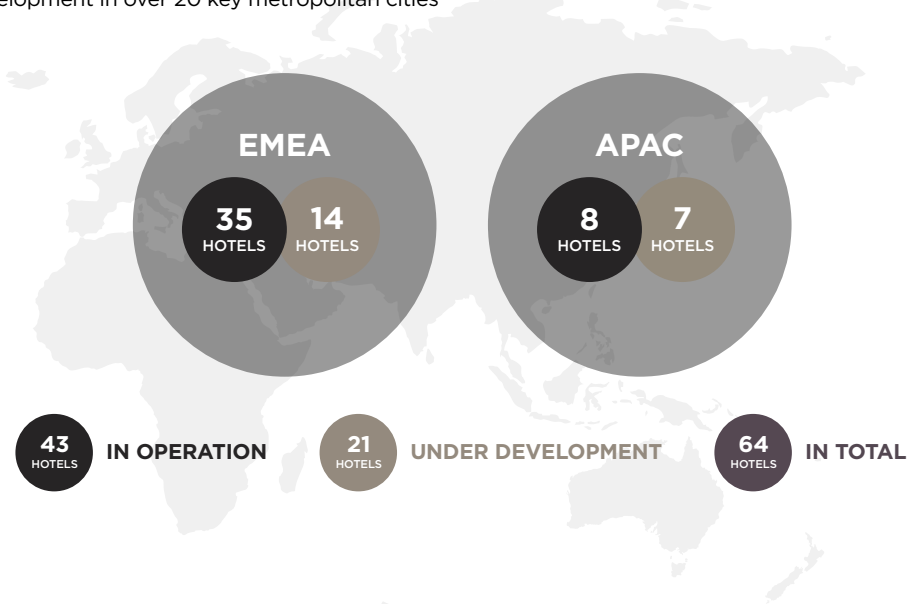


Radisson Collection is a unique collection of iconic properties. While the character of each hotel feels authentic to its locality, all offer the ultimate template for contemporary living; united by bespoke design and exceptional experiences across dining, fitness, wellness and sustainability.

### GLOBAL BRAND PRESENCE

Within 6 years from launch 66 hotels in Operation or Under Development in over 20 key metropolitan cities



### OWNER VALUE PROPOSITION

A collection of hotels that allow uniqueness while maintaining a luxury lifestyle.

### BRAND HIGHLIGHTS

**Authentic Local influence. Living Design. Vibrant Social Scene.**

- Allows individuality of design execution, relative to its location
- Existing strong brand recognition in our Radisson Collection brand - compared to other competitor brands
- Flexible framework of Brand Endorsement
- Access to our Global Reservation and Corporate Support Offices.

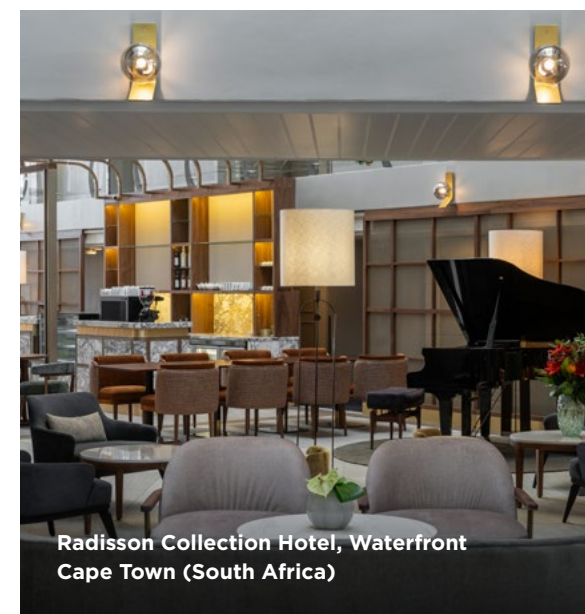
### ADDING VALUE

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

Sofitel / Autograph Collection / Curio Collection by Hilton / Unbound Collection By Hyatt / CONRAD / The Luxury Collection



**BRAND MATRIX**

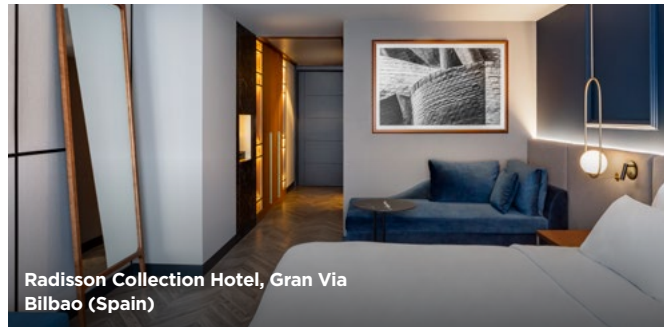
<b>NUMBER OF KEYS</b>	100-400
<b>POSITIONING</b>	Luxury Lifestyle
<b>LOCATION</b>	High profile locations in major, capital cities and exclusive leisure destinations
<b>PRODUCT</b>	Urban / Resorts
<b>GROSS INTERNAL AREA PER KEY</b>	55 sqm – 85 sqm
<b>COST PER KEY</b>	EUR 170K – 190K (excluding land and developer's fees)
<b>FF&amp;E COST PER KEY (incl. IT/kitchen)</b>	EUR 26K – 35K
<b>OS&amp;E COST PER KEY</b>	EUR 3.5K – 6.5K
<b>BUSINESS MODEL</b>	Mature Markets: Leased/Managed/Franchised Emerging Markets: Managed/Franchised

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

**CONTEMPORARY ROOM LAYOUT (28 sqm)**

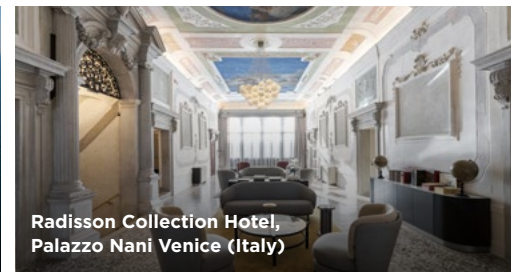
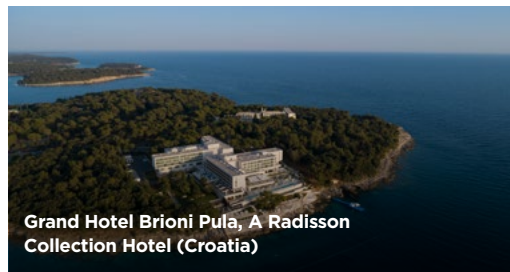


**DESIGN DIRECTION**



**DESIGN & SPACE PLANNING**

Contemporary interiors with iconic design pieces.



**CONTACT DETAILS**

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