

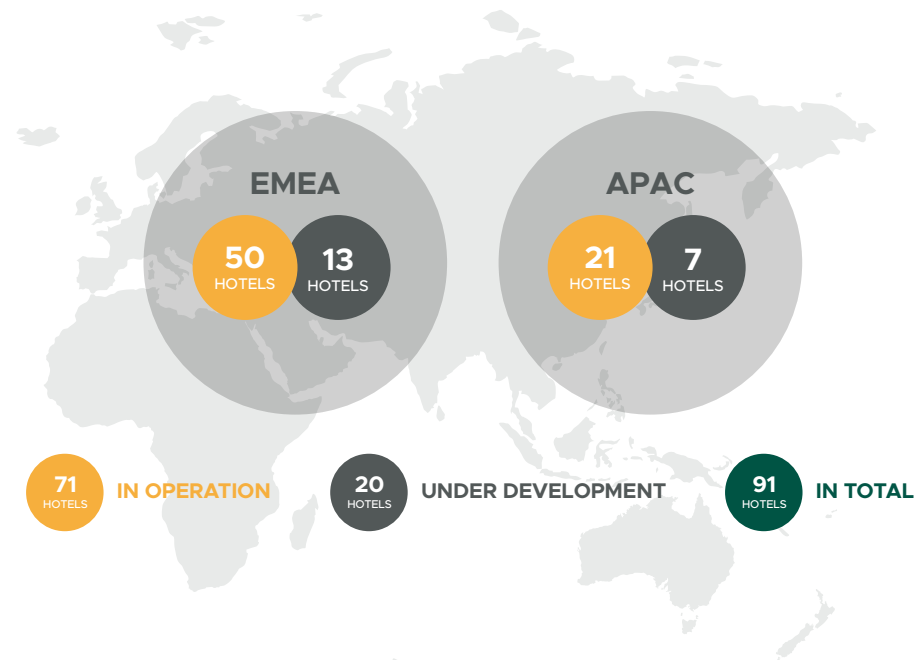
RADISSON Individuals.

Selected for you

Radisson Individuals brings together hotels that have unique characteristics and personalities yet meet Radisson Hotel Group's high standards of quality and service.

Whilst some may stand out specifically for their architecture, location or gastronomy, we bring together hotels that offer guests a selection of key experiences that are consistently delivered. Our upscale hotels are located in renowned cities, close to airports and key business and leisure destinations.

GLOBAL BRAND PRESENCE



ADDING VALUE

As a member of Radisson Individuals, you will benefit from both commercial drivers and cost optimization strategies operated by Radisson Hotel Group across all our brands.

With the backing of a dynamic, global hotel group, we add value to your independent hotel:



Revenue maximization based on best-in-class revenue management tools



State of the art IT infrastructure



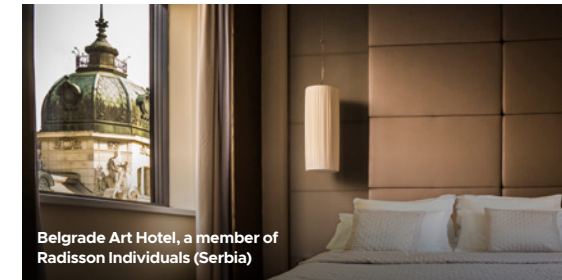
Award winning safety & security and responsible business programs



Global procurement platform



Owner privileges



Belgrade Art Hotel, a member of Radisson Individuals (Serbia)

OWNER VALUE PROPOSITION:

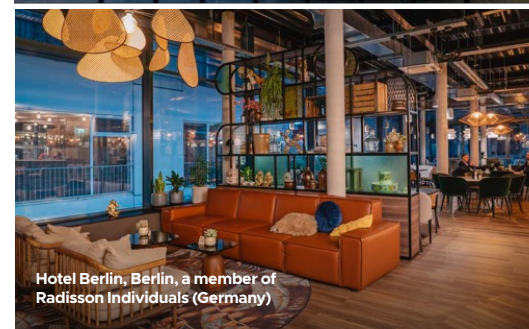
Join a global network and distribution system with limited capital investment while maintaining your uniqueness.

