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Society for
Incentive
Travel
Excellence



RADISSON
HOTELS



EXTRA MILE

INCENTIVE
TRAVEL
BY RADISSON
HOTELS

EDITION NINE: EMERGING HOTSPOTS

In partnership with **site**



EDITION NINE:

Emerging Hotspots



**EXTRA
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INCENTIVE TRAVEL
BY RADISSON HOTELS

Introduction

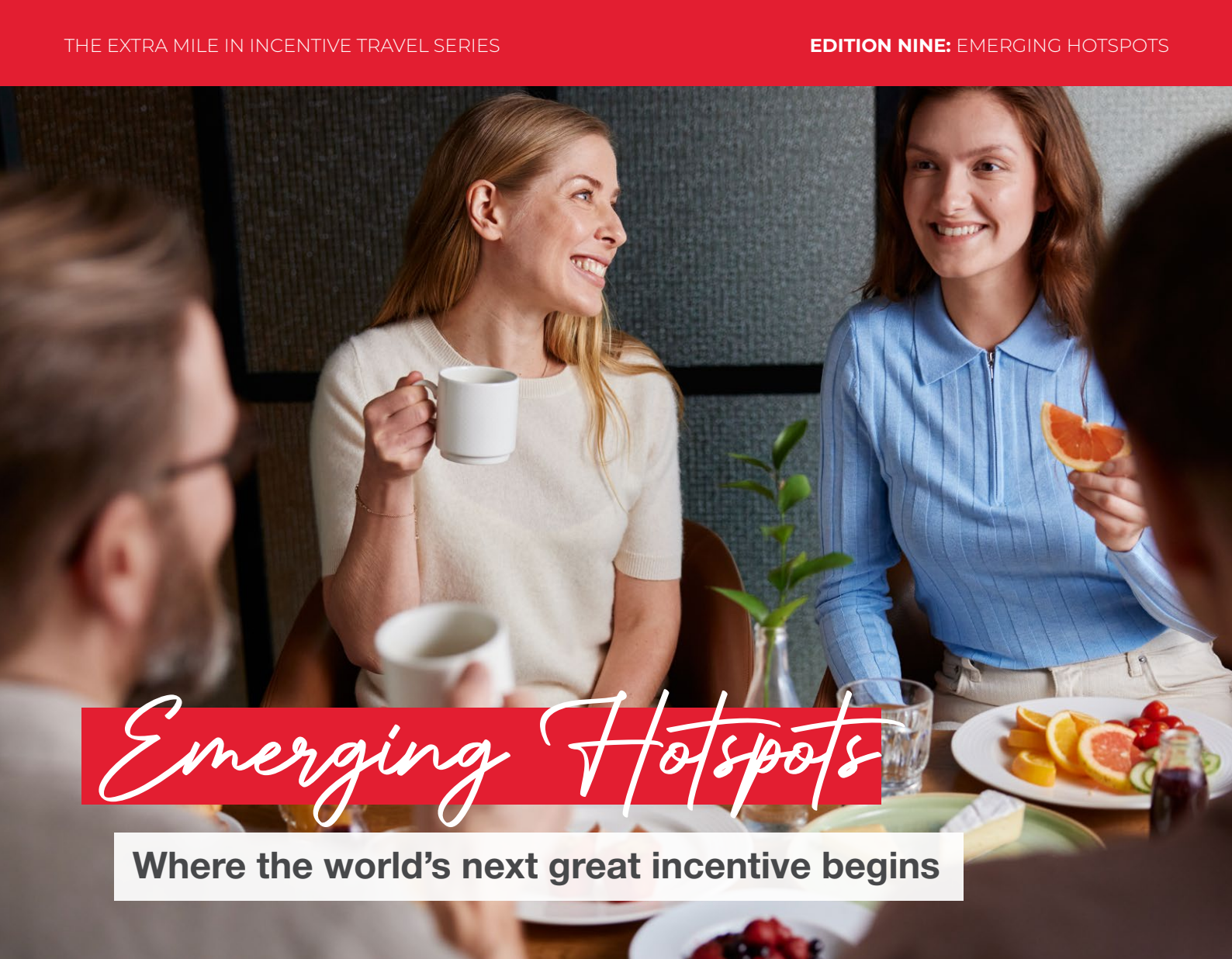
The Extra Mile in Incentive Travel Series

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.





