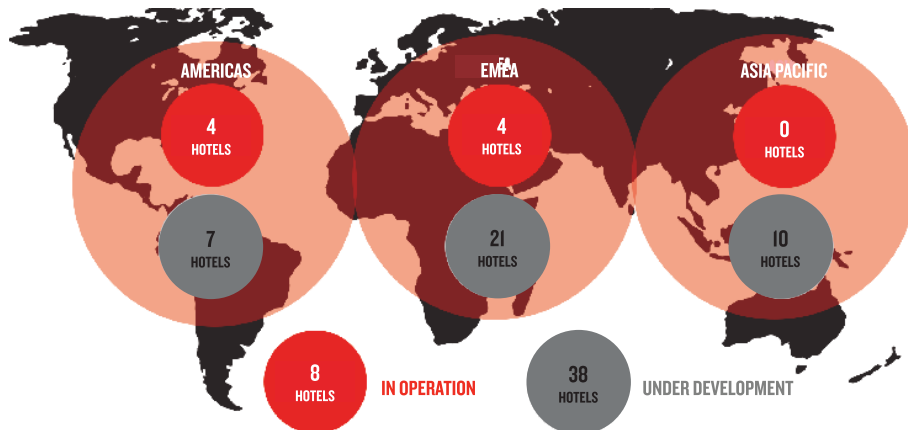


# FACT SHEET

# ENJOY IT!

RADISSON RED PRESENTS A PLAYFUL TWIST ON THE CONVENTIONAL. WE INJECT NEW LIFE INTO HOTELS THROUGH: INFORMAL SERVICES WHERE ANYTHING GOES, A SOCIAL SCENE THAT'S WAITING TO BE SHARED AND BOLD DESIGN THAT KICK-STARTS THE FUN. ALWAYS FRESH, WE GIVE RED GUESTS ENDLESS OPPORTUNITIES TO TUNE IN AND OUT - SWITCHING EFFORTLESSLY BETWEEN BUSINESS AND PLEASURE.



In operation and under development worldwide as of May 2020

## DESIGN & SPACE PLANNING

Radisson RED design approach is premium lifestyle. Art, industrial and quality materials and furniture is the base for the Radisson RED design. Our hotels are designed to be cool and functional. Our lobby is ideal for social connections, the bar is the centre of the lobby and the place to be for our guests and for the locals.

## BRAND HIGHLIGHTS

**DESIGN WITH ATTITUDE. SHARE & CONNECT. FUN & FLEXIBLE.**

An innovative select-service model that reflects guest priorities through investment focus and services flexibility.

Casual service style and space formatting that promotes a buzzing, social atmosphere.

- Bold interior design that drives appeal and boosts organic growth in awareness
- Playful touches that create a stand-out experience across our public and private spaces
- Focusing global growth in key primary and secondary cities
- A highly-individual approach in new-build solutions

## 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



# RED

Radisson

## LATEST OPENINGS & SIGNINGS

Bangladesh, China, India, Malaysia, New Zealand, Philippines and more to come!

## OWNERS VALUE PROPOSITION

Stands out from the crowd, with an efficient operating model and simple design turnaround.

## COMPETITIVE SET

Aloft / CitizenM / Ace Hotel / Moxy / Mama Shelter / Hyatt Place / Hotel Indigo / Canopy By Hilton / AC Hotels

## CONTACT DETAILS

Radisson Hotel Group - APAC  
Tel: +65 6511 9266  
apac.development@radissonhotels.com  
www.radissonhotels.com

2020 Radisson Hotel Group

## KEY BRAND EXPERIENCES

- **HYPER CONNECTIVITY** : high-speed WiFi, Digiwall, communal space design
- **NO STRINGS ATTACHED** : 24/7 gyms and F&D, Baxter dog program, app check-in/out, content streaming
- **REVIVE!** : shower, towelling and amenities
- **RED SENSES** : art, design, music and fashion
- **SUPER SLEEP EXPERIENCE** : mattress, bedding, USB charging

## BRAND MATRIX

**NUMBER OF KEYS (MIN.)** : 120 IN SOUTH EAST ASIA / 150 IN CHINA / 120 IN INDIA

**POSITIONING** : UPSCALE (SELECT SERVICE)

**LOCATIONS** : CENTRAL AND GENTRIFIED NEW BUILD LOCATIONS IN VIBRANT, URBAN DESTINATIONS

**PRODUCT** : URBAN (SELECT SERVICE)

**GROSS INTERNAL AREA PER KEY (+/- 10%)** : 24 SQM IN CITY / 28 SQM IN RESORT

**CONSTRUCTION COST PER KEY** : (PLEASE CONTACT RADISSON HOTEL GROUP FOR DETAILS)

**FIT OUT COST PER KEY** : (PLEASE CONTACT RADISSON HOTEL GROUP FOR DETAILS)

**BUSINESS MODEL** : MATURE MARKETS; LEASED / MANAGED / FRANCHISED EMERGING MARKETS : MANAGED / FRANCHISED

**ROOM TYPE** : STANDARD / SUPERIOR / JUNIOR SUITE / SUITE

## KEY SPACES

### SOCIAL SPACES

- Internet / Connectivity Station (with Printing & USB Charging Facilities)

### FOOD & BEVERAGE

- Lobby Lounge / Bar
- Restaurant (All Day Dining)
- Specialty Restaurant

### GUESTROOMS

- Guestrooms and Suites
- Bathrooms

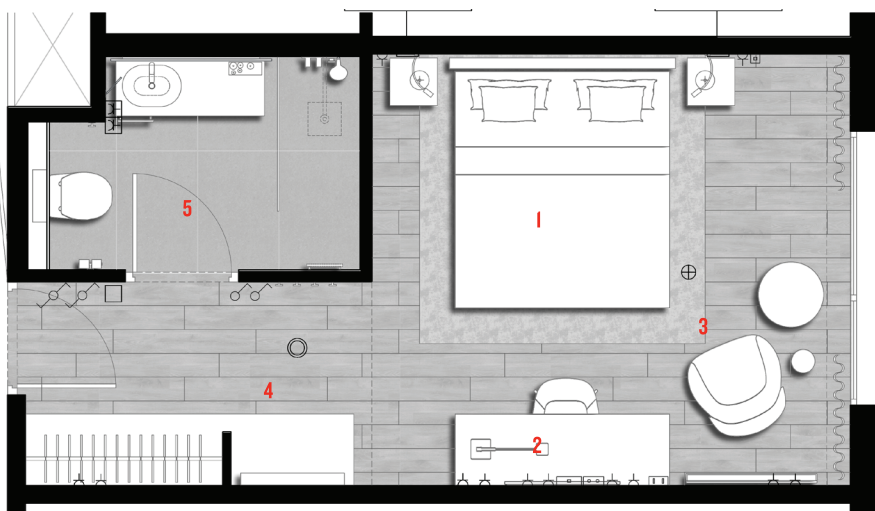
### MEETINGS & EVENTS

- Boardrooms and Meeting Spaces
- Function and Ballrooms
- Pre-function Areas

### WELLNESS

- Fitness Room
- Swimming Pool
- Spa

## ROOM LAYOUT



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

