

an eBook from

site

Society for
Incentive
Travel
Excellence

RADISSON
HOTELS



**EXTRA
MILE**

**INCENTIVE
TRAVEL
BY RADISSON
HOTELS**

EDITION SEVEN: EXPERIENTIAL INCENTIVES

In partnership with **site**



EDITION SEVEN:

Experiential Incentives

EXTRA
MILE

site

INCENTIVE TRAVEL
BY RADISSON HOTELS

Introduction

The Extra Mile in Incentive Travel Series

Going the Extra Mile in Incentive Travel
Incentive travel is about more than just a trip—
it's about creating truly memorable experiences
that inspire, motivate, reward and, potentially,
transform.

That's the ethos behind the Extra Mile series, a
curated collection of destinations and properties
designed for the diverse needs of incentive travel
programs whether it's city-life, adventure, wellness,
culture, or sustainability.

In partnership with SITE, the global leader in
incentive travel excellence, Radisson Hotel
Group is committed to setting new standards in
incentive hospitality. Every Extra Mile property
is distinguished by its exceptional service,
sustainability commitments, and VIP-level
experiences, ensuring every qualifying participant
feels valued and celebrated.



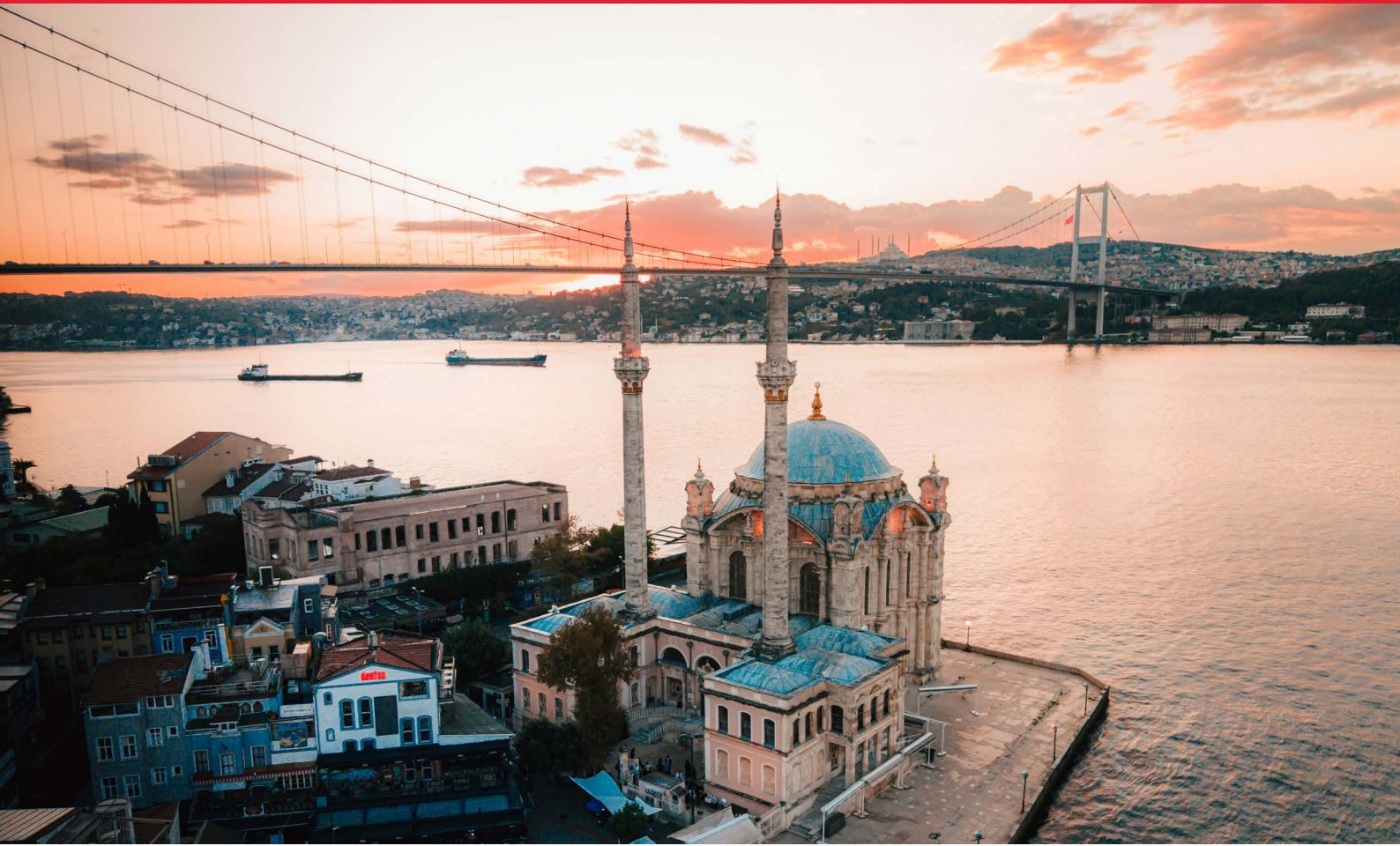


Experiential Incentives

Experience first. Reward forever.

Experiential incentives place the experience at the heart of the reward, shifting focus from things you can own to moments you can never forget. It is about carefully curated, in-destination moments that make participants feel like travellers, not tourists, connecting with people, place and purpose in ways that simply are not available to the general public.





