

an eBook from

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Society for  
Incentive  
Travel  
Excellence



RADISSON  
HOTELS



# EXTRA MILE

INCENTIVE  
TRAVEL  
BY RADISSON  
HOTELS

EDITION THREE: URBAN GETAWAYS

*In partnership with* **site**



EDITION THREE:

# Urban Getaways

**EXTRA  
MILE**

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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.



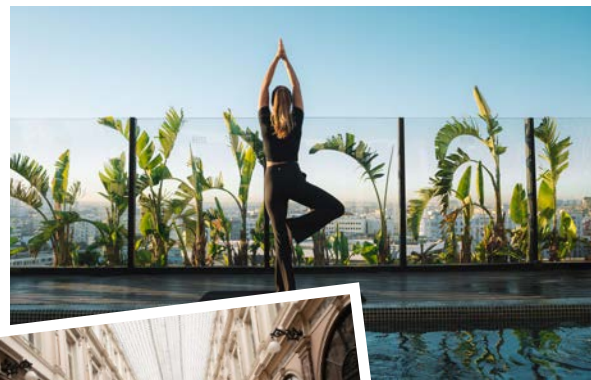


A woman with her hair in a bun and wearing sunglasses is seen from the side, looking out over a dense urban skyline. The skyline is filled with white buildings, many with satellite dishes on their roofs. A prominent minaret with a dome is visible in the background. The scene is framed by dark vertical bars, suggesting a view through a window or a screen.

# Urban Getaways

**The heartbeat of a nation, the soul of an incentive**

Cities are where the pulse of a country beats loudest. They are vibrant, vital places—alive with possibility, rich in history, layered with culture, and deeply connected with the lives and livelihoods of their citizens. That's why urban destinations are such powerful platforms for incentive travel.







Incentive winners and qualifiers don't just want to visit a destination—they want to feel it, live it, and understand it. And there's no better way to do that than by staying in the heart of the city, where everything is close at hand, from iconic landmarks and cultural institutions to hidden-gem cafés, culinary adventures, and immersive experiences that blend work, leisure, and reward in one seamless whole.

Cities are also hyper-connected. Their excellent transport infrastructure makes them easy to get to and get around—crucial considerations for incentive program logistics. Whether walking through a medieval old town, dining in a rooftop restaurant with skyline views, or gathering in cutting-edge event spaces, urban stays offer diversity, accessibility, and wow-factor in equal measure for incentive travel.

In this edition of the SITE & Radisson Hotels eBook series, we explore five outstanding Radisson Hotels in Copenhagen, Riga, Brussels, Dubai, and Casablanca—each of them unique in style and substance, yet united in being perfectly “incentive ready.”