Emerging Hotspots

Where the world's next great incentive begins

Research conducted by SITE and the Incentive Research Foundation across global buyer communities consistently identifies the same preference at the top of the qualifiers' wish list: a destination they have never visited before. Novelty is not a peripheral concern — it is, for many incentive participants, the single greatest driver of aspiration and motivation. When buyers and programme designers want to move the needle on qualification rates and sustained performance, destination newness is among the most powerful tools they have.

In Emerging Hotspots, the ninth edition of the Extra Mile in Incentive Travel series, we present five properties in destinations that answer that aspiration directly. From the design-driven harbour of New Zealand's largest city to the Nordic waterfront of Helsinki's historic cheese warehouse, these are locations that combine genuine discovery with the service standards and event infrastructure that incentive programmes and bleisure demand.



Spanning five continents and five utterly distinct character propositions — Pacific energy, Indian Ocean serenity, African singularity, French Renaissance grandeur, and Nordic authenticity — the properties in this edition share a single quality that no amount of investment can manufacture: the feeling, for every qualifying participant, that they have arrived somewhere truly new.

Together, they reveal why destination novelty remains one of the most powerful tools in incentive programme design — and why Radisson Hotels are where the next chapter of extraordinary experiences begins.

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





RADISSON RED

Auckland

Where bold design meets the energy of the Pacific

Auckland does not wait for you to find it. New Zealand's largest city announces itself with volcanic skylines, harbour light, and a cultural energy drawn from Polynesian heritage, Pacific spirit, and a distinctly contemporary confidence. For incentive groups in search of distance and difference, it delivers both.

At Radisson RED Auckland, that energy finds its natural home. A downtown property built on bold design principles and an instinct for the social, the RED places groups at the centre of a city that rewards curiosity and gives them a stage to celebrate in style. It's also a perfect platform for bleisure, fuses business and leisure seamlessly.



Radisson RED Auckland

Set in the heart of Auckland's CBD, Radisson RED puts incentive groups within easy reach of the city's most celebrated cultural and waterfront experiences: the Sky Tower, Auckland Art Gallery, and Hauraki Gulf ferry connections all within walking distance.

322 guest rooms and suites, from standard to panoramic view, accommodate groups of all sizes. Bold RED design aesthetics make the hotel feel alive with possibility from arrival.

33 South Restaurant & Bar celebrates the flavours of Aotearoa for curated group dining. Above, Aka Rooftop delivers Asian-fusion cuisine alongside panoramic Auckland views, ideal for welcome receptions and celebrations under the Southern Hemisphere sky.

Four meeting rooms and the Concert event space, accommodating up to 220 guests theatre-style, handles the full range of group formats with natural daylight, full AV and videoconferencing.

Artful, energetic, and friction-light: Auckland and the RED are a combination that qualifiers will not forget.

Hotel highlights

- 322 guestrooms and suites, from stylish standard to Panorama View
- Concert event space: 203m², up to 220 guests theatre-style / 150 reception-style
- 4 meeting rooms with natural daylight, full AV and videoconferencing
- Aka Rooftop: panoramic Auckland views; ideal for private receptions and celebrations
- 33 South Restaurant & Bar: celebrating the authentic flavours of Aotearoa
- Walking distance to Sky Tower, Auckland Art Gallery and the Hauraki Gulf waterfront



Why Auckland?

New Zealand remains one of the most aspirational long-haul incentive destinations on the planet. For participants, distance is the point: arrival alone carries motivational weight. A private helicopter charter to Waiheke Island, exclusive vineyard visits, or a West Coast luxury flight extend the programme with experiences impossible to replicate elsewhere.

RADISSON RED *Auckland*





RADISSON BLU RESORT,

Galle, Sri Lanka

Coastal grandeur on the southern shores of the Indian Ocean

Galle occupies a stretch of Sri Lanka's southern coast that feels like the edge of the known world, with golden beaches, the warm weight of the Indian Ocean, and at its heart a UNESCO World Heritage fortress that has stood since the sixteenth century. For incentive programmes and bleisure stays seeking a destination that delivers wonder before participants have even checked in, Galle is precisely that place.