SITE and IRF research consistently shows that this experiential quality is what makes incentive travel so powerfully motivating, with participants placing enormous value on authentic local culture, unique access and once-in-a-lifetime moments. Ultimately, experiential incentives move the conversation from “where are we going?” to “what are we going to feel, learn and remember together?”

For this edition of the SITE / Radisson Hotels eBook series, we focus on five dynamic city destinations where energy, authenticity and access come together in powerful ways.

From the fjord-edge freshness of Oslo to the street-level vitality of Bangkok, from the sports- charged spectacle of Shanghai to the urban pulse of Nairobi and the layered crosscultural drama of Istanbul, these are destinations that reward curiosity as much as achievement.



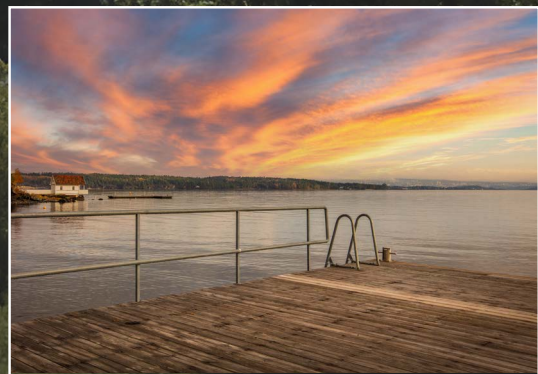
RADISSON BLU PARK HOTEL,

Oslo, Norway



**Fjord Light, Nordic Energy,
City Sophistication**

Radisson Blu Park Hotel, Oslo brings together one of the most attractive combinations in incentive travel: immediate access to the city and immediate immersion in nature.





Radisson Blu Park Hotel, Oslo, Norway

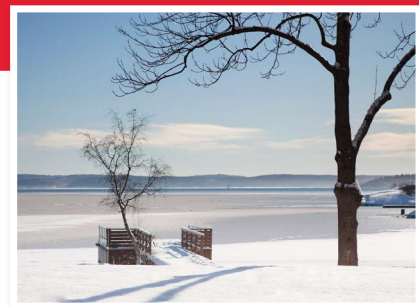
Located on the Oslofjord in Fornebu, the hotel has 251 guestrooms, plus 11 meeting rooms and a standout outdoor tent venue that can host up to 450 for a mingle event or 200 seated.