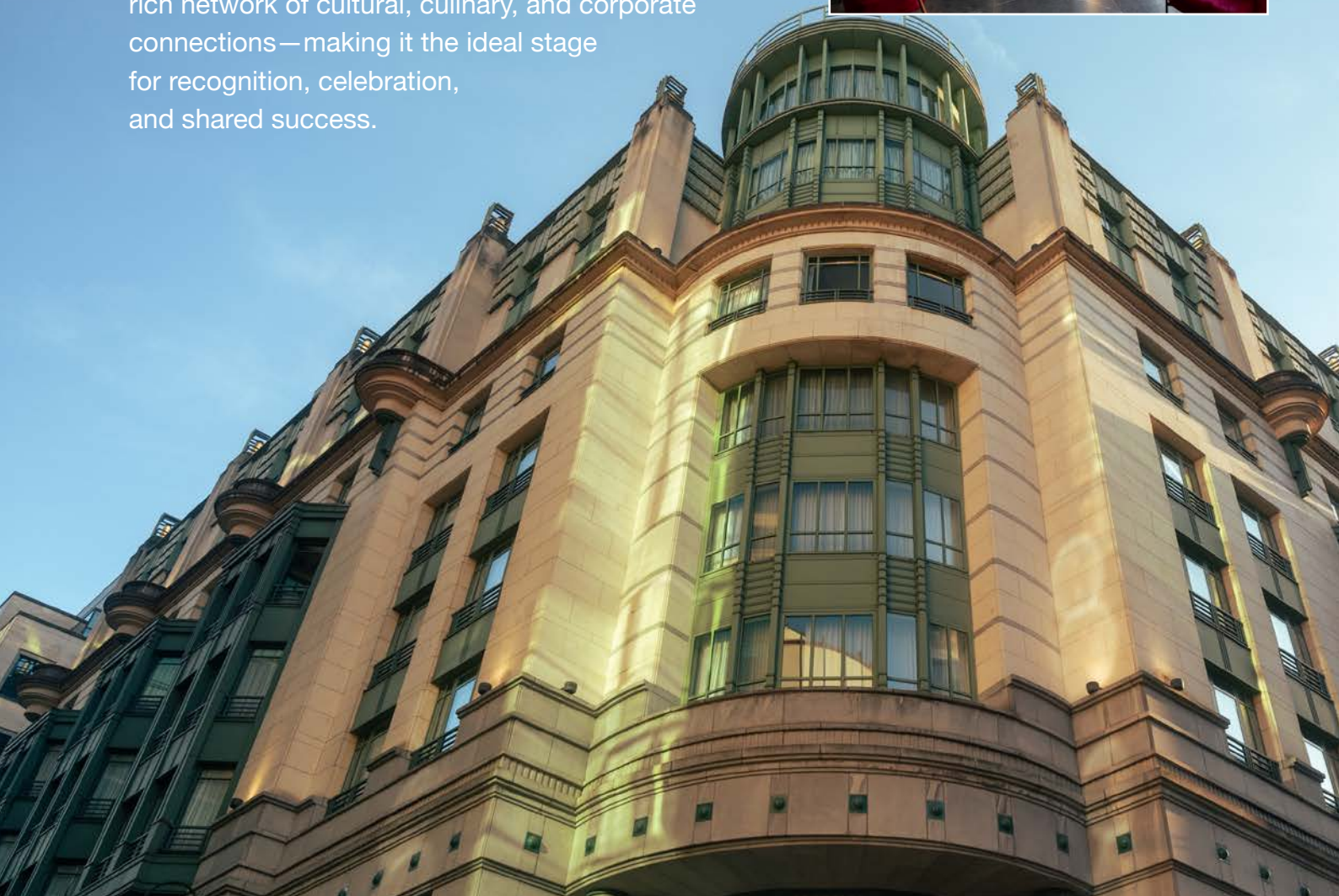


# RADISSON COLLECTION HOTEL, *Grand Place Brussels*

## Postmodern elegance at the heart of the EU capital

Radisson Collection Hotel, Grand Place Brussels places incentive qualifiers right in the epicentre of Europe—in every sense of the word. Just five minutes' walk from Brussels' Central Station, this iconic property is surrounded by the city's most compelling attractions: the Grand Place, chic shopping streets, charming cafés, and a rich history that spans centuries.

For incentive planners, the hotel offers both a prestigious base and a springboard into Brussels' rich network of cultural, culinary, and corporate connections—making it the ideal stage for recognition, celebration, and shared success.







## Radisson Collection Hotel, Grand Place Brussels

The hotel's extraordinary post-modernist architecture sets it apart, blending bold design with luxurious comfort across 282 rooms and suites. Interiors are warm and refined, combining lush fabrics, soft lighting, and elegant palettes that evoke serenity—perfect for guests seeking both inspiration and relaxation.

Incentive travel is made seamless here, with 19 event spaces, including a stunning 295m<sup>2</sup> function room that can host up to 420 guests. The hidden Parlour room provides a chic and intimate setting for private dinners or welcome cocktails, while the dramatic central atrium offers a visual centrepiece for group gatherings beneath its curated lighting, sculptural lamps, and local artwork.

Dining options include an elegant atrium restaurant and stylish lobby bar, where guests can unwind or celebrate the day's adventures.

While the hotel itself is an architectural and experiential highlight, its location makes it a launchpad for unforgettable excursions—cycle tours through the city, guided visits to nearby gems like Ghent and Bruges, or immersive workshops in two of Belgium's most iconic exports: waffles and chocolate.



### Urban Buzz: *Brussels*

Brussels defies easy definition—which is exactly what makes it so intriguing. Yes, it's the political capital of Europe, but it's also a city of surrealist art, decadent chocolate, Art Deco architecture, and the best frites on the planet. It's where Gothic grandeur sits beside brutalist concrete, and where traditional cafés hum with quiet conversation just steps from comic-book murals and high fashion. For incentive groups, Brussels offers heritage with a twist—and an international flair that makes every guest feel at home.



