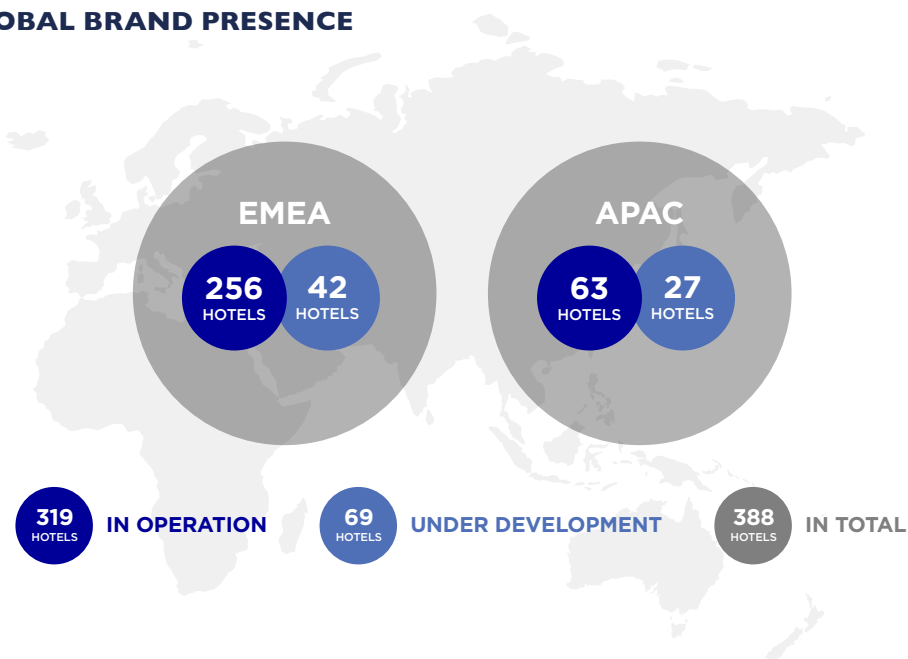


Join one of the largest upper upscale brands in EMEA with an easy-to-adopt and dynamic design scheme system.

## THE LARGEST UPPER UPSCALE BRAND IN EUROPE FOR 13 CONSECUTIVE YEARS

### GLOBAL BRAND PRESENCE



Radisson Blu Das Triest Hotel, Vienna (Austria)



Radisson Blu Hotel, London Leicester Square (United Kingdom)

### BRAND HIGHLIGHTS

Memorable. Stylish. Purposeful.

- Full service hotels located in capital cities, key airport gateways and major 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:

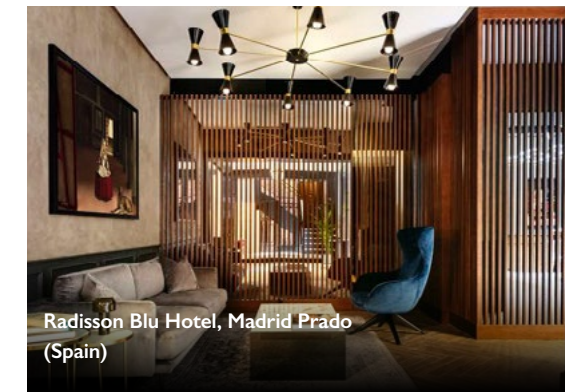
- Project definition & space planning
- Revenue maximization based on best-in-class revenue management tools
- State of the art IT infrastructure
- Award winning safety & security and responsible business programs
- Global procurement platform
- Pre & post opening support
- Owner privileges

### COMPARABLE BRANDS

Marriott / Hilton / Intercontinental

### LATEST OPENINGS & SIGNINGS

Rome, Rouen, Cassablanca, Dubai, Prague, Vienna, Andermatt, Cape Verde, Santorini, Sheffield, Geneva, Stuttgart, Barcelona, Mykonos, Paris, Madrid, Riyadh, Florence, Tbilisi, Livingstone & more to come!



Radisson Blu Hotel, Madrid Prado (Spain)



Radisson Blu Hotel at Porsche Design Tower Stuttgart (Germany)

## 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 159k – 190k (excluding land and developer's fees)

**FF&E COST PER KEY (incl. IT/kitchen)** EUR 25K – 35K

**OS&E COST PER KEY** EUR 3.0K – 4.0K

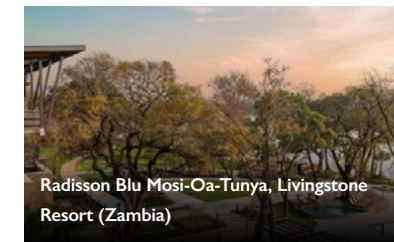
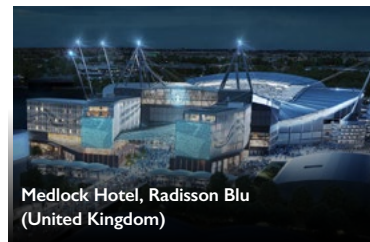
**BUSINESS MODEL** Mature Markets: Leased/Managed/Franchised  
Emerging Markets: Managed/Franchised

(Costs are based in Central Europe - fees and contingencies excluded)

## ROOM LAYOUT (27.5 sqm)



## SERVICED APARTMENT OPTION (29 sqm)



## DESIGN & SPACE PLANNING

Radisson Blu design counts on inspiring local touches and artworks that capture the feel of the destination. Our spaces are contemporary and modern 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

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

## CONTACT DETAILS

Radisson Hotel Group – EMEA  
Avenue du Bourget 44  
B-1130 Brussels  
Belgium  
Tel: +32 2 702 9200

[emeadevelopment@radissonhotels.com](mailto:emeadevelopment@radissonhotels.com)

[www.radissonhotels.com/development](http://www.radissonhotels.com/development)

© 2026 Radisson Hotel Group.

FEEL THE DIFFERENCE

