

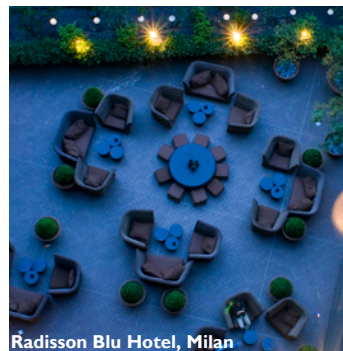
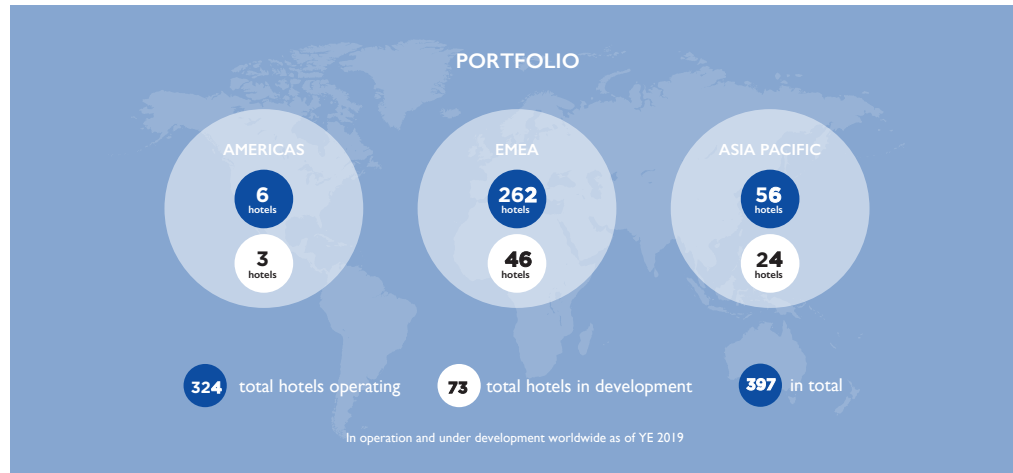
FACT SHEET

FEEL THE DIFFERENCE



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 Hotel, Milan



Radisson Blu Hotel, Prague

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

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

COMPETITIVE SET

Marriott, Hyatt Regency, Hilton, Sheraton, Renaissance, Mövenpick, Intercontinental hotels, Crowne Plaza, Pullman

LATEST OPENINGS & SIGNINGS

Vienna, Prague, Bordeaux, Larnaca, Bruges, Andermatt, Casablanca, Moscow, Riyadh, Lagos, Jeddah, Dubai, Rome, Vadistanbul, Niamey & more to come!



Radisson Blu Hotel, Lyon



Radisson Blu Hotel, Frankfurt

BRAND MATRIX

NUMBER OF KEYS 150+

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 55 sqm – 75 sqm

COST PER KEY EUR 144.5k – 171.5k (excluding land and developer's fees)

FF&E COST PER KEY (incl. IT/kitchen) EUR 23.5K – 30.5K

OS&E COST PER KEY EUR 3.0K – 4.0K

BUSINESS MODEL Mature Markets: Leased/Managed/Franchised
Emerging Markets: Managed/Franchised

ROOM LAYOUT (27.5 sqm)



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



DESIGN & SPACE PLANNING

Radisson Blu design counts with 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.

FOOD & BEVERAGES

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

CONTACT DETAILS

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