### Why Brussels for incentives?

- **Central location** steps from Grand Place and the Central Station
- **Refined design** rooted in post-modernism, with luxurious touches throughout
- **Exceptional event spaces** including a dramatic atrium and exclusive hidden Parlour room
- **Ideal for exploration**, with easy access to Brussels' cultural core and day trips to Belgium's most charming cities
- **Trusted Radisson Hotels service**, designed to elevate every incentive experience

## Grand Place Brussels

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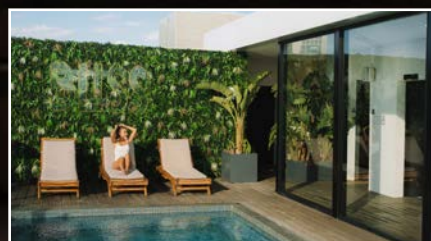
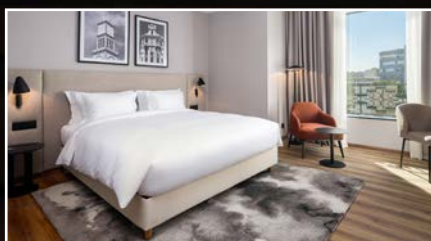
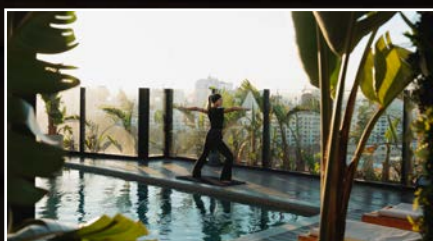
RADISSON HOTEL,

# Casablanca Gauthier La Citadelle

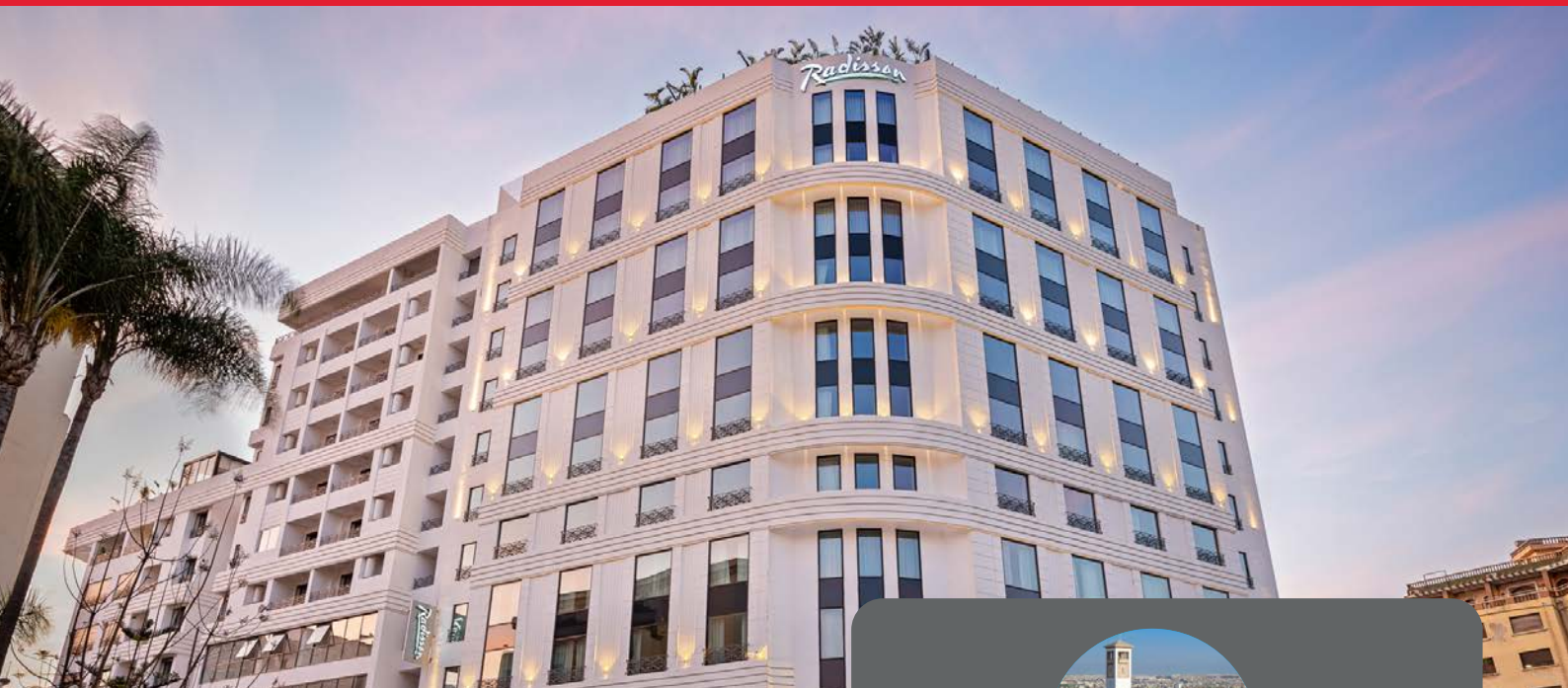
## Where Moroccan style meets urban sophistication