What makes it especially compelling for experiential incentives is its seafront setting, with a lush lawn running down to the water, private boat docking, and the possibility of arriving by boat directly to the hotel. Add to that private dining options, the potential for outdoor concerts, and an atmosphere that feels open, airy and unmistakably Scandinavian, and you have a property that turns the hotel itself into part of the reward.

What elevates the experience further is the seamless integration of outdoor Nordic lifestyle into programme design. Incentive groups can incorporate kayaking along the fjord, guided coastal walks, or open-air dining experiences that make full use of the long summer evenings. In winter, the crisp clarity of the landscape creates a different but equally compelling atmosphere, reinforcing Oslo's appeal as a year-round experiential destination.

Hotel highlights

- **251 guestrooms** with up to 200 available for groups.
- **11 meeting rooms** with capacity for 200 indoors, plus a standout outdoor tent venue for up to **450 guests**.
- **Private dining** and flexible F&B options complement large-scale events.
- Wellness is nature-led, with **beachfront and park access**. Located on the Oslofjord.
- **A rare seafront setting** with private boat docking and expansive outdoor event space.



Why Oslo?

Oslo offers a very contemporary kind of incentive appeal: stylish without ostentation, cultural without heaviness, and active without strain. Incentive qualifiers can set out on a boat tour directly from the hotel, enjoy swimming and beach bathing by the fjord, or tap into the excitement of major performances at Unity Arena. This is a destination where experiential incentive travel feels natural rather than manufactured, with clean design, outdoor living and authentic Nordic lifestyle all part of the programme

RADISSON BLU PARK HOTEL,

Oslo, Norway

An aerial photograph of the Radisson Hotel Chateau de Bangkok at dusk. The hotel is a large, white, multi-story building with a classic architectural style, featuring a central courtyard and a rooftop terrace. It is surrounded by modern skyscrapers with glass facades, some of which are illuminated. The sky is a deep blue, and the city lights are visible in the background.

RADISSON HOTEL CHATEAU DE BANGKOK

Bangkok, Thailand

Culture at Street Level, Reward at Skyline Height

Radisson Hotel Chateau de Bangkok places incentive qualifiers in the heart of one of Asia's most immersive urban destinations. The hotel's central location and local partnerships make it easy to design programmes that feel spontaneous, immersive and deeply connected to the rhythm of the city.



Radisson Hotel Chateau de Bangkok

Located in Ploenchit, just 450 metres from the BTS Skytrain, the hotel offers 178 rooms and suites, a ballroom for up to 250 guests, two additional flexible meeting rooms, spacious accommodation with city views, and a rooftop pool with a private pool bar overlooking Bangkok's skyline.

The hotel's experiential edge comes through both setting and curation: a branded private tuk-tuk convoy can take qualifiers on a cultural and food tour through the city, creating the kind of high-energy, high-authenticity encounter that experiential incentives are all about. Personalised cuisine shaped by a chef with classic French and Royal Thai influences adds another layer of distinction and local flavour.

Beyond the hotel itself, the destination lends itself to highly curated, insider-style experiences that can be seamlessly integrated into the programme. From early morning almsgiving with monks to late-night street food explorations guided by local experts, Bangkok rewards curiosity at every turn.



Hotel highlights

- **178 rooms and suites** with full group flexibility.
- Ballroom for up to **250 guests** plus 3 adaptable meeting spaces.
- **Strong culinary positioning** with chef-led Thai and French cuisine and rooftop pool bar events.
- **Leisure wellness** centred on rooftop pool.
- **Prime Ploen Chit** location near BTS skytrain
- A lively, immersive city hotel with signature tuk-tuk experiences and skyline views.





Why Bangkok?

Bangkok is one of the great sensory capitals in the universe of incentive travel experiences. It is vivid, kinetic and endlessly layered, with experiences that move easily from sacred to social, from river to rooftop. A private dinner cruise on the Chao Phraya, a temples tour or a Thai cooking class all offer the kind of immersive, participative experiences that stay with qualifiers long after the programme ends. Bangkok does not merely entertain. It envelops.

