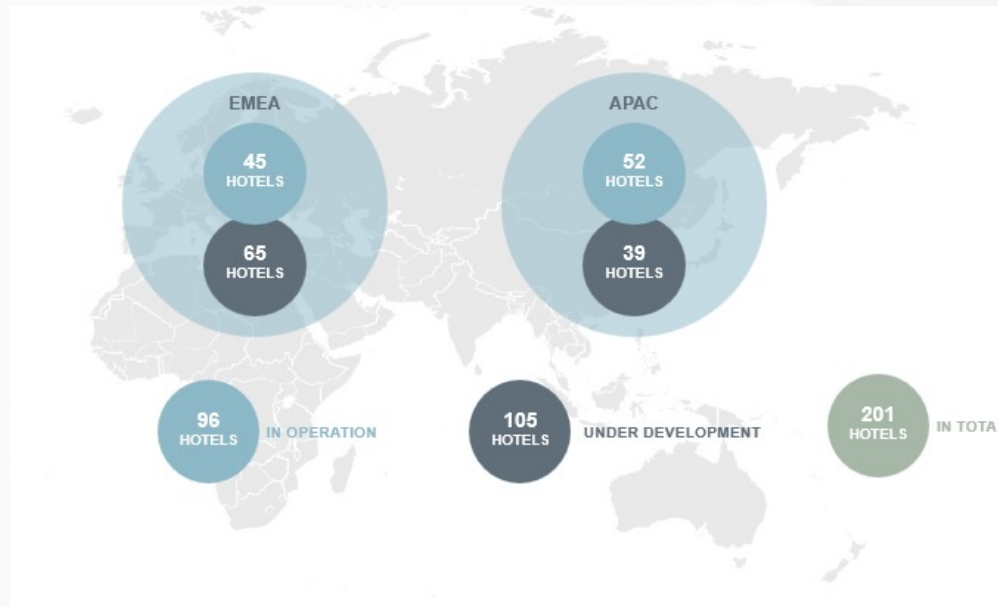


A core brand with an efficient business model, simple to build and conversion friendly.

## GLOBAL BRAND PRESENCE



## INTRODUCTION

Leveraging the globally well-known Radisson name, it is our new upscale brand in EMEA for new build and conversion opportunities in city centers around the world.

## BRAND HIGHLIGHTS

### Balanced. Natural. Delightful.

Our hotels capture the Scandinavian way of life, providing a thoughtfully considered experience. We prefer to keep things simple, favouring neutral colours and natural materials.

## OPERATING HOTELS IN EMEA

Dubai, London Heathrow, Zurich Airport, Gdansk, Istanbul, Riga, Johannesburg, Amsterdam, Naples, Muscat, Casablanca, Jeddah, Athens, Saint Denis, Budapest, & more.

## DESIGN & SPACE PLANNING

Radisson hotels are sympathetically designed to offer a warm and welcoming environment for our guests. Our 'Scandinavian at heart' is reflected in our simple, stripped back yet highly functional design fostering serene and relaxing spaces.

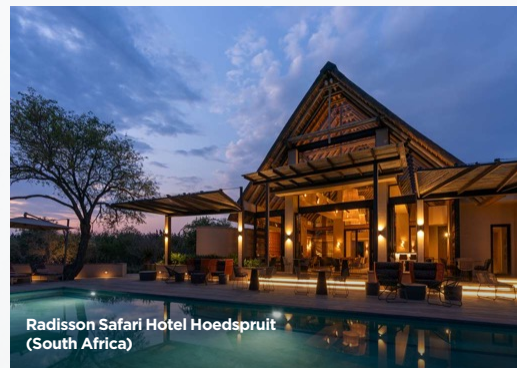
## COMPARABLE BRANDS

Holiday Inn - IHG / Courtyard by Marriott / Novotel / NH Hotels / Hilton Garden Inn / Hyatt Place / Four Points by Sheraton.

## 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 Safari Hotel Hoedspruit (South Africa)



Radisson Casablanca Gauthier La Citadelle (Morocco)



Radisson Hotel & Suites Amsterdam South (Netherlands)



Radisson Hotel Budapest BudaPart (Hungary)

## BRAND MATRIX

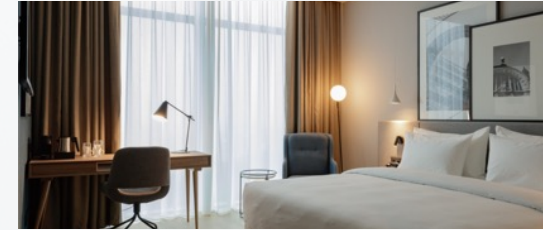
<b>NUMBER OF KEYS</b>	150-250
<b>POSITIONING</b>	Upscale
<b>LOCATION</b>	Locations in primary and secondary cities with a mix of airport, urban and suburban and convention locations.

	STANDARD MODEL	URBAN EUROPEAN
<b>GROSS INTERNAL AREA PER KEY</b>	37 sqm - 45 sqm	31 sqm - 35 sqm
<b>ROOM SIZE</b>	21 sqm - 22 sqm	16 sqm - 18 sqm
<b>TOTAL COST PER KEY</b> <small>(excl. land and developer's fees)</small>	118.5K - 148.5K	88.5K - 106.5K
<b>FF&amp;E</b> <small>(incl. IT/kitchen)</small>	18K - 25K EUR	17K - 24K EUR
<b>OS&amp;E</b>	2K - 3K EUR	2K - 3K EUR
<b>BUSINESS MODEL</b>	Mature Markets: Managed/Franchised Emerging Markets: Managed/Franchised	

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



16.5m²



21m²



24m²



## CONTACT DETAILS

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