At the Radisson Hotel Casablanca Gauthier La Citadelle, modern design and traditional Moroccan flair combine to create an effortlessly cool base for exploring North Africa's most dynamic metropolis. Perfectly positioned in the Gauthier district, one of Casablanca's most vibrant and walkable neighbourhoods, this hotel offers incentive qualifiers the rare blend of cultural authenticity and contemporary comfort.

With just 133 stylishly designed rooms and suites, the hotel ensures intimacy and exclusivity. Every space offers a seamless, high-end experience that feels both elevated and personal.







## Radisson Hotel Casablanca Gauthier La Citadelle

The rooftop is a showstopper: a panoramic 360-degree view of the city and ocean, a sleek pool, and a bar that has fast become a favourite among locals and visitors alike. Events held here, particularly during the golden hour, promise unforgettable memories. Indoors, the hotel features six event spaces and a 145m<sup>2</sup> function room, perfect for Galas, gatherings, or curated dining experiences.

Dining is another standout, with a fine-dining restaurant led by a team passionate about Moroccan and Mediterranean flavours, complemented by mixology consultations and signature cocktails. For incentive guests, unique offerings include private rooftop dinners, cooking classes, and monthly curated cultural events.

The city itself offers extraordinary experiences for incentives: a private hammam experience beneath the iconic Hassan II Mosque, an art and architecture tour led by a personal curator, or a rooftop cooking class culminating in a sunset feast. Play it again, Sam!



### Urban Buzz: *Casablanca*

Casablanca is Morocco's cosmopolitan powerhouse—a city of contrasts where modern design hotels overlook historic souks, and rooftop lounges pulse to the beat of contemporary North Africa. Unlike Marrakech or Fez, Casablanca has a raw urban energy: more bold than boutique, more skyline than sand dune. It's a place for discovering hidden hammams, sipping cocktails with creatives, and exploring a modern Arab metropolis with layers of colonial charm and cultural edge. For incentive planners seeking something truly different, Casablanca delivers.





### Why Casablanca for incentives?

- **Central location** in Casablanca's chic Gauthier district
- **Stylish rooftop** bar, pool, and event space with panoramic views
- **Boutique group size** ideal for exclusive incentive takeovers
- **Locally inspired** gastronomy and cocktails, plus bespoke cultural programming
- **Casablanca's best urban vibe**, just minutes from key cultural and historic sites
- **Radisson hotels dedicated service** redefining incentive experiences

RADISSON HOTEL,

*Casablanca Gauthier La Citadelle*



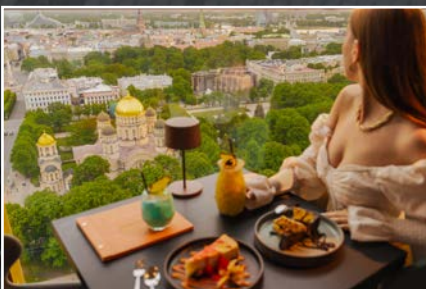


# RADISSON BLU HOTEL, *Latvija Conference & Spa*

## **Sky-high elegance in the capital of cool**

Soaring 27 stories above Latvia's lively capital, the Radisson Blu Latvija Conference & Spa Hotel, Riga is not just the highest hotel in Riga—it's one of its most iconic. An architectural landmark in the heart of the city, the hotel offers sweeping skyline views, a luxurious spa, and seamless access to Riga's historic centre, leafy parks, and buzzing nightlife.

This is incentive travel with altitude. With 571 modern rooms and suites—including a Presidential Suite and 20 additional suites—groups enjoy plush comfort and unforgettable vistas. Almost every room opens up to panoramic views of the city, turning each stay into a visual experience.