RADISSON HOTEL CHATEAU DE BANGKOK

Bangkok, Thailand





RADISSON BLU HOTEL & RESIDENCE,
Nairobi Arboretum

Urban Energy with a Wild Edge

Radisson Blu Hotel & Residence, Nairobi Arboretum offers a rare combination that incentive planners increasingly seek: a dynamic African capital city paired with immediate access to nature. Nairobi combines the excitement of a fast-growing global city with the drama of East Africa's landscapes, making it a destination that rewards curiosity, discovery and achievement.



Radisson Blu Hotel & Residence, Nairobi Arboretum

Located beside the lush Nairobi Arboretum forest reserve, the hotel provides 122 contemporary rooms and suites, each with private balconies overlooking either the pool or the surrounding greenery. The property's modern meeting facilities can accommodate events for up to 200 guests, while the Arbor Ballroom hosts up to 150 theatre-style. What sets the experience apart, however, is the sense of place: an infinity pool terrace ideal for sunset cocktail receptions, wellness facilities including spa, sauna and steam rooms, and direct access to the Arboretum itself for curated outdoor experiences and nature walks. For incentive groups, the hotel provides both sophisticated urban comfort and the feeling of being immersed in Kenya's natural landscape.

The experiential dimension extends well beyond the hotel grounds, with curated programmes that blend urban discovery with once-in-a-lifetime wildlife encounters. Early morning game drives, conservation-focused visits, and community engagement initiatives can all be woven into an itinerary that feels purposeful as well as exhilarating. This ability to combine business, nature and meaningful connection positions Nairobi as one of the most compelling emerging destinations for incentive travel.



Hotel highlights

- **122 rooms** with private balconies; up to 90 for group use.
- **5 meeting rooms** including a ballroom for 150 guests.
- **Infinity pool bar** and curated private dining enhance F&B.
- **Full wellness offering** with spa, sauna, steam and fitness.
- Set beside **Nairobi Arboretum** – private curated experiences available via concierge.
- **A unique urban retreat** combining city accessibility with direct access to nature.





Why Nairobi?

Nairobi is a uniquely surprising incentive destination where wildlife, culture, and modern city life coexist. Just minutes from the hotel, groups can visit Nairobi National Park—the only national park within a capital city—home to giraffes, lions, and rhinos set against a city skyline. Experiences like the Giraffe Centre, helicopter flights over the Great Rift Valley, and tailored safaris create unforgettable highlights.

RADISSON BLU HOTEL & RESIDENCE,

Nairobi Arboretum



RADISSON BLU BOSPHORUS HOTEL,

Istanbul



Where Continents Meet and Stories Deepen

Radisson Blu Bosphorus Hotel, Istanbul occupies one of the most evocative locations in global hospitality, set directly on the waterfront of the Bosphorus Strait beside the Bosphorus Bridge.

Istanbul's interplay of history, cuisine and contemporary culture allows planners to create moments that feel both intimate and expansive, rooted in place yet globally resonant.



Radisson Blu Bosphorus Hotel, Istanbul

With 139 guestrooms and sweeping views across the waterway that separates Europe and Asia, the hotel offers incentive groups a setting that is both dramatic and unmistakably Istanbul. The property features eight meeting rooms including the Pupa venue, which accommodates up to 150 guests with panoramic Bosphorus views, as well as Et Cetera, an elegant venue suitable for receptions of up to 220 guests. What makes the experience especially memorable is the hotel's private pier, allowing guests to arrive by yacht or depart directly for private Bosphorus cruises. Combined with spa facilities, waterfront dining and a location in the stylish Ortaköy district, the property provides a refined platform for immersive incentive experiences.

What truly distinguishes the experience is the way the hotel acts as a gateway to Istanbul's layered identity. From curated neighbourhood walks in Ortaköy to private evening events overlooking the illuminated Bosphorus, programmes can unfold with a natural sense of narrative and progression.



