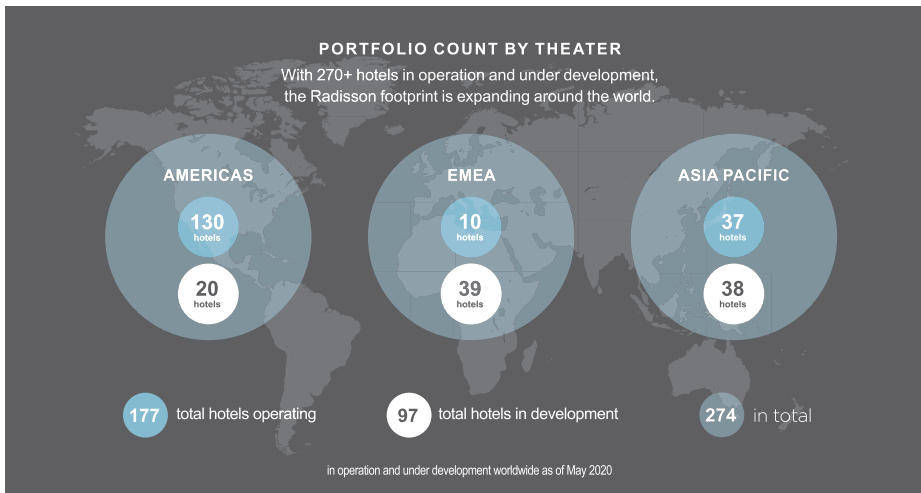




# FACT SHEET

Radisson enables guests to find balance in their hotel experience – with relaxing spaces, thoughtfully considered details and unexpected delights.

## GLOBAL BRAND PRESENCE



## OWNERS PROPOSITION

An efficient business model, simple to build and conversion friendly.

## BRAND HIGHLIGHTS

**Balanced. Natural. Delightful.**

Our hotels capture the Scandinavian way of life, providing a thoughtfully considered experience with the unexpected touches that make a stay memorable.

## COMPETITIVE SET

DoubleTree by Hilton / Novotel / Holiday Inn / Courtyard by Marriott / Four Points by Sheraton / Movenpick

## BRAND PRESENCE

Australia, Brunei, China, Indonesia, India, Japan, Nepal, Thailand, Vietnam

## FOOD & BEVERAGE

Restaurant concepts are designed to bring people together with a stylish, warm, relaxed and minimalist décor.

## DESIGN & SPACE PLANNING

Radisson design is clearly based on clean lines, soft textures and contemporary materials. The artwork and decorative

elements have a timeless appeal. Our spaces are practical to work, socialize and relax due to their harmonious flow of space. We aim for spaces with a mix of textures to create a stylish, yet warm and relaxed, atmosphere; minimalistic expression of decor based on thoughtful details, furnishings and textiles in natural, calming tones; streamlined aesthetics encourage a balanced environment and modern materials and finishes that are fresh and calming.

## 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 Optimization Tools
- Safety & Security
- Responsible Business
- Procurement
- Pre & Post Opening Support
- Owner privileges



## CONTACT DETAILS

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 2020 Radisson Hotel Group

SIMPLY DELIGHTFUL



# Radisson

BRAND MATRIX	
NUMBER OF KEYS (min.)	180 in China 120 in India 120 in South East Asia Pacific
POSITIONING	Upscale
LOCATION	Locations in capital and secondary cities, with a mix of airport, urban, suburban and convention locations
PRODUCT	Urban / Suburban Airport / Resorts / Service Apartment
GROSS INTERNAL AREA PER KEY (+/- 10%)	28 sqm in City 32 sqm in Resort
BUSINESS MODEL	Mature Markets: Managed/Franchised Emerging Markets: Managed/Franchised
ROOM TYPE	Standard / Superior / Junior Suite / Suite / Presidential Suite (market demand)

KEY SPACES
<b>SOCIAL SPACES</b> <ul style="list-style-type: none"> <li>Welcome Corner</li> <li>Internet / Connectivity Station (with Printing &amp; USB Charging Facilities)</li> </ul>
<b>FOOD &amp; BEVERAGE</b> <ul style="list-style-type: none"> <li>Lobby Lounge / Bar</li> <li>Restaurant (All Day Dining)</li> <li>Specialty Restaurant</li> <li>Executive Floor / Lounge</li> <li>Kiosk</li> </ul>
<b>GUESTROOMS</b> <ul style="list-style-type: none"> <li>Guestrooms and Suites</li> <li>Bathrooms</li> </ul>
<b>MEETING &amp; EVENTS</b> <ul style="list-style-type: none"> <li>Boardrooms and Meeting Spaces</li> <li>Function and Ballrooms</li> <li>Pre-function Areas</li> </ul>
<b>WELLNESS</b> <ul style="list-style-type: none"> <li>Fitness Room</li> <li>Swimming Pool</li> </ul>

## ROOM LAYOUT



- |   |  |  |   |                    |
|---|--|--|---|--------------------|
| <b>1. Sleeping Area</b> <ul style="list-style-type: none"> <li>• Bed</li> <li>• Headboard</li> <li>• Artwork</li> <li>• Bedside table</li> <li>• Pendant lamp</li> <li>• Reading lamp</li> <li>• Rug</li> </ul> | <b>2. Desk &amp; TV</b> <ul style="list-style-type: none"> <li>• Desk</li> <li>• Desk chair</li> <li>• Table lamp</li> </ul> | <b>3. Reading Area</b> <ul style="list-style-type: none"> <li>• Armchair</li> <li>• Auxiliary table</li> <li>• Floor lamp</li> </ul> | <b>4. Other Elements</b> <ul style="list-style-type: none"> <li>• Standing mirror</li> <li>• Wardrobe</li> <li>• Mini bar</li> <li>• Bench</li> <li>• TV</li> </ul> | <b>5. Bathroom</b> |
|---|--|--|---|--------------------|



Radisson Resort Phuket Mai Khao Beach, Thailand



Radisson Lucknow City Center, India

