

an eBook from

site

Society for
Incentive
Travel
Excellence



**RADISSON
HOTELS**



EXTRA MILE

INCENTIVE
TRAVEL
BY RADISSON
HOTELS

EDITION TWO: SUSTAINABLE STAYS

In partnership with **site**



EDITION TWO:

Sustainable Stays



**EXTRA
MILE**

INCENTIVE TRAVEL
BY RADISSON HOTELS

site

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 qualifier feels valued and celebrated.





Sustainable Stays

Rewarding today. Preserving tomorrow.

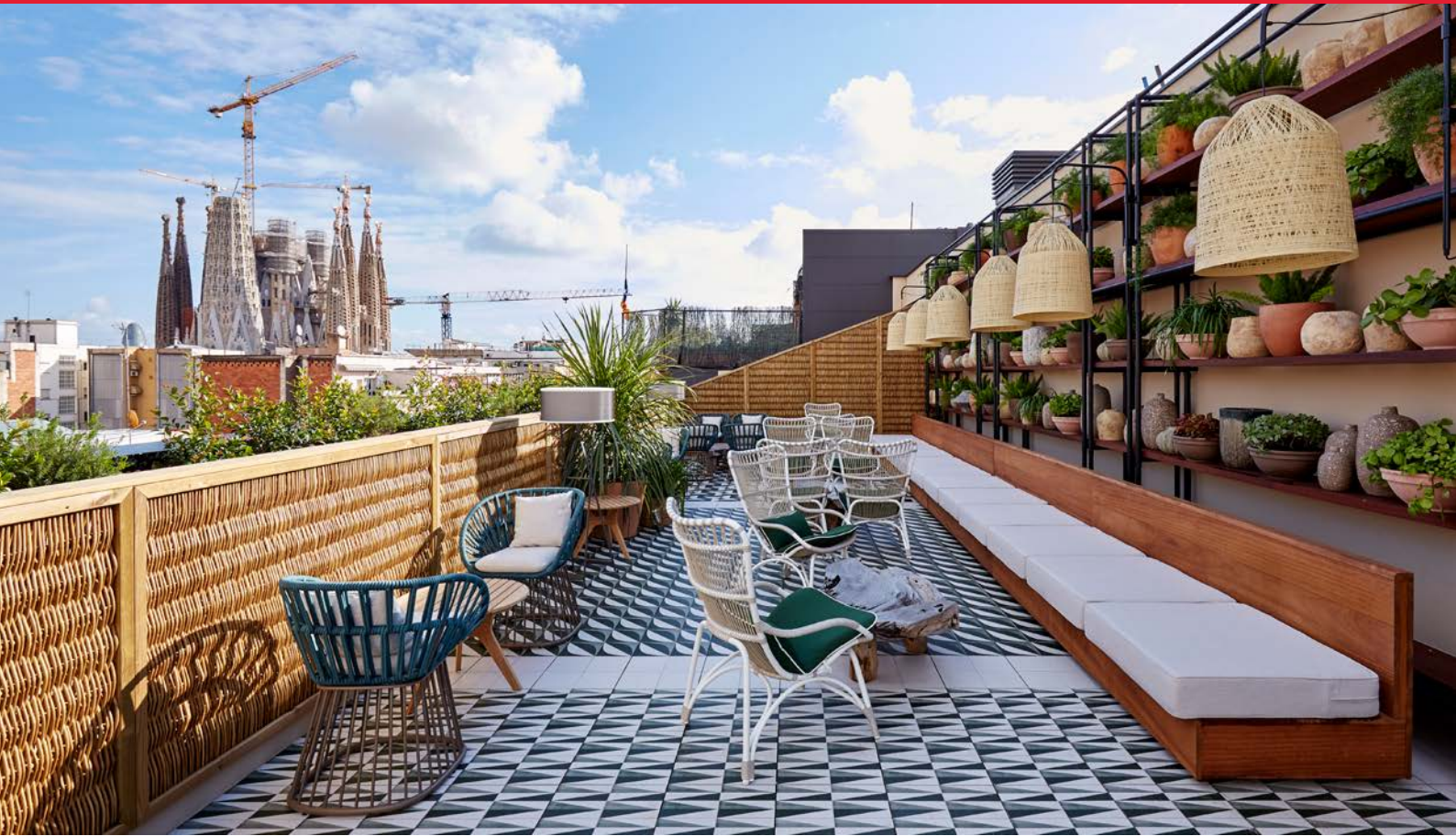
Incentive travel today is not just about where you go — it's about how you get there and what you leave behind.