## Radisson Blu Latvija Conference & Spa Hotel, Riga

With over 2,500m<sup>2</sup> of event spaces across 16 multifunctional rooms, the hotel is ideal for incentives of all sizes. A 940m<sup>2</sup> ballroom accommodates large-scale galas and awards ceremonies, while the exclusive 27th-floor event space adds a wow-factor setting for private functions.

The 26th-floor Skyline Bar is the hotel's social hub and a must-visit on any Riga itinerary, famous for signature cocktails inspired by local legends and sweeping views of the city below. ESPA Riga, the on-site five-star spa, offers indulgent treatments, thermal suites, and serene wellness zones to balance out high-energy group activity with relaxation and renewal.

And the city? Riga brims with creative experiences perfect for incentive qualifiers: gourmet cooking classes with Michelin-recognised chefs, adrenaline-fuelled urban rallies, or backstage tours at the Latvian National Opera. Add food tours, vertical wind tunnels, and ice-carving workshops into the mix, and Riga becomes a playground for the adventurous and the curious.



### Urban Buzz: *Riga*

Riga is Europe's best-kept secret. Compact, creative, and full of character, the Latvian capital is where Gothic spires meet Art Nouveau façades and Soviet relics sit beside digital start-ups. Its Old Town is a UNESCO World Heritage site, but the vibe is anything but ancient—think street food markets, edgy bars, and rooftop art galleries. For incentive groups, Riga offers a wow-factor without the price tag, and a cultural richness that feels authentic and unexpected.





### Why Riga for incentives?

- **Iconic city-centre location** close to Riga's cultural and culinary highlights
- **Panoramic skyline views** from almost every room and multiple event spaces
- **Skyline Bar** on the 26th floor, a local legend for cocktails and atmosphere
- **ESPA Riga**, one of the Baltics' best urban spas, offering 5-star wellness experiences
- **Versatile event capacity**, including a 940m<sup>2</sup> ballroom and a dramatic 27th-floor venue
- **Radisson Hotels authentic Baltic hospitality** in every step of your stay

A RADISSON BLU HOTEL

## Latvija Conference & Spa





# RADISSON COLLECTION ROYAL HOTEL, *Copenhagen*

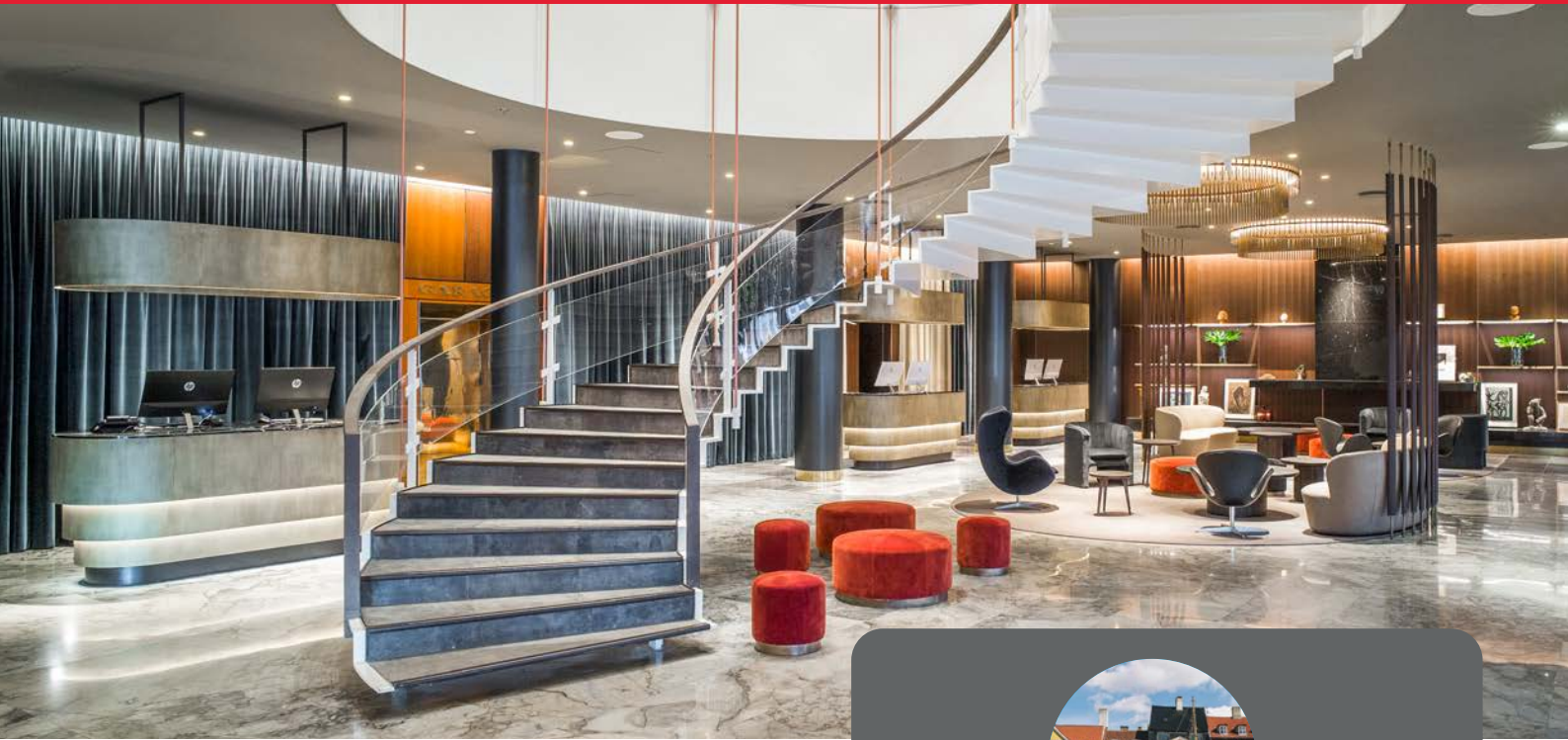
## **The world's first design hotel, still setting the standard**

