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Society for
Incentive
Travel
Excellence



RADISSON
HOTELS

EXTRA MILE

INCENTIVE
TRAVEL
BY RADISSON
HOTELS

EDITION EIGHT: EUROPE'S BEST

In partnership with **site**

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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.





Europe's Best

Where History Made the Art of Living Well

Europe invented hospitality — not as an industry but as a way of life, layered across centuries of empire, republic, revolution and renaissance. Its cities developed something no newer destination can replicate: depth. For three millennia they have been the places where achievement and recognition found their most eloquent expression — in the forum, the cathedral square, the grand hotel dining room, the harbour at sunset.

For incentive travel professionals, and the growing number of bleisure travellers who arrive for business and stay on to discover the city, this depth is the defining advantage. A continent where you can step from a Roman amphitheatre to a Michelin-starred kitchen in a single morning, where a harbour that has received Phoenician traders and luxury yachts in the same port can still surprise a group that thought they had seen everything.



Europe's cities have always understood pleasure — they invented the cafe, the piazza, the promenade and the grand hotel. They cultivated the table as a serious cultural institution and the cellar as a point of civic pride.

This edition of the Extra Mile series presents five of Europe's most compelling cities: London, Amsterdam, Brussels, Marseille and Gothenburg. Five destinations that reward the curious traveller and energise the incentive programme planner in equal measure.

Each is paired with a Radisson Hotels property that connects guests to its city rather than simply housing them — turning the hotel itself into part of the reward.

Europe's best. The reward that endures.



An aerial photograph of London at sunset. In the foreground, the modern, curved glass facade of Park Plaza London is visible. To the right, a large, historic building with many windows and a mansard roof is shown. In the background, the River Thames flows, and the Westminster Bridge and the Houses of Parliament, including Big Ben, are silhouetted against the golden sky.

PARK PLAZA LONDON,

Westminster Bridge

Scale, History and the Pulse of a Living Capital

London is one of those rare cities that simultaneously humbles and excites. Two thousand years of empire, revolution and reinvention have produced a backdrop of extraordinary cultural density, and yet London today is unmistakably, irrepressibly alive — its restaurants among the world's finest, its arts scene unmatched, its energy irreducible. For incentive groups it offers a combination that very few destinations can match: extraordinary scale and intimate, memorable detail.



Park Plaza London Westminster Bridge

Park Plaza London Westminster Bridge occupies one of London's most storied positions — directly opposite Big Ben and the Houses of Parliament on the South Bank. With 1,023 guestrooms and 32 meeting rooms, including a pillarless ballroom of more than 1,160 square metres accommodating 1,500 theatre-style or 1,350 for a gala dinner, this is one of the capital's most capable and versatile properties for large-scale incentive programmes.

Dining is led by Brasserie Joel and Ichi, a sushi restaurant overlooking Westminster Bridge. The Executive Lounge looks directly onto Parliament; the 13th-floor Presidential Suite commands the full London skyline. An in-house award-winning patisserie chef, dedicated group check-in desk, on-site spa and fitness studio with climbing wall ensure comfort and quality run through every dimension of the group experience.



Hotel highlights

- 1,023 guestrooms with views across the heart of Westminster
- Pillarless ballroom accommodating up to 1,500 guests
- 32 meeting rooms across fully integrated conference facilities
- Executive Lounge overlooking the Houses of Parliament
- Brasserie Joel, Ichi restaurant and in-house award-winning patisserie chef
- On-site spa, fitness studio and climbing wall
- 13th-floor Presidential Suite with panoramic London view



Why London?

London's incentive offer is without peer. A VIP London Eye private capsule, after-hours access to the British Museum, a luxury Thames dinner charter past the Tower of London — these are experiences that astonish even the most well-travelled qualifiers and create programme memories that endure long after the journey home.