Radisson Blu Resort, Galle anchors itself to this extraordinary setting with 172 rooms, award-winning wellness facilities, and event spaces that allow the resort's private beach and ocean horizon to become the backdrop for every celebration.



Radisson Blu Resort, Galle, Sri Lanka

Nestled on a golden stretch of the Indian Ocean shoreline, the resort's 420m² pillarless ballroom accommodates up to 300 guests for gala dinners, while four meeting rooms handle conference and breakout formats. The private beach opens to exclusive beachfront dining, sunset receptions, and team celebrations with the ocean as backdrop.

172 guest rooms and suites look out over the coastal terrain, providing a restful, self-contained incentive base. Beachfront and outdoor venues give programme planners exceptional flexibility for events of any scale.

Four restaurants and a rooftop bar cover a range of dining formats, each bookable for group buyout and shaped by the resort's dedicated Meetings & Events team.

The award-winning spa, sunrise and sunset yoga, and ocean-facing pool deliver genuine restoration. Beach volleyball, water aerobics, and beach soccer complete the activity programme.

A destination as dramatically beautiful as Galle deserves a resort that can match it. This one does.



Hotel highlights

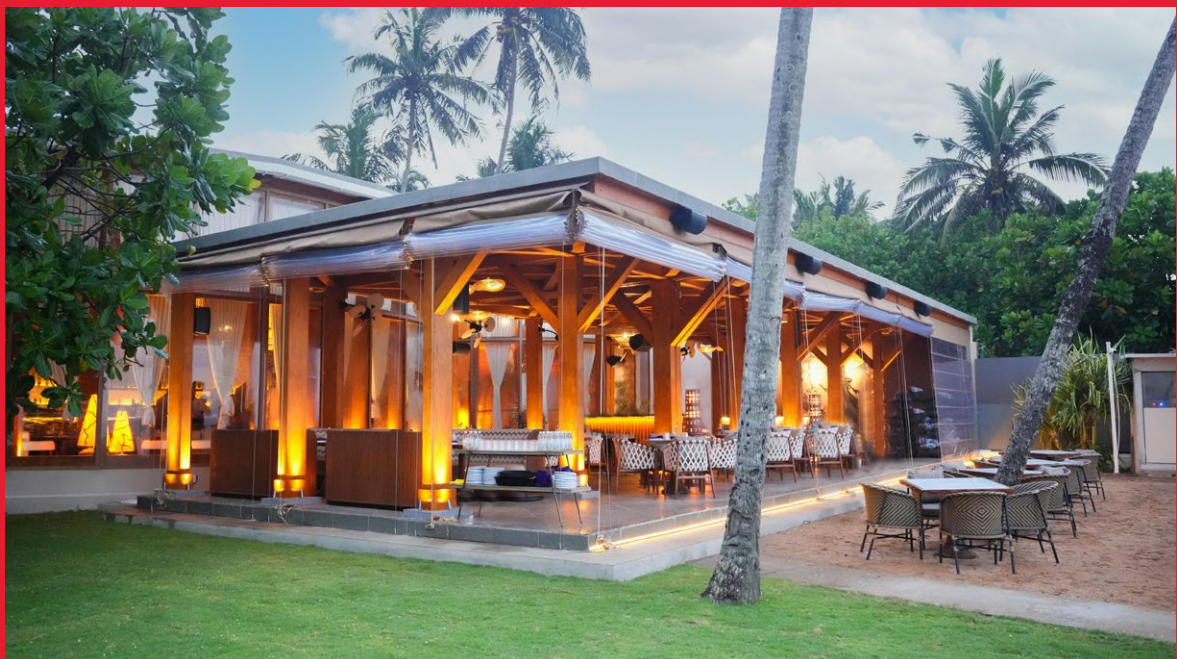
- 172 guestrooms and suites with Indian Ocean views
- Pillarless Ballroom: 420m², up to 300 guests for gala dinners and conferences
- 4 meeting rooms with modern AV and dedicated event support
- Private beach, rooftop bar and beachfront venues for exclusive events
- Award-winning spa with sunrise and sunset yoga, and ocean-facing pool
- Direct access to Galle Fort, UNESCO World Heritage Site



Why Galle?