Environmental responsibility is now a planner expectation, not just a nice-to-have value.

Radisson Hotels is leading the way with sustainable hospitality experiences that don't compromise on style, comfort, or service.

Edition 2 of the *Extra Mile* in Incentive Travel series, **Sustainable Stays**, shines a spotlight on five Radisson hotels that prove you can deliver unforgettable incentive experiences and still be kind to the planet; you can reward today while preserving tomorrow.





Each featured hotel in this edition exemplifies sustainability in action — through architecture, operations, food sourcing, community engagement, and innovation. These hotels, and their green policies, are rooted in pioneering destinations and have sustainability woven throughout the guest experience.

Radisson Hotel Group are redefining sustainable travel with Eco-label certified properties, the Hotel Sustainability Basics program and industry-leading initiatives to reduce the carbon, energy, water, and waste footprint.

These hotels represent the future of incentive travel: **responsible, refined, and rewarding.**

This edition is for planners and buyers who believe great travel can do great good and for qualifiers who want their hard-earned rewards to reflect their values.



Hotel Berlin, Berlin,

A MEMBER OF RADISSON INDIVIDUALS

Creativity meets conscious culture in Germany's capital

In the heart of Europe's most dynamic city, Hotel Berlin, Berlin, a member of Radisson Individuals brings the energy of urban expression together with a deep commitment to sustainability and community. From curated art installations and rooftop skateboarding culture to the hotel's garden restaurant powered by local produce and people, this hotel is anything but ordinary.

Each of the 701 rooms is unique, part of the "You, Me & Berlin" host program, creating personal connections between guests and the city. And with Berlin's largest collection of flexible, character-rich meeting spaces, Hotel Berlin, Berlin, a member of Radisson Individuals is ideal for groups seeking sustainability with soul.



Immersive, Sustainable Experiences

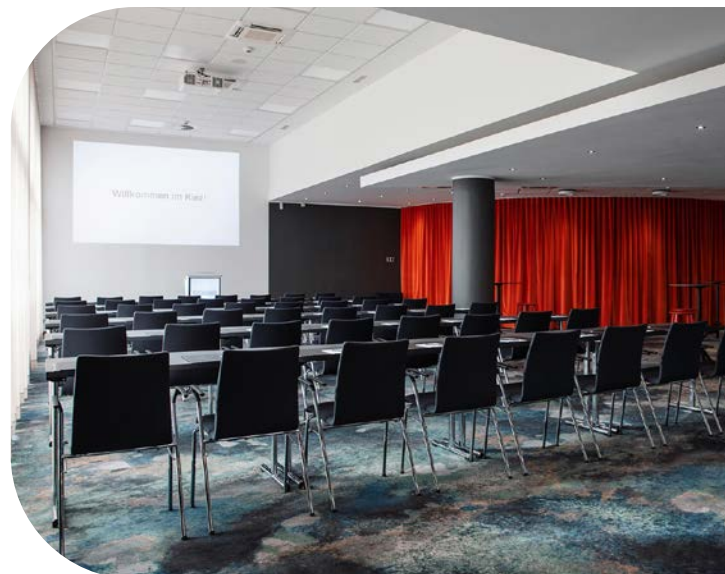
- The FKKB art gallery and “wall ride” skateboard museum celebrate local culture.
- The Royal Table Tennis Club and Studio 54 offer playful, alternative event options.
- Lütze Garden Café with DJ beats and locally sourced cuisine reflects Berlin’s green spirit.