Hotel highlights

- **139 guestrooms** with up to 100 for groups.
- **8 meeting rooms**, hosting up to 150 theatre-style and 220 for receptions.
- **Waterfront** dining and event spaces with signature panoramic views.
- **Spa and wellness facilities** on site.
- **Prime Bosphorus location** beside the bridge.
- A standout waterfront property with **private pier access** for yacht arrivals and unforgettable event settings.





Why Istanbul?

Istanbul offers exceptional depth as an incentive destination, spanning two continents and centuries of history. Bosphorus boat journeys showcase palaces and mosques, while icons like Hagia Sophia and the Grand Bazaar add rich culture. Its Michelin-recommended dining blends Ottoman heritage with modern creativity, making every experience feel historic and dynamic.

RADISSON BLU BOSPHOROUS HOTEL,

Istanbul





RADISSON BLU HOTEL, SHANGHAI STADIUM,

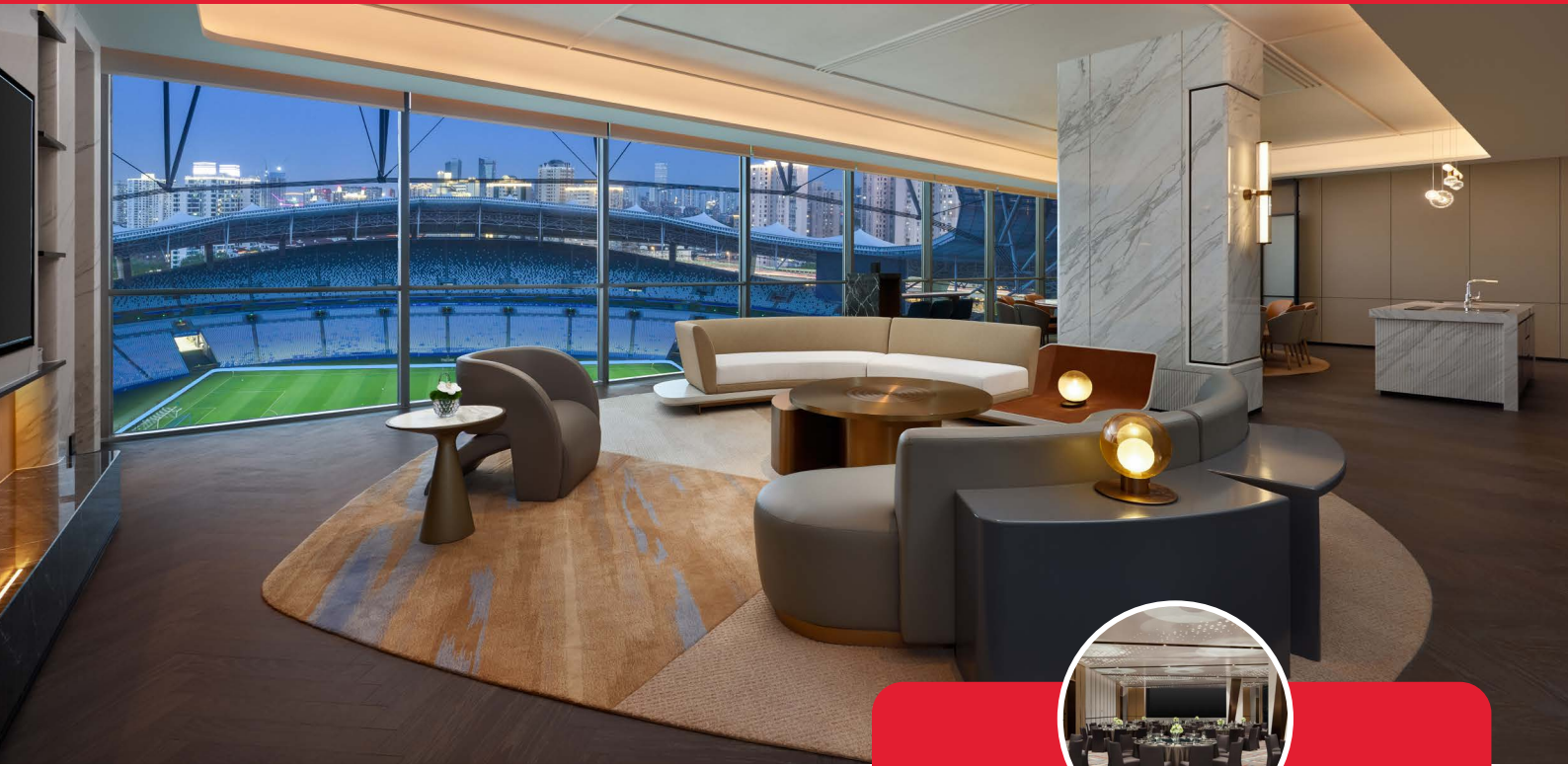
Shanghai, China

丽笙酒店

Radisson SHANGHAI STADIUM

**Stadium Drama, Urban Velocity,
Modern China on Display**

Radisson Blu Hotel, Shanghai Stadium is one of those rare properties where the hotel itself becomes an experience. Located within Shanghai Stadium and described as the only full sports-themed hotel in China.



Radisson Blu Hotel, Shanghai Stadium