Sri Lanka consistently tops global must-visit lists yet remains genuinely underused in incentive programming. That gap, recognition without experience, is exactly what gives Galle its motivational power. A privately guided Galle Fort tour, whale-watching from Mirissa, and dramatic coastal drives reinforce the feeling that this reward was worth earning.

RADISSON BLU RESORT, *Galle, Sri Lanka*



RADISSON BLU HOTEL, ANTANANARIVO WATERFRONT, *Madagascar*



Where Africa's most singular island sets the stage

Madagascar is not a destination that invites comparison. The world's fourth largest island, home to species found nowhere else on earth, landscapes of surreal beauty, and a culture shaped by millennia of ocean-going history, offers incentive groups the rarest of all travel currencies: genuine otherness. Antananarivo, the capital, is the gateway to all of it.

Radisson Blu Hotel Antananarivo Waterfront rises at the heart of Tana Waterfront, the city's most dynamic mixed-use district, giving incentive programmes & bleisure stays a modern, fully equipped base from which to explore one of Africa's most compellingly different destinations.



Radisson Blu Hotel Antananarivo Waterfront, Madagascar

Rising in Tana Waterfront, the city's most dynamic mixed-use district, the hotel gives incentive programmes a modern, fully equipped base from which to explore one of Africa's most compellingly different destinations. 166 guest rooms, from standard through to a Presidential Suite, provide a well-graduated accommodation stack.

Five meeting rooms, including a main space for up to 180 guests, accommodate the full spectrum of incentive formats. The Rooftop Fire Lake Cocktail Bar extends the programme skyward, offering private receptions with panoramic city views.

FireLake Grill House & Cocktail Bar delivers premium grilled specialties as the hotel's signature dining experience, while The Larder provides a relaxed all-day setting. Authentic Malagasy culinary and cultural experiences are available on request for groups seeking deeper local immersion.

The surrounding Tana Waterfront precinct, with cinema, wellness, retail, and dining immediately adjacent, ensuring participants can access the city's energy without straying from the programme base.

Madagascar is unlike anywhere else on earth. The Radisson Blu ensures groups experience it in the comfort it deserves.



Hotel highlights

- 166 guestrooms and suites including Presidential Suite
- Main event space for up to 180 guests; 5 meeting rooms total
- Rooftop Fire Lake Cocktail Bar: private receptions with panoramic city views
- FireLake Grill House & Cocktail Bar: signature premium dining experience
- Authentic Malagasy cultural and culinary experiences on request
- Located in Tana Waterfront, Antananarivo's most vibrant urban district



Why Antananarivo?

For participants accustomed to Europe and the Gulf, Madagascar carries a motivational weight few destinations can match. Lemurs, baobabs, coral archipelagos, and landscapes found nowhere else on earth make the case unaided. Private wildlife encounters, the Nosy Be archipelago, and the Avenue of the Baobabs at sunset await.

RADISSON BLU HOTEL, ANTANANARIVO
WATERFRONT, *Madagascar*



Cour des Loges Lyon

A RADISSON COLLECTION HOTEL

Renaissance grandeur at the gastronomic heart of France

Lyon is France's best-kept secret: a city that the French themselves regard as the country's culinary capital, a UNESCO World Heritage destination of extraordinary architectural beauty, and a place where the quality of life speaks for itself in every bouchon, traboule, and riverside terrace. For incentive groups and bleisure guests who know Paris but have not yet discovered Lyon, this is the revelation.

Cour des Loges Lyon, A Radisson Collection Hotel, places that revelation at its centre. France's first Radisson Collection property, it occupies four interconnected Renaissance buildings in the heart of Vieux Lyon, with 61 guestrooms of singular character, a Michelin-starred restaurant, and event spaces that have no equivalent anywhere in the city.