Exclusive Events & Gatherings

- 46 meeting rooms, including Berlin Hall for 500+ attendees.
- Onsite incentive activations like art nights, ping-pong tournaments, or garden dinners with Berlin artists.

Wellness & Relaxation

- Artistic, peaceful hotel garden perfect for group mindfulness, yoga or dinners under the stars.
- Hotel-wide commitment to art, light and sound enhances the sensory experience.





Why Berlin for incentives?

- A property with authenticity, attitude, and eco-awareness.
- Spaces that inspire: from galleries to gardens.
- A city that celebrates history, innovation, and green urban living.

Hotel Berlin, Berlin, a member of Radisson Individuals is more than a stay— it's your Berlin story, waiting to begin.

Hotel Berlin, Berlin

A MEMBER OF RADISSION INDIVIDUALS



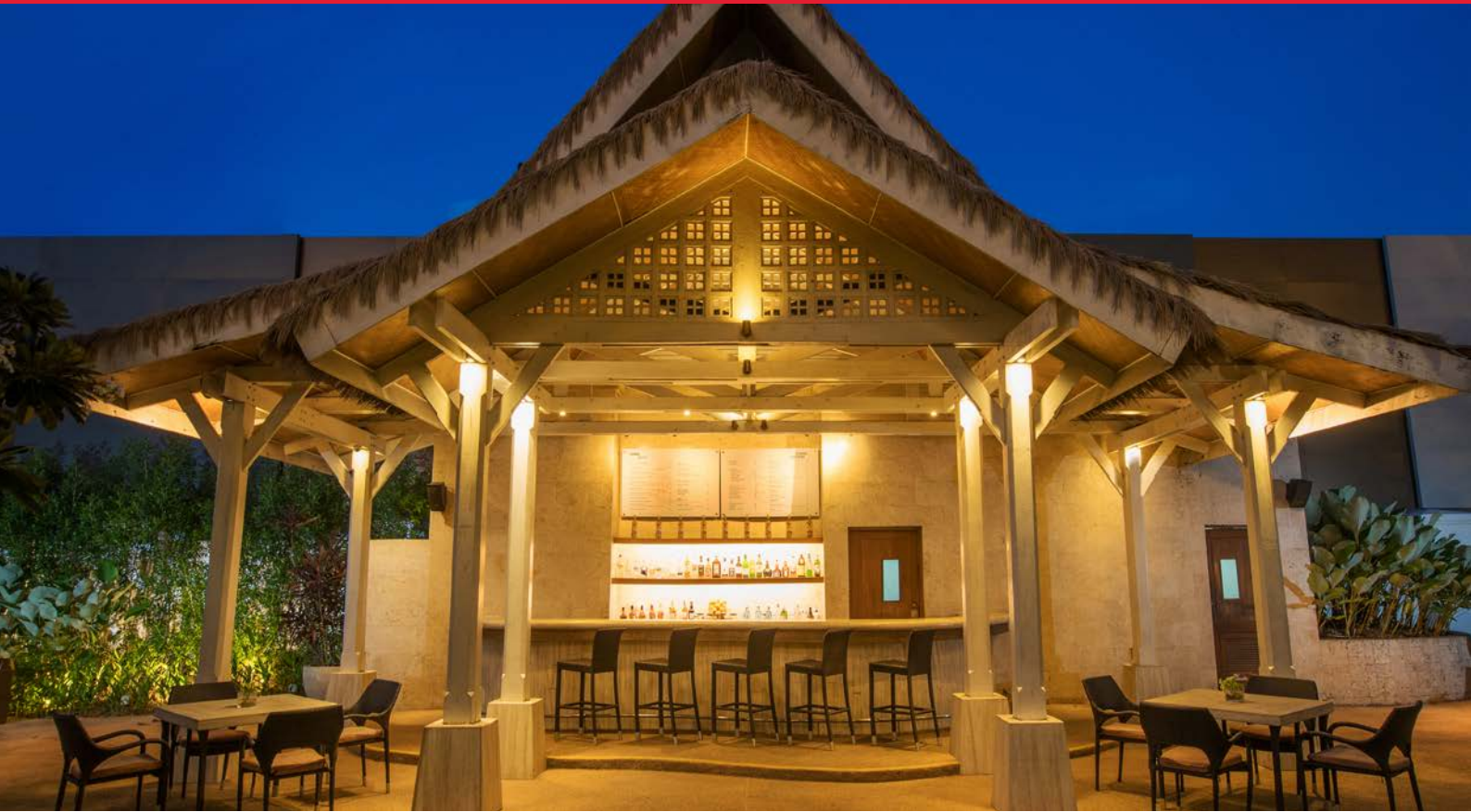
RADISSON BLU HOTEL, *Cebu*



Island sustainability and Filipino soul

Tucked between vibrant city life and the tranquil waters of the Visayan Sea, Radisson Blu Hotel, Cebu combines tropical charm with a pioneering commitment to sustainability and local empowerment. This is where exceptional comfort meets purpose-driven travel.

Whether you're hopping islands, indulging in cacao wellness rituals, or planning a gala by a 16th-century Spanish fort, Radisson Blu Hotel, Cebu ensures that every incentive moment is both inspiring and impactful.



Immersive, Sustainable Experiences

- The “Full-Circle Cacao Journey” with The Chocolate Chamber—wellness, culture, and social impact in one.
- Offsite catering at historic Fort San Pedro, with zero-waste principles.
- Heritage tours and partnerships that empower cacao farmers and women’s livelihood programs.

Wellness & Relaxation

- Outdoor pool with pool bar for tropical rejuvenation.
- Spa cacao rituals and sustainable wellness treatments, in partnership with local brands.

Exclusive Events & Gatherings

- Up to 1,000 guests in flexible ballrooms and gardens.
- Private yacht charters, catamaran island-hopping, and exclusive cultural immersions.



Why Cebu for incentives?

- Sustainable travel meets island luxury.
- A property that connects guests with community upliftment.
