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Society for  
Incentive  
Travel  
Excellence



**RADISSON**  
HOTELS



# EXTRA MILE

INCENTIVE  
TRAVEL  
BY RADISSON  
HOTELS

EDITION FIVE: HOT DESTINATIONS, 2026 & 2027

*In partnership with* **site**



EDITION FIVE:

# *Hot destinations for 2026 + 2027*



**EXTRA  
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# 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.

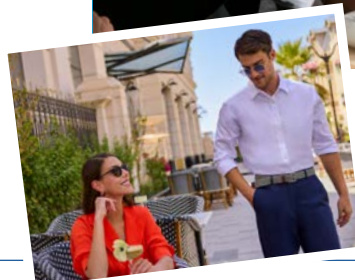




# *Hot destinations* for 2026 + 2027

Where the world's next great incentive take shape

**T**he world of incentive travel thrives on discovery — finding that perfect place where motivation, reward, and wonder align. As research from the Incentive Travel Index shows, buyers are seeking destinations that feel both fresh and iconic: places that spark curiosity while delivering ease, access, and excellence.





In **Hot Destinations 2026 & 2027**, we spotlight five remarkable properties in countries, cities and regions shaping the incentive travel map of tomorrow — Italy, Spain, South Africa, Saudi Arabia, and Vietnam.

Each destination captures the evolving pulse of incentive travel. From timeless European capitals energized by art, cuisine, and culture, to emerging powerhouses in the Middle East and Asia redefining modern hospitality, these are places that inspire performance and celebrate achievement.

Every featured Radisson Hotels property embodies the Extra Mile philosophy: impeccable service, authentic local connection, and an unwavering commitment to sustainability.

Together, they reveal why incentive travel remains one of the most powerful tools for recognition and reward — and why Radisson Hotels are where the next chapter of extraordinary experiences begins.



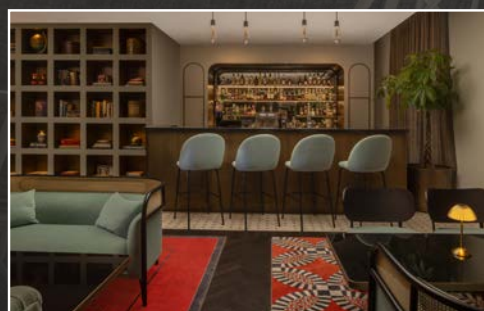
RADISSON COLLECTION HOTEL,

# *Roma Antica*

## **Where timeless beauty meets contemporary brilliance**

Rome has a way of raising the stakes. Every vista is a backdrop, every corner a story, and every rooftop an invitation to celebrate success with a little more theatre. For incentive programs, that mix of grandeur and ease matters: walkable icons, soul-stirring cuisine, and settings that amplify recognition without over-orchestrating it.

At Radisson Collection Hotel, Roma Antica, the Eternal City comes with a fresh perspective — contemporary style layered onto history you can practically touch. A day might begin with a private walking tour through ancient streets, break for an alfresco lunch near Via del Corso, and end with aperitivo above Piazza Venezia as the city moves like a living canvas below.





## Radisson Collection Hotel, Roma Antica

On property, intimate experiences—cocktail classes, chef-led tastings, or a buyout of the rooftop for sunset toasts—turn moments into memories. Rome brings the appeal and the narrative; the hotel adds craft, service, and flow. Together, they create an incentive experience that feels inevitable...and yet unforgettable.

Radisson Collection Hotel, Roma Antica places groups in the city's cultural heartbeat, steps from landmark avenues and storied sites.

Contemporary guestrooms balance Italian elegance with modern comforts, while a panoramic rooftop bar frames 360-degree views for private receptions or VIP lounge moments.

An intimate meeting room supports executive breakouts and media interviews; the hotel team layers in “only-in-Rome” touches—spritz masterclasses, cooking sessions, and guided strolls that begin right at the door. Service is warm, agile, and detail-sure, so planners can pivot between curated culture and effortless downtime without friction.

It's Rome at its most immediate and its most refined.



### *Hotel highlights*

- **84 guestrooms** in a premium location steps from Piazza Venezia
- **Rooftop bar** with 360-degree views of Rome; available for private events
- **1 meeting room**, capacity 12 pax
- Ideal for **intimate incentives**: cocktail masterclasses and chef-led cooking classes
- Walking distance to **Rome's major landmarks**



### Why Rome?

Few cities deliver aspiration like Rome. Iconic sites, rich gastronomy, artisan shopping, and layered history combine into one magnetic story—easy to promote and impossible to forget.

Short internal transfers, walkable neighborhoods, and cinematic venues make logistics smooth while keeping the wow intact.