This hotel offers 207 guestrooms, including 25 facing the stadium ground, allowing guests to watch matches and performances directly from their rooms. The hotel has 10 meeting rooms, with Olympia Hall accommodating up to 300 guests, and distinctive private-function options including JIU Bar, the Executive Lounge and the Presidential Suite. For experiential incentives, its appeal lies in the combination of spectacle and exclusivity: VIP concert entry, premium sports experiences, in-room viewing, stadium access and a design concept that runs throughout the property, with each floor celebrating different sporting themes.

This sense of immersion is amplified by Shanghai's relentless energy and capacity for reinvention. Programmes can move effortlessly from high-adrenaline stadium experiences to refined cultural encounters, such as private dining in historic neighbourhoods or behind-the-scenes access to contemporary art spaces. The contrast between spectacle and subtlety is what defines Shanghai, offering incentive planners a destination that is as dynamic and ambitious as the audiences they are rewarding.



Hotel highlights

- **207 rooms** with 150 available for groups, including stadium-facing rooms.
- **10 meeting rooms** with capacity up to 300 guests.
- **Multiple dining venues** including bar, lounge and private spaces.
- **Experience-led** rather than spa-focused.
- Located within **Shanghai Stadium**.
- A truly distinctive **sports-themed hotel** offering in-room event viewing and **VIP access** to concerts and matches.