- Seamless MICE operations, award-winning safety standards, and deep cultural roots.

Radisson Blu Hotel, Cebu brings meaningful luxury to the heart of the Philippines.

RADISSON BLU HOTEL, *Cebu*



RADISSON BLU HOTEL & CONVENTION CENTER,

Kigali

Modern elegance with Rwandan soul

Kigali may be Africa's cleanest, greenest capital — and at its epicenter stands the Radisson Blu Hotel & Convention Center, Kigali. With the dazzling dome of the Kigali Convention Center and views of rolling green hills, the hotel offers a proud showcase of Rwanda's forward-thinking sustainability and its deeply rooted cultural traditions.

This is a place where wellness is celebrated with yoga and spa offerings, and where adventure begins with helicopter tours, gorilla tracking, or zip-lining through ancient forests.



Unmatched Adventure & Exploration

- Access to eco-tourism icons like volcanoes, Akagera and Nyungwe National Parks.
- Iconic dome architecture reflecting Rwandan heritage and LEED-driven design.
- Rooftop bar, dry-aged steaks, and cigar collections — all executed with precision and sustainability.

Exclusive Events & Gatherings

- 18 meeting rooms, largest space hosting 3,000 guests.
- Rooftop Piazza for high-level cocktail receptions overlooking the cityscape.

Wellness & Relaxation

- Full-service spa, yoga studio, tennis courts, and swimming pool.
- Dedicated wellness hub for in-house guests.





Why Kigali for incentives?

- One of Africa's most sustainable and secure cities.
- Incentive-ready infrastructure combined with raw, untamed adventure.
- A luxury hotel with local flavor and regional pride.

Radisson Blu Hotel & Convention Center, Kigali is where high-performance meets high purpose.

RADISSON BLU HOTEL & CONVENTION CENTER,
Kigali



RADISSON COLLECTION HOTEL,

Santa Sofia Milan

Fashion, innovation, and LEED-Gold consciousness

Set in the stylish heart of Milan, Radisson Collection Hotel, Santa Sofia Milan is Italy's new benchmark for sustainable sophistication. Merging fashion-forward design with LEED Gold certification, the hotel is redefining luxury as conscious, creative, and curated.