Incentive qualifiers seeking style, culture, and heritage in equal measure will find their perfect match in the Radisson Collection Royal Hotel, Copenhagen. Designed in 1960 by the legendary Arne Jacobsen, this was the world's first design hotel—and it remains a beacon of timeless modernism and Scandinavian cool.

Perfectly located in the heart of the city, right next to Tivoli Gardens and a short stroll from Central Station, this iconic property offers 262 design-led rooms and suites. All feature sweeping views of the Danish capital and subtle nods to Jacobsen's legacy, including the original Swan and Egg chairs that first appeared here over six decades ago.







## Radisson Collection Royal Hotel, Copenhagen

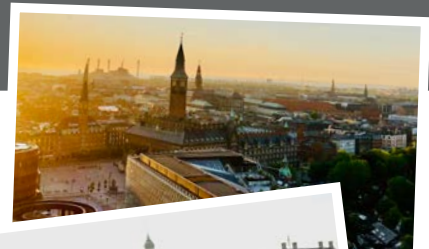
For incentive qualifiers, the Radisson Collection Royal Hotel is more than a design icon—it's an inspiring stage for recognition and reward. With over 750m<sup>2</sup> of event space across 9 flexible rooms, the property adapts seamlessly to host everything from intimate leadership gatherings to large group celebrations. The standout Panorama Suite, overlooking the city, offers an exclusive setting for VIP receptions or private moments of recognition. Unique experiences such as a guided visit to Room 606—preserved exactly as Arne Jacobsen envisioned—connect participants with Copenhagen's design heritage and create a story they will take home.

The hotel's central location allows groups to step directly into Copenhagen's cultural fabric, with curated design and architecture tours, private canal cruises, and insider access to the city's vibrant creative scene. Blending Nordic sophistication with international connectivity, this is a destination where incentive guests experience achievement in its most inspiring form.



### Urban Buzz: *Copenhagen*

Copenhagen blends centuries-old heritage with cutting-edge creativity. It's a city that feels both intimate and international—where medieval alleyways open into bold design studios and Michelin-starred restaurants overlook canals lined with kayaks and cafés. Consistently ranked one of the world's happiest cities, Copenhagen is effortlessly walkable, refreshingly sustainable, and irresistibly stylish. For incentive guests, it's the perfect place to tap into the effortless cool of Scandinavia while enjoying smooth logistics and world-class hospitality.