Cour des Loges Lyon, A Radisson Collection Hotel

France's first Radisson Collection property occupies four interconnected Renaissance buildings dating from the fourteenth to the seventeenth century. Original architectural details, exposed beams, period furnishings, and artwork create 61 guestrooms that feel curated, each one distinct, each one unmistakably of this place.

Five event spaces accommodate groups from intimate executive dinners to full receptions. The Grande Cour, a glass-roofed Renaissance courtyard, hosts up to 190 guests for gala dinners beneath architecture that has no parallel in French hospitality.

Chef Anthony Bonnet's Michelin-starred Les Loges Restaurant anchors the culinary experience, with private buyouts and bespoke chef's table formats available for groups. A historic wine cellar hosts exclusive Rhône Valley tasting experiences.

A Roman bath-inspired spa with indoor pool, hammam, and sauna provides restorative downtime. The hotel's Clefs d'Or concierge team delivers personalised VIP itinerary building throughout the stay. There is nowhere quite like Cour des Loges anywhere in Europe. That is exactly the point.



Hotel highlights

- 61 unique guestrooms and suites with original Renaissance architectural details
- Grande Cour: glass-roofed Renaissance courtyard for up to 190 guests
- Jeu de Paume: flexible event venue, splittable for smaller group formats
- Michelin-starred Les Loges Restaurant: available for exclusive group buyout
- Roman bath-inspired spa: indoor pool, hammam, sauna and fitness
- Historic wine cellar: exclusive Rhône Valley wine discovery experiences

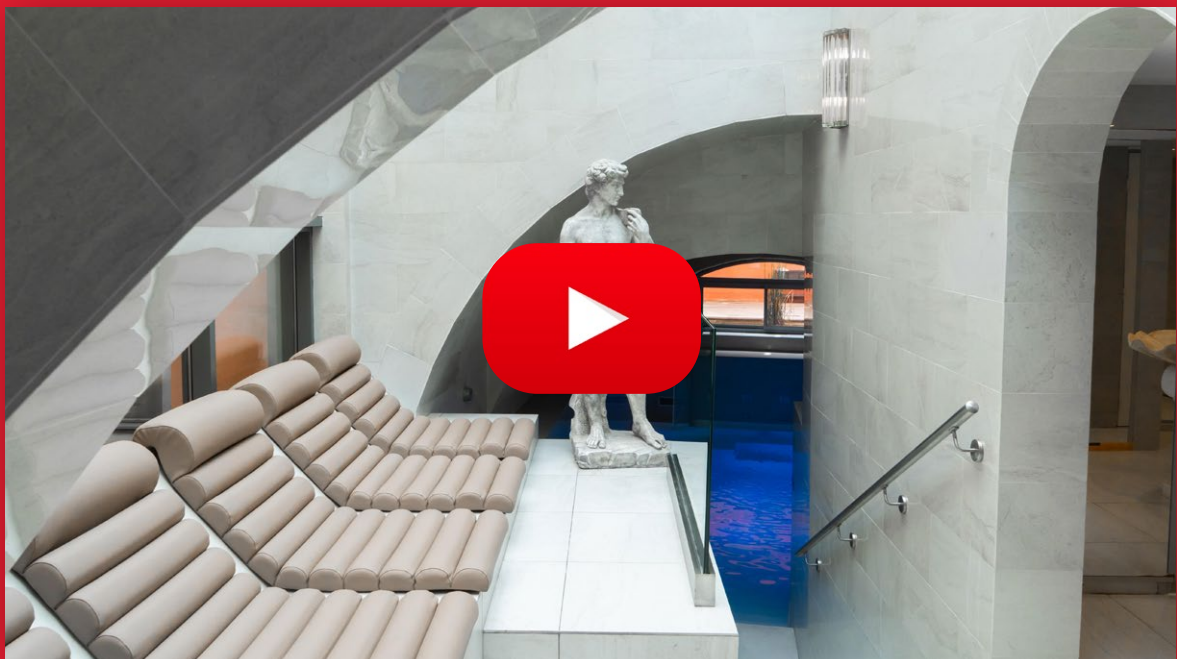


Why Lyon?