For recognition with resonance, Rome remains a perennial first choice.

## RADISSON COLLECTION HOTEL, *Roma Antica*



# RADISSON RED *Madrid*

**where art, energy, and achievement collide**

Madrid runs on momentum—sunlit mornings in El Retiro, afternoons with Velázquez and Goya, and nights that stretch until the city finally exhales. Incentive programs thrive on that cadence: culture you can feel, food that tells a story, and social spaces designed for connection.

Radisson RED Madrid taps the capital's creative pulse with bold design, a rooftop made for golden-hour takeovers, and culinary experiences that align recognition with flavor and flair.





## Radisson RED Madrid

From here, the “Art Triangle” is your extended lobby and the streets around Atocha your playground: private gallery walkthroughs, Michelin star chef-led tastings, and curated neighborhood discoveries that swap passive sightseeing for participation.

Host a DJ-backed sunset on the martini rooftop, stage a pop-up in a flexible event space, then drift into the evening where Madrid does the rest. RED brings the style, the team brings the curation, and the city brings the spark. It's incentive travel that moves—exactly like Madrid.

Set in the Atocha district, Radisson RED Madrid blends gallery-ready interiors with relaxed, guest-first service.

Flexible meeting and social spaces adapt from plenary to pop-up, while the rooftop terrace becomes a private stage for mixology stations, DJ sets, or celebratory toasts. Dining spotlights a gastronomic concept crafted by Eneko Atxa, a three-Michelin-starred chef, making the hotel itself a culinary destination.

With Madrid's top museums and El Retiro a short walk away, planners can pivot seamlessly between cultural immersion and elevated downtime. It's artful, energetic, and friction-light.

### *Hotel highlights*

- **260 guestrooms**
- **5 meeting rooms**, largest hosting 160 guests
- **Red by Martini Rooftop** for private functions, DJ events and cocktail receptions
- Restaurant Basque by **Michelin-star chef** Eneko Atxa
- Ability to privatize the restaurant and Oso Rojo Bar
- **Central Atocha location**, walkable to the Prado, Reina Sofía and Thyssen



### Why Madrid?

Madrid pairs heavyweight culture with effortless sociability.

World-class museums, tree-lined parks, late-night neighborhoods, and a culinary scene that mixes tradition with trend give programs endless range.

Easy flight access, compact logistics, and year-round buzz keep groups together—and inspired.

RADISSON RED *Madrid*



# RADISSON COLLECTION HOTEL, *Waterfront Cape Town*

## **Where ocean horizons and urban energy align**

Cape Town rewards curiosity with contrast: Atlantic blues on one side, Table Mountain on the other, and a city humming with culinary creativity in between. Incentive programs here feel expansive yet grounded—mornings on a summit, afternoons on a boardwalk, and evenings in spaces that seem built for celebration.

Radisson Collection Hotel, Waterfront Cape Town sits in the sweet spot: marina-side calm within moments of the V&A Waterfront, with views that reset and venues that flex.





## Radisson Collection Hotel, Waterfront Cape Town

Curate yoga on the lawn, sundowners on a terrace that leans into the ocean light, or an elegant cocktail hour on the pool deck. Bring wellness to the center with a leading spa, then turn up the tempo with a yacht cruise or helicopter flight at sunset.

The team's event craft and the city's cinematic setting do the heavy lifting—delivering recognition that's beautifully felt and seamlessly run.

This waterfront hideaway blends coastal ease with five-star polish. Many guestrooms open to ocean or marina views; Tobago's Restaurant & Terrace plays host to sun-drenched lunches and sea-breeze dinners.

Flexible event rooms scale from boardroom to celebration, while outdoor decks and lawns invite receptions, tastings, and brandable moments.

The on-site spa—complete with multiple treatment rooms, vitality features, and a dedicated team—enables wellness-first itineraries for groups that want balance with their buzz. It's Cape Town's natural drama, delivered with composure.



### *Hotel highlights*

- **175 guestrooms**
- **4 meeting rooms;** combined spaces host up to 300 guests (250 cocktail style)
- **Multiple private venues:** pool deck, restaurant terrace, Presidential Suite, boardwalk
- **Amani Spa** with 11 treatment rooms, salt room, Rasul, vitality pool
- **Signature experiences:** seafood braai, yoga on the lawn, wine and cocktail masterclasses
- **Marina-front location** near the V&A Waterfront



### Why Cape Town?

Nature meets culture at the Cape: Table Mountain, coastal drives, celebrated wine lands, and a thriving culinary scene.

Reliable airlift, strong supplier networks, and memorable, photogenic venues make program design both creative and practical.

Expect high impact with smooth flow.