There are numerous benefits for an individual hotel or a small chain to become a member of Radisson Individuals:

- Radisson Hotel Group distribution power
- Halo effect stemming from Radisson Blu Europe's larger upscale brand
- Significant Loyalty programs with over 20 million members*
- One-stop shop website
- Simple but impactful brand standards.
- Cost-efficient concept
- Unique and independent, maintaining your operational efficiency
- Global corporate sales
- MICE opportunities



Henrietta House, a member of Radisson Individuals (United Kingdom)



Hotel Berlin, Berlin, a member of Radisson Individuals (Germany)

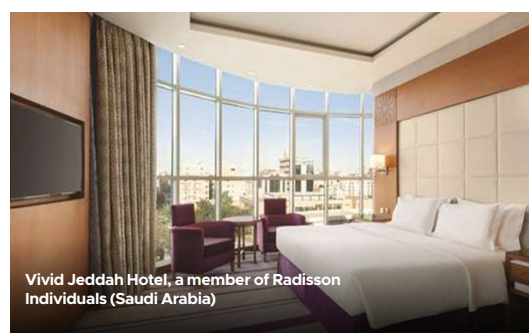
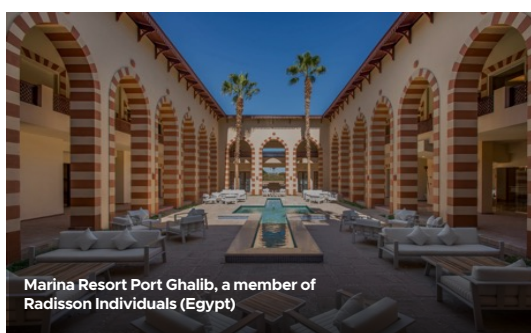
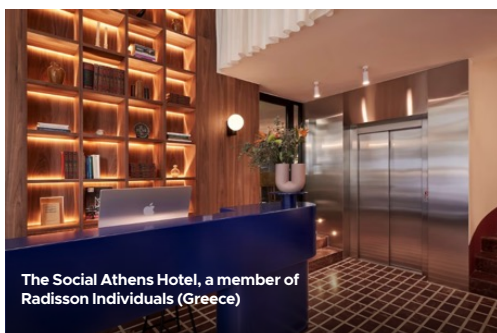
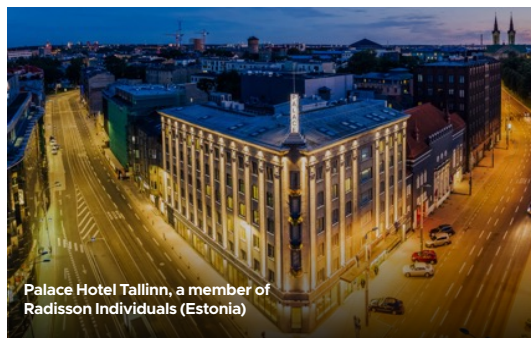
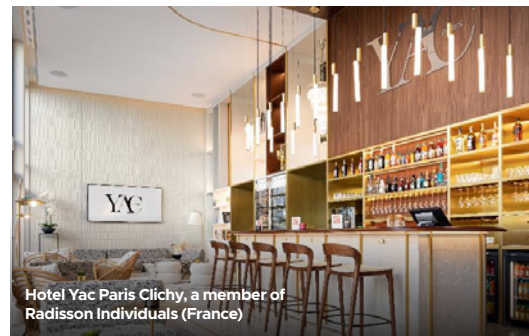
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ENTRY CRITERIA

RHG will undertake a simple compliance assessment focusing on 3 key parameters:

- 1 Quality* (*which is measured through GRI - Global review Index) scores of 80% and higher are required as a minimum standard
- 2 Fire and Life Safety Compliance of 100%
- 3 IT Compliance: Ability to connect with RHG systems and security



CONTACT DETAILS

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