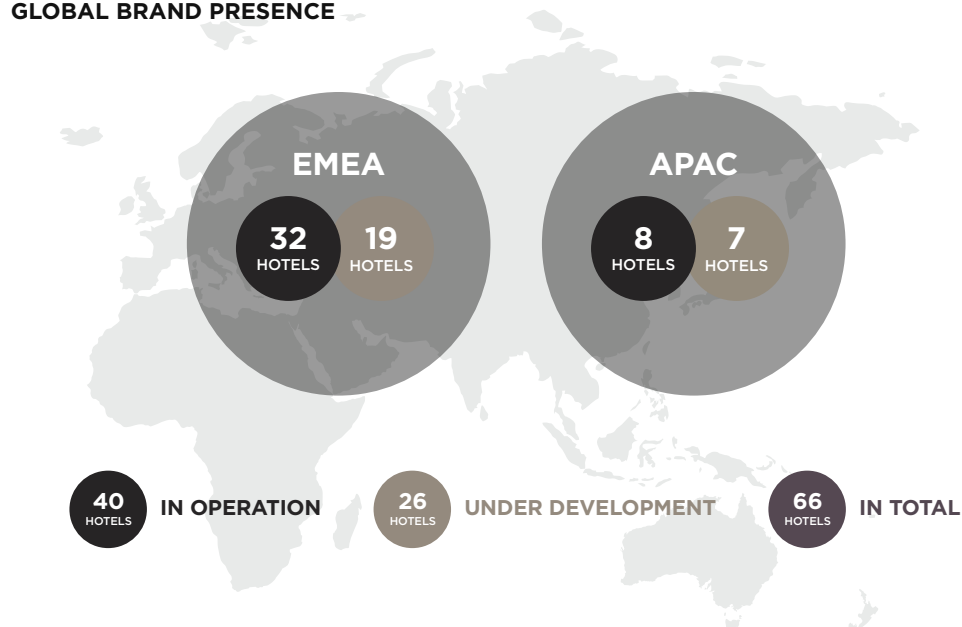


Radisson Collection is a unique collection of iconic properties. While the character of each hotel feels authentic to its locality, all offer the ultimate template for contemporary living; united by bespoke design and exceptional experiences across dining, fitness, wellness and sustainability.

GLOBAL BRAND PRESENCE



Radisson Collection Hotel, Palazzo
Touring Club Milan (Italy)



Radisson Collection Hotel, Roma
Antica (Italy)

OWNER VALUE PROPOSITION

A collection of hotels that allow uniqueness while maintaining a luxury lifestyle.

BRAND HIGHLIGHTS

Authentic Local influence. Living Design. Vibrant Social Scene.

- Allows individuality of design execution, relative to its location
- Existing strong brand recognition in our Radisson Collection brand – compared to other competitor brands
- Flexible framework of Brand Endorsement
- Access to our Global Reservation and Corporate Support Offices.

ADDING VALUE

With the backing of a dynamic, global hotel group, we add value to your investment by putting teams of experienced experts at your fingertips. From in-house architects and surveyors to engineers and functional specialists we can support with everything from concept planning, throughout the construction, up to the grand opening of your hotel and its ongoing operational success:

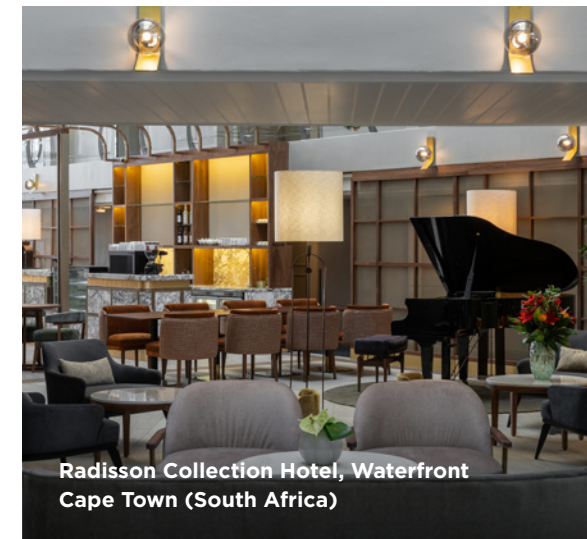
- Project definition & space planning
- Revenue maximization based on best-in-class revenue management tools
- State of the art IT infrastructure
- Award winning safety & security and responsible business programs
- Global procurement platform
- Pre & post opening support
- Owner privileges

COMPARABLE BRANDS

Sofitel / Autograph Collection /
Curio Collection by Hilton /
Unbound Collection By Hyatt



Maison Rivoli Paris, a Radisson
Collection Hotel (Paris)



Radisson Collection Hotel, Waterfront
Cape Town (South Africa)

BRAND MATRIX

NUMBER OF KEYS 100–400

POSITIONING Luxury Lifestyle

LOCATION High profile locations in major, capital cities and exclusive leisure destinations

PRODUCT Urban / Resorts

GROSS INTERNAL AREA PER KEY 55 sqm – 85 sqm

COST PER KEY EUR 170K – 190K
(excluding land and developer's fees)

FF&E COST PER KEY EUR 26K – 35K
(incl. IT/kitchen)

OS&E COST PER KEY EUR 3.5K – 6.5K

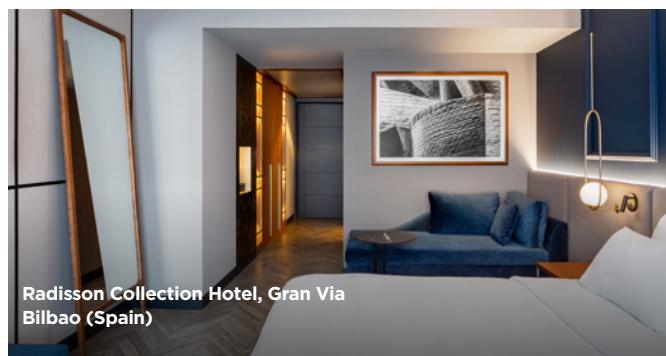
BUSINESS MODEL Mature Markets: Leased/Managed/Franchised
Emerging Markets: Managed/Franchised

(costs are based in Central Europe - fees and contingencies excluded)

CONTEMPORARY ROOM LAYOUT (28 sqm)

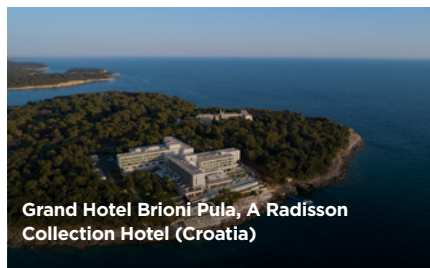


DESIGN DIRECTION



DESIGN & SPACE PLANNING

Contemporary interiors with iconic design pieces.



CONTACT DETAILS

Radisson Hotel Group – EMEA
Avenue du Bourget 44
B-1130 Brussels
Belgium
Tel: +32 2 702 9200

emeadevelopment@radissonhotels.com

www.radissonhotels.com/development

© 2025 Radisson Hotel Group.