Lyon offers a genuinely compelling alternative to the obvious European choices. The UNESCO-listed gastronomic capital of France, with Renaissance courtyards, Roman heritage, world-class food culture, delivers a destination story that is both prestigious and personal. Groups arrive knowing they have been taken somewhere most people have only read about.

Cour des Loges Lyon

A RADISSON COLLECTION HOTEL





RADISSON BLU SEASIDE HOTEL,

Helsinki

Nordic heritage, harbour light, and incentive excellence

Helsinki operates at its own frequency. A city of extraordinary architectural precision, archipelago waterways, world-class design culture, and a deep connection to nature that manifests in everything from its cuisine to its thermal traditions, Finland's capital offers incentive programmes something that very few European destinations can match: genuine surprise.

At the Radisson Blu Seaside Hotel, the city's maritime heritage is not backdrop: it is the building itself. The hotel occupies the protected former Valio cheese warehouse in Helsinki's historic harbour area, its bold Nordic-industrial interiors bearing witness to a century of Finnish craft and innovation.



Radisson Blu Seaside Hotel, Helsinki

Three interconnected buildings create a hotel where historic warehouse architecture, Finnish innovation heritage, and Nordic design produce three distinct atmospheres under one roof. For incentive groups, the variety of environment within a single property is a genuine programme asset.

348 guest rooms and suites span stylish standard rooms to the award-winning Seaside Suite on the ninth floor, a VIP two-terrace retreat with panoramic sea views, a private Finnish sauna, and an outdoor hot tub.

Katto Lounge, the exclusive top-floor venue, pairs panoramic sea views with a private sauna for executive meetings and incentive receptions. Valimo, the industrial-style gala space, sets the scene for large events that feel uniquely Helsinki. Fifteen meeting rooms cover the full range of configurations.

Culinary experiences are led by an Executive Chef using seasonal Finnish ingredients and house-smoked preparations, creating tailor-made group menus rooted in the building's remarkable cheese warehouse heritage.

Authentic, bold, and uncompromisingly Nordic: Helsinki and the Seaside are a pairing that qualifiers & bleisure guests will not expect, and will not forget.



Hotel highlights

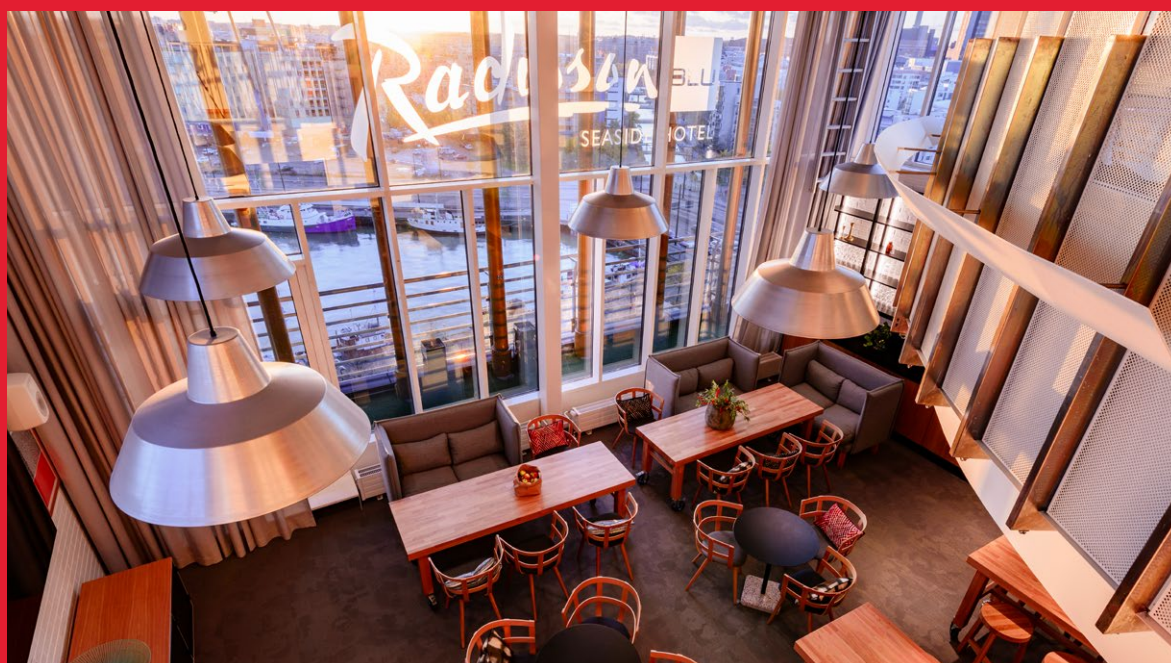
- 348 guestrooms including award-winning Seaside Suite with private sauna and outdoor hot tub
- Katto Lounge: exclusive top-floor venue with panoramic sea views and private sauna
- Valimo: striking Nordic-industrial gala space for large-scale events
- 15 meeting rooms; largest capacity 400 guests
- Tailor-made culinary experiences using seasonal Finnish ingredients
- Central harbour location; walking distance to Design District, Market Square and city centre