With a rooftop pool and bar for exclusive guest use, and the possibility to privatize spaces for intimate incentive gatherings, Radisson Collection Hotel, Santa Sofia Milan is where design and eco-awareness meet Milano's legendary flair.



Unmatched Adventure & Exploration

- A rooftop oasis in the heart of the fashion capital, with 360° views.
- LEED Gold certified design and operations, from water use to materials selection.
- Strong partnerships with Milan's cultural scene and bespoke sustainable tours.

Wellness & Relaxation

- Fourth-floor open-air pool and wellness areas for downtime with a view.
- Calm, neutral interiors designed to restore and renew.

Exclusive Events & Gatherings

- 7th-floor rooftop restaurant and bar available for private functions.
- VIP arrangements for groups visiting the Duomo, Lake Como or Da Vinci's *Last Supper*.



Why Milan for incentives?

- Milan's most sustainably designed luxury hotel.
- Iconic setting, steps from global fashion and heritage.
- A property that mirrors the transformation of incentive travel — from opulent to conscious.

Radisson Collection Hotel, Santa Sofia Milan is where Milan's beauty meets the planet's needs.

RADISSON COLLECTION HOTEL,

Santa Sofia Milan



A photograph of a modern hotel building with a courtyard. The building has a light-colored, textured facade and several balconies with glass railings. In the foreground, there is a swimming pool with a wooden deck. On the deck, there are several blue lounge chairs with white towels, a large white umbrella, and a metal ladder. The scene is reflected in the water of the pool. The text "RADISSON BLU HOTEL," is written in a clean, white, sans-serif font, and "Marrakech Carre Eden" is written in a white, cursive script font below it.

RADISSON BLU HOTEL,
Marrakech Carre Eden

Moroccan magic meets conscious travel

Set in the vibrant Gueliz district, where tradition meets trend, Radisson Blu Hotel, Marrakech Carre Eden combines stylish comfort with deep environmental awareness. With the historic Medina just minutes away and the Atlas Mountains on the horizon, this is where incentive travel finds its rhythm — vivid, vibrant, and vitally sustainable.



Immersive, Sustainable Experiences

- Green Key certified and aligned with hotel sustainability basics, the hotel integrates water and energy saving systems and has eliminated single-use plastics.
- Community-forward experiences — partnering with local artisans and sourcing regional produce for all culinary operations.
- Steps from the Marrakech Medina, with curated walking tours showcasing heritage and handicrafts.

Exclusive Events & Gatherings

- 9 flexible meeting rooms and a 298 sqm ballroom, accommodating up to 300 guests.
- Outdoor terrace and poolside deck ideal for sunset receptions, live music, or cultural performances.
- Rooftop lounges and private dining options for intimate group gatherings with cityscape views.

Wellness & Relaxation

- Full-service spa and traditional Moroccan hammam for restorative treatments.
- Outdoor swimming pool surrounded by lush gardens and shaded lounge areas.
- Fitness center with natural light and personal training services available on request.





Why Marrakech for incentives?

- **A feast for the senses:** from spice-scented souks to serene riads.
- **Incentive-ready experiences:** sunset dinners in the desert, artisan workshops, and rooftop cocktails overlooking the Koutoubia Mosque.
- **A city that blends authenticity and access:** ideal for planners seeking wow-worthy experiences with strong sustainability credentials.

Radisson Blu Hotel, Marrakech Carre Eden brings the colour, culture, and conscience of Morocco together – delivering transformative experiences that honour both guest and planet.



RADISSON BLU HOTEL,

Marrakech Carre Eden





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

About SITE eBooks

SITE eBooks serve as key planning resources for incentive professionals seeking to build purposeful connections. Covering destinations, hotel properties, and more, SITE eBooks provide an expansive view of the expanding incentive travel marketplace.

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 organizers 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 the cool and unusual, helping destinations, properties, and other incentive partners spotlight their unique incentive-quality experiences.



For more information, email **Samantha Nicastro**,
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