

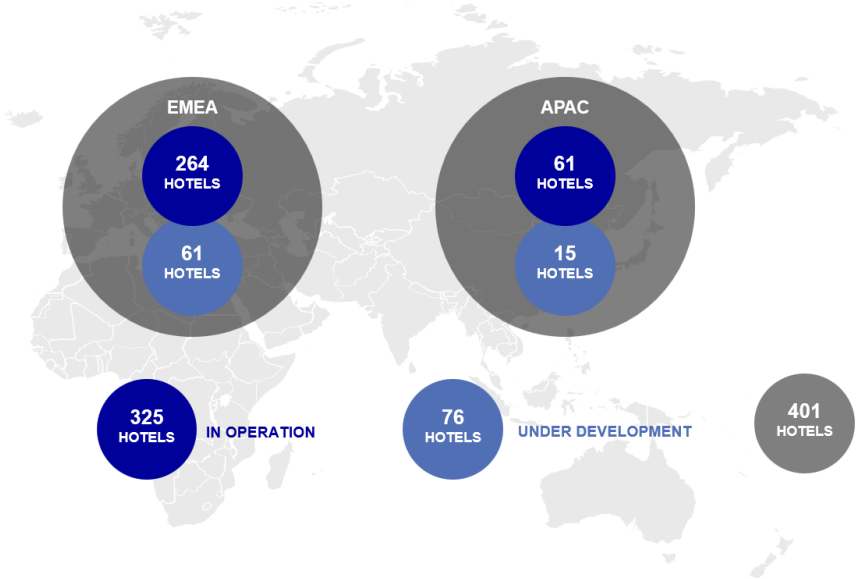
Radisson BLU

FEEL THE DIFFERENCE

THE LARGEST UPPER UPSCALE BRAND IN EUROPE FOR 10 CONSECUTIVE YEARS

Join one of the largest upper upscale brands in EMEA with an easy-to-adopt and dynamic design scheme system.

GLOBAL BRAND PRESENCE



BRAND HIGHLIGHTS

Memorable. Stylish. Purposeful.

- The brand's stunning flagship hotels are found in primary and secondary cities, key airport gateways and exclusive leisure destinations throughout the world
- Creating a meaningful and memorable experience in a stylish environment
- Our design scheme system results in an iconic approach reinforcing our market position and focus on design

COMPARABLE BRANDS

Sheraton
Hilton
Marriott
Hyatt Regency

LATEST OPENINGS & SIGNINGS

Rome, Rouen, Cassablanca, Dubai, Prague, Moscow, Vienna, Andermatt, Cape Verde, Santorini, Sheffield, Geneva, Stuttgart, Barcelona, Mykonos, Paris, Riyadh, Florence, Tbilisi, Livingstone & more to come!

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


Radisson Blu Hotel, Frankfurt (Germany)


Radisson Blu 1882 Hotel, Barcelona Sagrada Familia (Spain)


Radisson Blu Hotel, Prague (Czech Republic)


Radisson Blu Hotel at Porsche Design Tower Stuttgart (Germany)



BRAND MATRIX	
NUMBER OF KEYS	150+
POSITIONING	Upper Upscale
LOCATION	Key locations in capital cities, airport gateways and major leisure destinations
PRODUCT	Urban / Airport / Resorts / Serviced Apartments
GROSS INTERNAL AREA PER KEY	55 sqm – 75 sqm
COST PER KEY	EUR 150k – 180k (excluding land and developer's fees)
FF&E COST PER KEY (incl. IT/kitchen)	EUR 25K – 35K
OS&E COST PER KEY	EUR 3.0K – 4.0K
BUSINESS MODEL	Mature Markets: Leased/Managed/Franchised Emerging Markets: Managed/Franchised

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

ROOM LAYOUT (27.5 sqm)

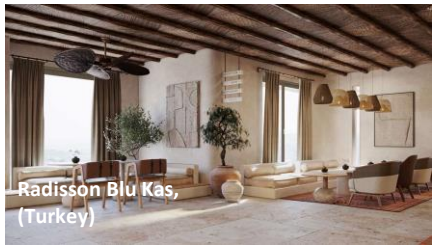




SERVICED APARTMENT OPTION (29 sqm)







Radisson Blu Kas, (Turkey)



Radisson Blu Resort Livingstone (Zambia)

DESIGN & SPACE PLANNING

Radisson Blu design counts with inspiring local touches and artworks that capture the feel of the destination. Our spaces are lively settings that are dynamic and vibrant with light, airy, spacious environments that provides meaningful and contemporary design. A full technical guideline and tools enabling the development or renovation are available to our partners.

FOOD & BEVERAGES

Lively settings that are dynamic and vibrant with alternative solutions: bespoke, in-house, outsourced.

CONTACT DETAILS

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