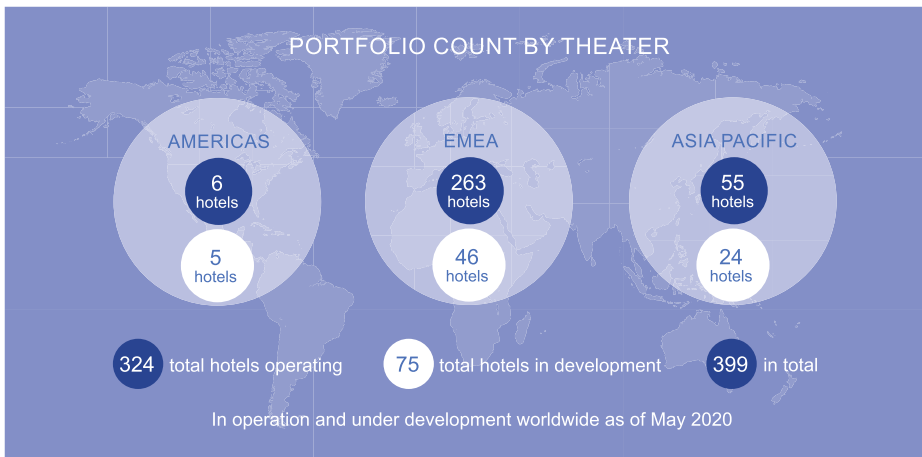




FACT SHEET

Radisson Blu is the largest upper upscale brand in Europe and delivers positive and personalized service in stylish spaces. By paying close attention to small details that make a big difference, we inspire memorable experiences with every stay.

GLOBAL BRAND PRESENCE



Radisson Blu Bali Uluwatu, Indonesia

OWNERS PROPOSITION

One of the world's leading hotel brands and largest upper upscale brand in Europe, with an easy-to-adopt and dynamic design scheme system.

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

COMPETITIVE SET

Crowne Plaza, Hilton, Hyatt, Marriott, Pullman and Westin

BRAND PRESENCE

Australia, Bangladesh, China, Fiji, India, Indonesia, Maldives, New Zealand, Philippines, Sri Lanka, Thailand and Vietnam

FOOD & BEVERAGE

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

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

DESIGN & SPACE PLANNING

Radisson Blu design counts on 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.



Radisson Blu Plaza Hotel Sydney, Australia

CONTACT DETAILS

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2020 Radisson Hotel Group

FEEL THE DIFFERENCE

BRAND MATRIX	
NUMBER OF KEYS (min.)	220 in China 120 in India 120 in South East Asia Pacific
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 (+/- 10%)	36 sqm in City / 42 sqm in Resort
BUSINESS MODEL	Mature Markets - Leased / Managed / Franchised Emerging Markets - Managed / Franchised
ROOM TYPE	Standard / Superior / Junior Suite / Suite / Presidential Suite (market demand)

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

ROOM LAYOUT



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