### Why Copenhagen for incentives?

- **Icon of modern design** — like no other — designed by Arne Jacobsen, still home to the legendary Room 606
- **Prestigious central location** — steps from the Tivoli Gardens & Copenhagen Central Station offering effortless access to the city's cultural, corporate and architectural highlights
- **Significant spaces for recognition** — iThe Panorama Suite provides a private, elevated setting for VIP gatherings and celebrations
- **Tailored incentive experiences** — Off-menu activities such as design tours, chef-led storytelling and behind-the-scenes cultural encounters
- **Radisson Hotels signature service** ensuring flawless incentive travel

RADISSON COLLECTION ROYAL HOTEL

*Copenhagen*





# RADISSON BLU HOTEL, *Dubai Waterfront*

## Where skyline glamour meets waterfront serenity

In the heart of Business Bay, overlooking the iconic Dubai Canal and framed by glittering views of Downtown Dubai, the Radisson Blu Hotel, Dubai Waterfront is a showstopping base for incentive programs in the UAE's most dynamic city. Just minutes from the Burj Khalifa and Dubai Mall, and a short transfer from DXB airport, this property puts the very best of Dubai at your doorstep.

With 432 stylishly designed rooms and suites, many with private balconies, incentive qualifiers enjoy stunning views of the skyline or canal, all from the comfort of thoughtfully appointed interiors. The hotel's location offers that rare Dubai trifecta—proximity, perspective, and peace.







## Radisson Blu Hotel, Dubai Waterfront

The hotel's event spaces span over 1,150m<sup>2</sup> and include 11 versatile rooms, a spacious ballroom, and a striking outdoor terrace overlooking the canal and city skyline—ideal for receptions, presentations, or private dinners under the stars. It also features state-of-the-art LED widescreens, the first of their kind in Business Bay.

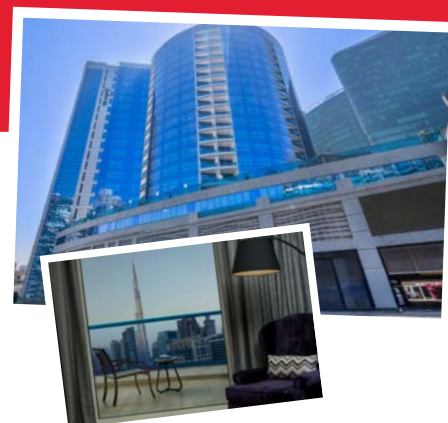
The FireLake Grill House & Cocktail Bar is a magnet for locals and visitors alike, with a huge outdoor terrace and panoramic views, while tailored group packages and tech-forward amenities ensure a seamless experience for incentive qualifiers.

And beyond the hotel? Dubai delivers in spades: take a curated architectural tour of the Museum of the Future and Dubai Frame; head into the desert for a luxury safari with gourmet dining and traditional entertainment; or explore the world's largest shopping and entertainment complex, the Dubai Mall, just a stone's throw away.



### Urban Buzz: *Dubai*

Few cities deliver urban drama like Dubai. From desert dunes to megamalls, from indoor ski slopes to sky-piercing towers, Dubai is a city built to astonish. But beyond the spectacle lies a highly curated experience: seamless service, pristine infrastructure, and a multicultural vibe that reflects its global status. For incentive groups, Dubai offers the best of everything—dining, design, adventure, retail, and relaxation—served up with a flourish and finished with a view.





### Why Dubai for incentives?

- **Unrivalled location** in Business Bay, close to Dubai Mall, Burj Khalifa, and DXB
- **Stunning views** of Downtown Dubai and the Dubai Canal from guest rooms and terrace
- **11 flexible event spaces**, including a terrace and ballroom with next-gen LED screens
- **Vibrant food & drink scene**, centred around FireLake Grill House & Cocktail Bar
- **Dubai's best** within walking distance or a short drive—from desert dunes to futuristic museums
- **Radisson hotels elevated experience and service** for incentive groups

RADISSON BLU HOTEL,

*Dubai Waterfront*







## Cities that connect. Experiences that transform.

Urban getaways offer a unique proposition for incentive travel planners: the energy of the city, the efficiency of infrastructure, and the authenticity of culture—all packed into one compelling destination experience.

From skyline views and rooftop cocktails to curated cultural immersions and designer hotel heritage, the five properties featured in this edition of the Radisson Hotel Group / SITE eBook exemplify what's best about city-based incentives. Each hotel delivers an authentic, deeply embedded urban experience—seamlessly combining style, service, and setting.

Each of these properties has been hand-picked for its location, design, incentive-readiness, and its ability to surprise, delight, and inspire.

**Ready to take your next incentive to the city?**

For more information, please visit [our website](#) to discover all our destinations and hotels perfectly designed for incentive travel.



# 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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