

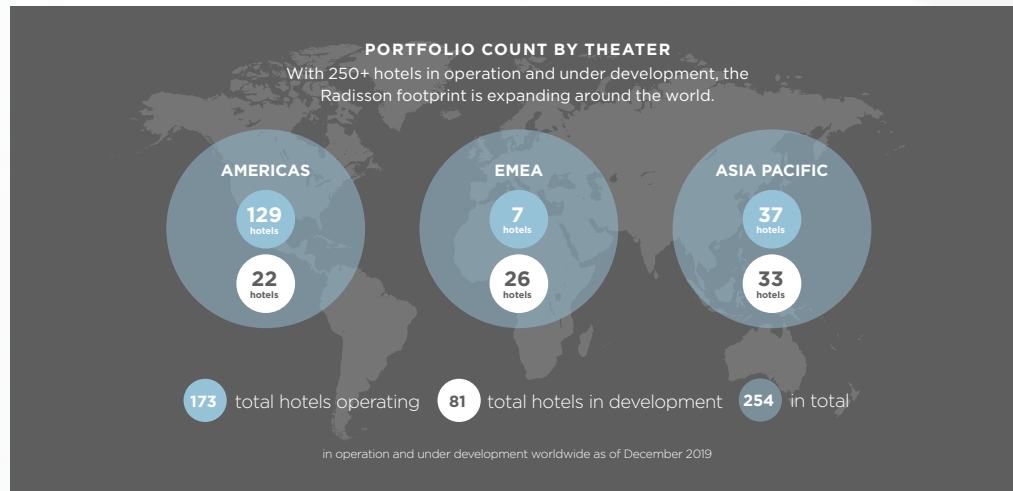
FACT SHEET

SIMPLY DELIGHTFUL



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

GLOBAL BRAND PRESENCE



Radisson Hotel, Dubai Damac Hills, (UAE)



Radisson Hotel & Suites Gdańsk (Poland)

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.

OPERATING HOTELS IN EMEA

- Radisson Hotel Zurich Airport
- Radisson Residences Vadistanbul
- Radisson Hotel Old Town Riga
- Radisson Hotel & Suites Gdańsk
- Radisson Hotel Lagos Ikeja
- Radisson Hotel Dakar Diamniadio
- Radisson Residences Avrupa TEM Istanbul

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.

COMPETITIVE SET

DoubleTree by Hilton / Crowne Plaza / Novotel / Holiday Inn / NH Hotels / Scandic / Mövenpick

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

KEY SPACES

- **Guest Rooms:** our contemporary rooms with natural tones have streamlined aesthetics to create a balanced environment.
- **Social Spaces:** the open and welcoming spaces are naturally calming and include practical spaces to work and socialize with a harmonious flow of space.
- **Food & Drink:** restaurant concepts are designed to bring people together with a stylish, warm, relaxed and minimalist décor.
- **Meetings & Events:** flexible meeting room, separate breakout areas and a business center space.
- **Wellness:** our fitness areas are designed as modern, fresh and calming spaces to stay active and balanced. A variety of options to stay active such as running maps and bicycle rental will be available in selected hotels.



BRAND MATRIX

NUMBER OF KEYS	150-250	
POSITIONING	Upscale / Full Service	
LOCATIONS	Locations in primary and secondary cities with a mix of airport, urban and suburban and convention locations.	
PRODUCT	Urban / Airport / Resorts / Serviced Apartments	
	STANDARD MODEL	URBAN EUROPEAN
GROSS INTERNAL AREA PER KEY	37 sqm - 45 sqm	31 sqm - 35 sqm
ROOM SIZE	21 sqm - 22 sqm	16 sqm - 18 sqm
TOTAL COST PER KEY <small>(excl. land and developer's fees)</small>	118.5K - 148.5K	88.5K - 106.5K
FF&E <small>(incl. IT/kitchen)</small>	15K - 18K EUR	14K - 17K EUR
OS&E	2K - 3K EUR	2K - 3K EUR
BUSINESS MODEL	Mature Markets: Managed/Franchised Emerging Markets: Managed/Franchised	

(costs may vary depending on location, hotel type and size)

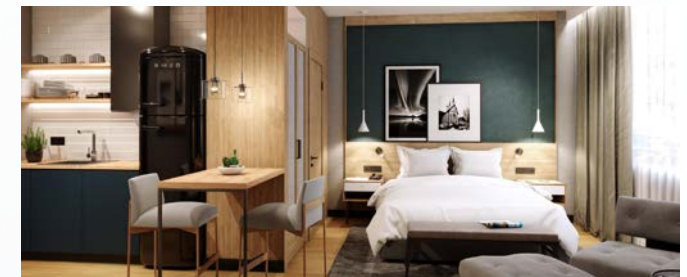
ROOM LAYOUT - STANDARD MODEL



ROOM LAYOUT - URBAN EUROPEAN SOLUTION



ROOM LAYOUT - SERVICED APARTMENTS



RADISSON
REWARDS

RADISSONHOTELS.COM

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MEETINGS

CONTACT DETAILS

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