## RADISSON COLLECTION HOTEL, *Waterfront Cape Town*





A RADISSON COLLECTION HOTEL,  
*Mansard Riyadh*

**Where modern ambition meets timeless artistry**

Riyadh is writing a confident new chapter—bold architecture, dynamic dining, and cultural venues signaling a city in motion. Incentive programs benefit from that energy: modern infrastructure, statement restaurants, and executive-ready spaces that elevate recognition into ritual.

Mansard Riyadh, A Radisson Collection Hotel, channels European elegance through a distinctly Saudi lens. Think Parisian-inspired architecture, a plaza built for arrivals and networking, and venues that range from suave boardrooms to the Versailles-styled gallery for high-touch private functions.



## Mansard Riyadh, A Radisson Collection Hotel

Dining is a headline act: exclusive tables at sought-after restaurants, refined all-day concepts, and service that understands pace and privacy. Between agenda moments, the city's first L'Occitane Spa lowers shoulders and raises spirits.

With airport and financial district access close at hand, logistics stay smooth while experiences lean luxe. It's Riyadh's momentum—staged with craft and delivered with quiet confidence.

Located in the city's new heart, Mansard Riyadh, A Radisson Collection Hotel, pairs signature design with thoughtful function. Guestrooms, suites, and penthouses offer residence-style comfort; meeting spaces are tech-ready and versatile.

The Versailles Gallery provides a striking canvas for keynotes, showcases, or private dining, while the open-air plaza supports courtyard coffee breaks and casual networking.

Dining spans destination restaurants to chic cafés, and L'Occitane Spa introduces French-inspired wellness to the capital. Access to the airport and financial district keeps agendas on time—and experiences on point.



### *Hotel highlights*

- **191 rooms** and penthouses
- **6 meeting rooms**, largest hosting 100 guests
- **Signature venue:** Versailles Gallery across three floors with private dining
- **Award-winning dining:** Carbone Riyadh, Sadelle's, L'Ami Dave
- **L'Occitane Spa** – exclusive French-inspired wellness facility
- Excellent **accessibility** to KKIA Airport and King Abdullah Financial District



### Why Riyadh?

Riyadh blends heritage with vision—world-class dining, cultural showcases, and modern business districts in easy reach. Strong infrastructure, premium venues, and a growing calendar of marquee events make it a compelling Middle East hub for high-performing teams.

A RADISSON COLLECTION HOTEL,  
*Mansard, Riyadh*



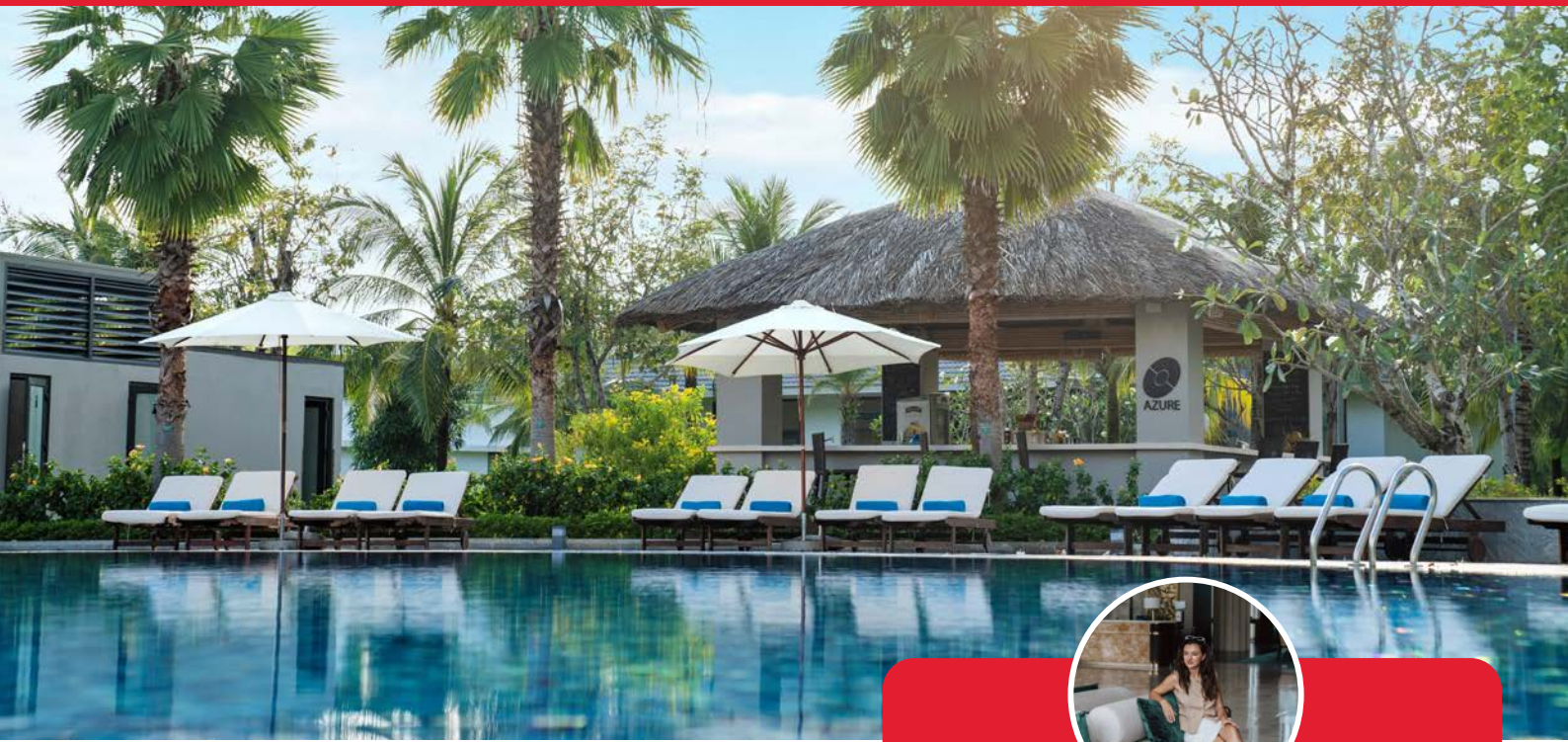
# RADISSON BLU RESORT, *Phu Quoc, Vietnam*