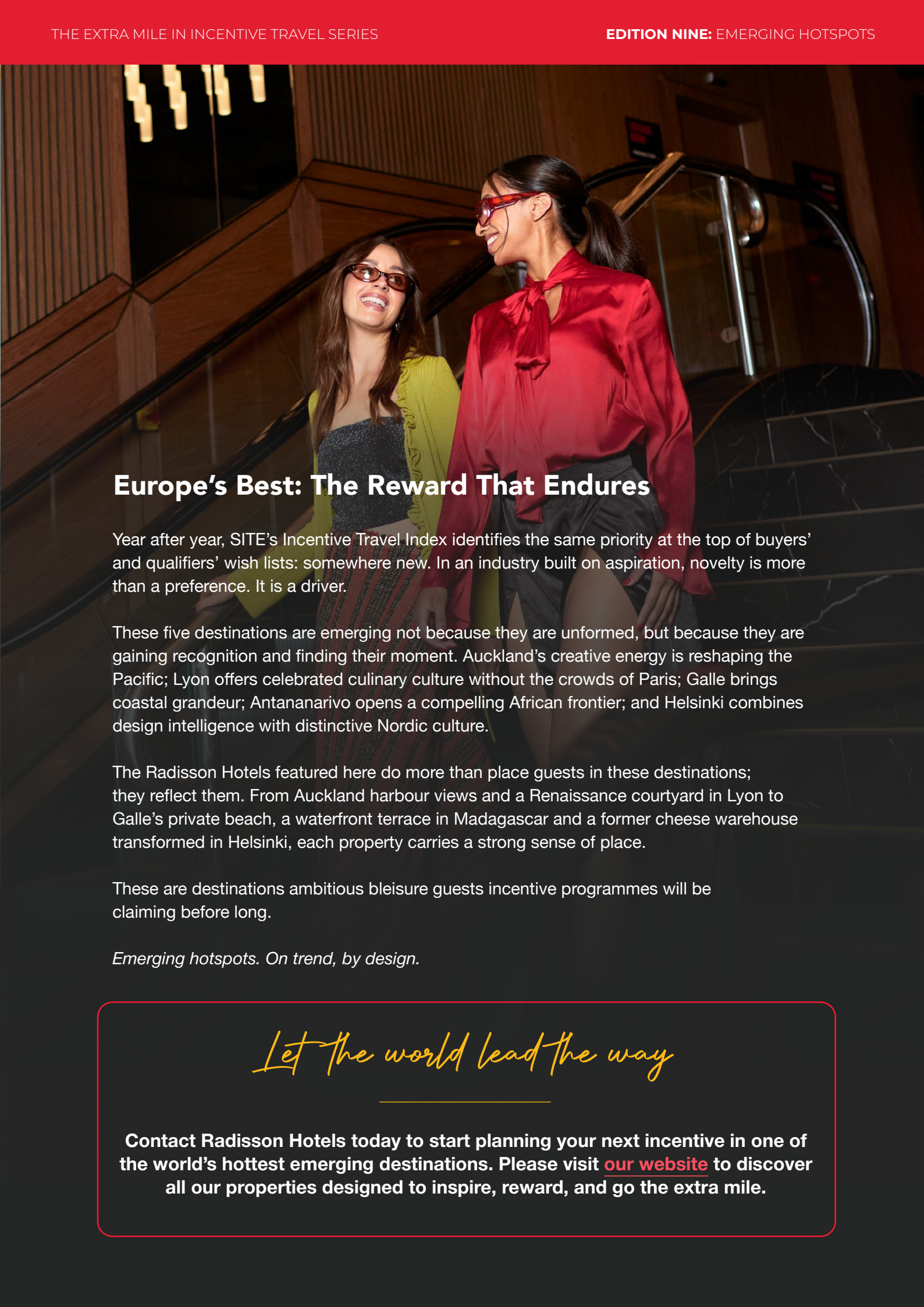


Why Helsinki?

Finland remains one of the great surprises of European incentive travel. Helsinki is still underused relative to its potential, which means groups arriving here experience a quality that consistently exceeds expectations. A private archipelago cruise, a design district discovery, and an authentic Finnish sauna experience deliver the real thing.

RADISSON BLU SEASIDE HOTEL, *Helsinki*



A photograph of two women standing on a modern staircase with a curved metal railing. The woman on the left is wearing a yellow cardigan over a black strapless top and a patterned skirt. The woman on the right is wearing a red blouse with a large bow at the neck and a grey skirt. Both are smiling and looking towards each other. The background shows the architectural details of the staircase and some warm lighting.

Europe's Best: The Reward That Endures

Year after year, SITE's Incentive Travel Index identifies the same priority at the top of buyers' and qualifiers' wish lists: somewhere new. In an industry built on aspiration, novelty is more than a preference. It is a driver.

