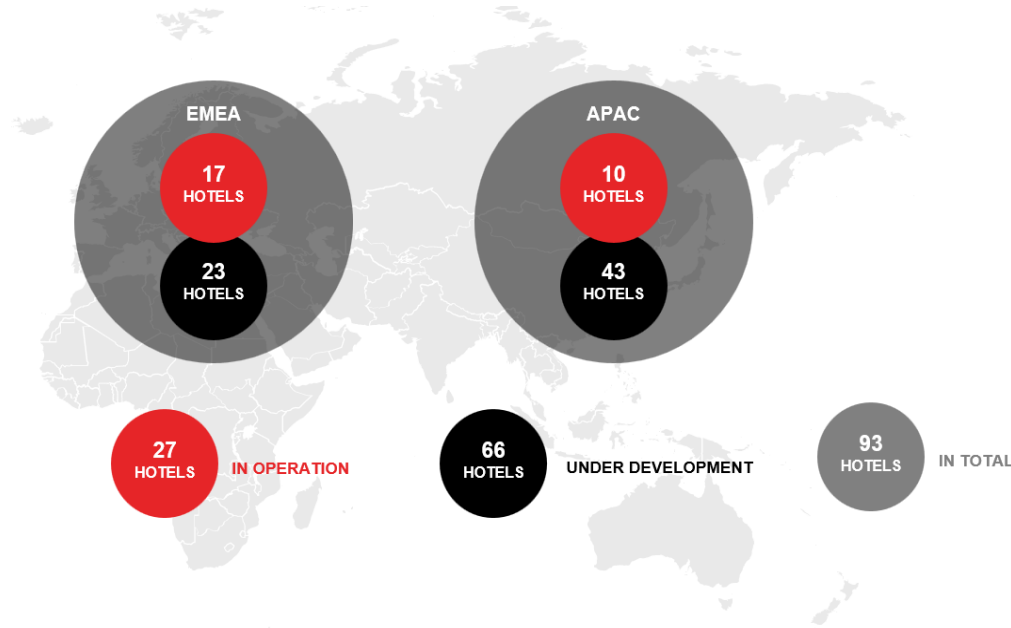




# ENJOY IT!

## GLOBAL BRAND PRESENCE



**RADISSON RED PRESENTS A PLAYFUL TWIST ON THE CONVENTIONAL. WE INJECT NEW LIFE INTO HOTELS THROUGH: INFORMAL SERVICES WHERE ANYTHING GOES, A SOCIAL SCENE THAT'S WAITING TO BE SHARED AND BOLD DESIGN THAT KICK-STARTS THE FUN. ALWAYS FRESH, WE GIVE RED GUESTS ENDLESS OPPORTUNITIES TO TUNE IN AND OUT - SWITCHING EFFORTLESSLY BETWEEN BUSINESS AND PLEASURE**



## OWNER VALUE PROPOSITION

Stands out from the crowd, with an efficient operating model and simple design turnaround.

## LATEST OPENINGS & SIGNINGS

Athens, Liverpool, Vienna, Oslo, Krakow, Helsinki, Porto, Naples, London, Reykjavik, Lisbon & more to come!

## COMPARABLE BRANDS

25hours/ Aloft / Hotel Indigo / Nhow hotels / Canopy by Hilton

### DESIGN & SPACE PLANNING

Radisson RED design approach is premium lifestyle. Art, industrial and quality materials and furniture is the base for the Radisson RED design. Our hotels are designed to be cool and functional. Our lobby is ideal for social connections, the bar is the centre of the lobby and the place to be for our guests and for the locals.



### BRAND HIGHLIGHTS

#### DESIGN WITH ATTITUDE. SHARE & CONNECT. FUN & FLEXIBLE.

An innovative select-service model that reflects guest priorities through investment focus and services flexibility.

Casual service style and space formatting that promotes a buzzing, social atmosphere.

- Bold interior design that drives appeal and boosts organic growth in awareness
- Playful touches that create a stand-out experience across our public and private spaces
- Focusing global growth in key primary and secondary cities
- A highly-individual approach in new-build solutions

### 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 RED London Heathrow (England)



Radisson RED Liverpool (England)

## ROOM LAYOUT (21 sqm)



## STUDIO APARTMENT (24 sqm)



# BRAND MATRIX

NUMBER OF KEYS	100 - 250
POSITIONING	UPSCALE / UPPER UPSCALE
LOCATIONS	CENTRAL AND GENTRIFIED NEW-BUILD LOCATIONS IN VIBRANT, URBAN DESTINATIONS
PRODUCT	URBAN / SERVICED APARTMENT
GROSS INTERNAL AREA PER KEY	35 SQM - 42 SQM
COST PER KEY	EUR 120K - 150K (EXCLUDING LAND AND DEVELOPER'S FEES)
FF&E COST PER KEY	EUR 18K - 25K
OS&E COST PER KEY (incl. IT/kitchen)	EUR 1.9K - 3.0K
BIZ MODEL	MATURE MARKETS: LEASED/MANAGED/FRANCHISED EMERGING MARKETS : MANAGED/FRANCHISED

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



Radisson RED Johannesburg Rosebank (South Africa)



Radisson RED Dubai Silicon Oasis (UAE)

## CONTACT DETAILS

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