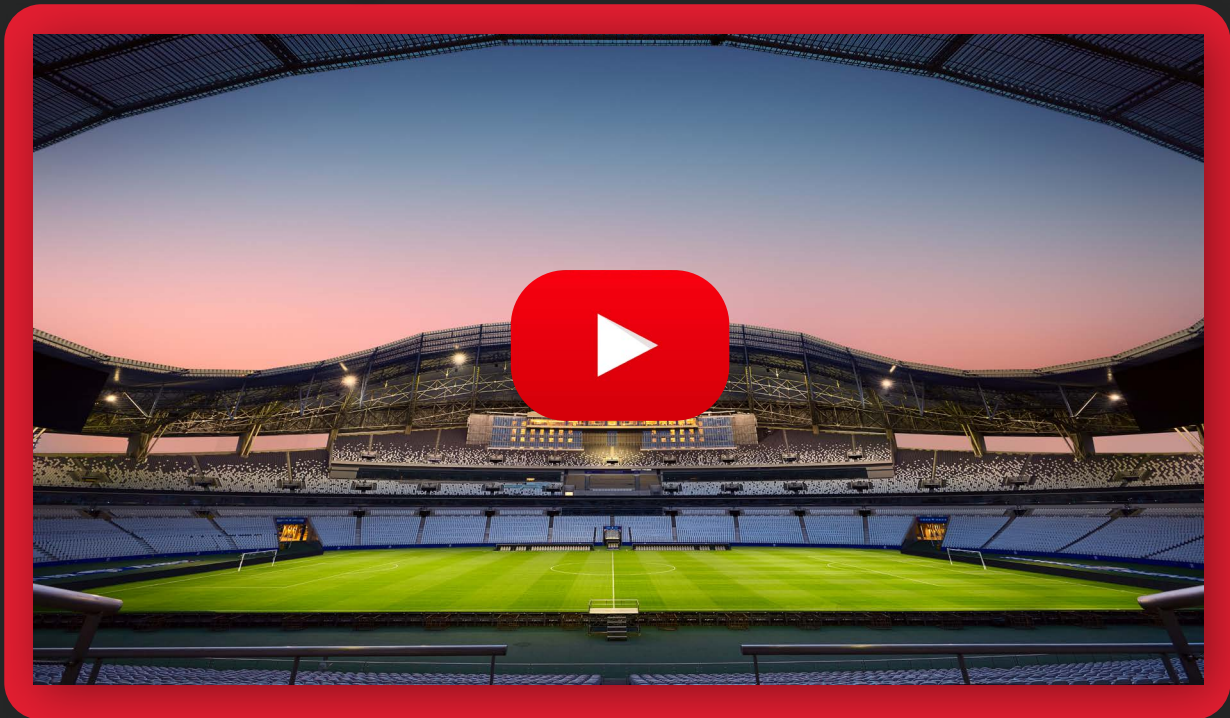


Why Shanghai?

Shanghai is ideal for incentive groups seeking a destination that feels both global and unmistakably local. Old Shanghai neighbourhood experiences, traditional Chinese cuisine, Shanghai Disneyland and boat cruises on the river all offer very different but equally compelling ways to engage with the city. It is a destination of contrast, pace and ambition, which makes it especially effective for programmes designed to reward high performance with something energising, modern and memorable.

RADISSON BLU HOTEL, SHANGHAI STADIUM,

Shanghai, China





Experiences That Stay With You

Incentive travel has always been about recognition and reward, but increasingly it's about experience—what participants do, feel, and remember long after the trip ends. Experiential incentives invite travelers to engage with a destination's culture, turning activities into shared stories and creating a deeper, lasting impact.

Destinations in this edition of the SITE / Radisson Hotels eBook showcase this approach: in Oslo, participants experience the Nordic balance of nature and city life; Bangkok offers immersion in vibrant cultural landscapes; Shanghai blends metropolis energy with sport and spectacle; Nairobi pulses with adventure; and Istanbul unites centuries of history at a fascinating crossroads. Across all five cities, Radisson Hotels provide central, thoughtfully serviced bases that let planners focus on what matters most—crafting meaningful, memorable experiences.

At its best, incentive travel is not just a reward. It fosters recognition, connection, and transformation, leaving participants inspired and enriched long after they return home.

Let the world lead the way

Contact Radisson Hotels today to start planning your next incentive in one of the world's hottest emerging destinations. Please visit [our website](#) to discover all our properties designed to inspire, reward, and go the extra mile.

About SITE e-books

Destination eBooks by SITE are discovery handbooks created by SITE for, and on behalf of, destinations seeking to build purposeful connections with incentive travel professionals and thereby increase their inbound incentive travel market share.

They constitute an archival repository of quality destination content that can be accessed, on-demand, on SITEGlobal.com providing ideas, inspiration, information and insights to organisers of incentive travel experiences.

They're also an extension of SITE's mission to "build and bridge" cultures as they provide educational deep dives into what's cool and unusual in each destination, helping destinations to spotlight their unique incentive-quality experiences.



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EXTRA MILE

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