## Where tropical serenity meets modern celebration

Phu Quoc feels like a secret that loves being shared — emerald jungle, gentle seas, and a relaxed rhythm that puts people in the right headspace to connect. For incentives, that balance is gold: escape without isolation, vibrancy without pressure, and venues that flex between barefoot ease and big-moment spectacle.

Radisson Blu Resort, Phu Quoc anchors an oceanfront complex where everything is close: private beach, lagoon-style pools, entertainment, dining, and event lounges.





## Radisson Blu Resort, Phu Quoc

Daylight hours invite yoga in the gardens, bike rides to local markets, or simply time to breathe; evenings shift to foam-party fun, outdoor cinema, or a beach-side gala under a sky that refuses to rush.

The resort team choreographs the flow so planners can dial up celebration or calm as needed. It's island time, optimized for recognition.

Spread along a pristine stretch of coast, Radisson Blu Resort, Phu Quoc offers contemporary rooms, suites, and pool villas alongside a statement lagoon-style pool and generous beachfront.

Indoor and outdoor venues including a dedicated event lounge, restaurants, poolside settings, and the beach support agendas from plenary to party. Walkable access to dining, entertainment, and a convention facility keeps programs compact and lively, while the resort's own experiences including yoga, outdoor cinema, curated dinners add color and choice.

Seamless, social, sun-kissed.



### *Hotel highlights*

- **514 rooms**, suites & pool villas
- **1 indoor event space** (Alumi Event Lounge) plus beach, poolside, and restaurant venues
- **Private beach**, 1,600 sqm lagoon-style pool, seasonal foam parties
- **Activity options:** outdoor kids' cinema, yoga in tropical gardens, romantic beach dining
- Situated beside the integrated resort complex: Corona Casino, Food Center, Convention Center
- Complimentary access to concerts and entertainment in the wider complex



### Why Phu Quoc?

Vietnam's island star mixes soft-adventure with easy luxury: national-park greens, calm seas, craft food, and sunset rituals that feel tailor-made for celebration.

Good airlift, modern facilities, and a growing reputation with planners make Phu Quoc a rising APAC favourite.

## RADISSON BLU RESORT, *Phu Quoc*





## Incentive Travel with a Future-Focused State of Mind

As this edition of The Extra Mile in Incentive Travel draws to a close, we look ahead with optimism. The five destinations showcased here—Rome, Madrid, Cape Town, Riyadh, and Phu Quoc—reflect not just where the world wants to travel next, but where the spirit of recognition and reward continues to evolve. Each hotel embodies Radisson Hotel's hallmark blend of authenticity, service, and sustainability, ensuring every incentive experience feels distinctive and deeply human.

Mapped against the latest research into the hottest destinations for 2026 and 2027, these properties illustrate how Radisson Hotels and SITE remain committed to inspiring, equipping, and celebrating those who design transformative travel.

Wherever the journey leads next, we'll be there—curating places and moments that go the extra mile.

*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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**INCENTIVE TRAVEL**  
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