These five destinations are emerging not because they are unformed, but because they are gaining recognition and finding their moment. Auckland's creative energy is reshaping the Pacific; Lyon offers celebrated culinary culture without the crowds of Paris; Galle brings coastal grandeur; Antananarivo opens a compelling African frontier; and Helsinki combines design intelligence with distinctive Nordic culture.

The Radisson Hotels featured here do more than place guests in these destinations; they reflect them. From Auckland harbour views and a Renaissance courtyard in Lyon to Galle's private beach, a waterfront terrace in Madagascar and a former cheese warehouse transformed in Helsinki, each property carries a strong sense of place.

These are destinations ambitious bleisure guests incentive programmes will be claiming before long.

Emerging hotspots. On trend, by design.

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.

For more information, please email SITE's Sales Team:
sponsorship@siteglobal.com

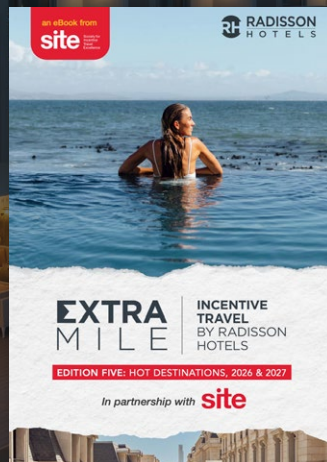
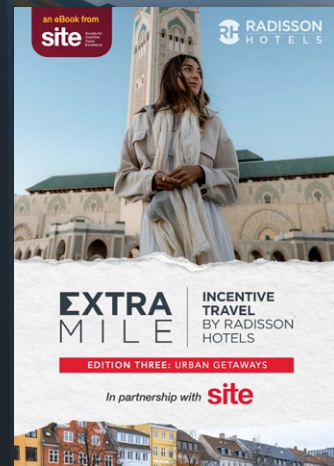
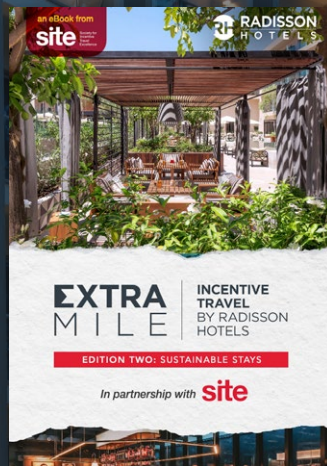
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Explore all of our eBooks

Every destination has a story to tell. Explore our collection of ebooks to discover standout hotels and memorable experiences in the world's top incentive destinations.

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