PARK PLAZA LONDON, *Westminster Bridge*



RADISSON BLU HOTEL,

Amsterdam City Centre

Canal-Side Elegance and the Art of the Good Life

Amsterdam is perhaps the most perfectly scaled great city in Europe. Its historic canal ring — a UNESCO World Heritage Site — makes the city navigable, intimate and endlessly beautiful: a ten-minute walk takes you past gabled merchant houses, houseboats, flower markets and great museums in a single effortless loop.



Radisson Blu Hotel, Amsterdam City Centre

Built on trade, tolerance and the conviction that quality of life is a serious civic enterprise, Amsterdam has a rare double appeal for incentive groups — it feels like a discovery and a classic at the same time.

Radisson Blu Amsterdam City Centre places incentive groups in the heart of the historic city with a character that sets it apart from the moment guests arrive. The hotel's atmospheric bar occupies a former Vicarage — a piece of Amsterdam's layered past repurposed as one of the city's most distinctive gathering spaces, the kind of detail only a city of this architectural richness can produce.

With 252 guestrooms and nine meeting rooms for groups of up to 150, the hotel provides the intimacy and service quality that high-touch incentive programmes value. Its position makes it an ideal base for exploring on foot, by canal bike or private boat, with the Golden Age canal belt, the Jordaan and the great museums all within easy reach.

Hotel highlights

- 252 guestrooms in the historic heart of Amsterdam
- Nine flexible meeting rooms for groups of up to 150
- Atmospheric bar in a historic former Vicarage
- Walking distance to the canal ring, the Jordaan and major museums
- Ideal scale for intimate, high-touch incentive programmes
- Easy access for private canal and cycling experiences



Why Amsterdam?

Amsterdam rewards incentive groups with experiences that feel genuinely local. A private evening canal cruise with a Dutch chef aboard, a curator-led tour of the Rijksmuseum after hours, a cycling journey through the Jordaan — these are programme moments that surprise and delight even qualifiers who think they already know the city.

RADISSON BLU HOTEL, *Amsterdam City Centre*



RADISSON COLLECTION
THE NATIONAL HOTEL,

Brussels

The Capital of Europe and the Home of Extraordinary Pleasures

Brussels is one of Europe's most underrated great cities — a place of institutional significance and extraordinary private pleasures. Championship golf courses sit a short drive from the centre, meeting facilities range from intimate boardrooms to full congress capacity, and the compact geography rewards the bleisure delegate keen to stretch a working trip into a weekend of discovery.



Radisson Collection The National Hotel, Brussels

Brussels' art nouveau heritage runs through its most distinguished neighbourhoods, and the Belgian table, built on chocolate, cheese, seafood and beer, is among the most consistently rewarding in Europe. For incentive programmes, Brussels combines European capital prestige with a more accessible, intimate scale than London or Paris.

Radisson Collection The National Hotel is one of Brussels' most distinguished properties, combining historic elegance with comprehensive contemporary facilities. The hotel's 150 guestrooms are complemented by ten meeting rooms, including a grand ballroom for up to 400 guests. The View meeting room offers direct rooftop access, creating a distinctive setting for evening receptions. An outdoor terrace, exclusive golf club partnership — with private tee times and coaching — and access to the David Lloyd Sterrebeek, where guests enjoy a state-of-the-art gym, heated indoor and outdoor pools, and relaxation facilities designed to revitalise body and mind, including saunas, a hammam and hydrotherapy pools, give the property an exceptional experiential breadth. Stoke Bar & Grill provides the dining anchor, while the surrounding parkland setting delivers a calm, open-air dimension that distinguishes the experience from the standard city-centre hotel.



Hotel highlights

- 150 guestrooms in a landmark historic Brussels property
- Ten meeting rooms including a grand ballroom for up to 400 guests
- The View: meeting room with direct rooftop terrace access
- Exclusive on-site golf club partnership with private tee times and lessons
- Complimentary access to David Lloyd Sterrebeek health centre for hotel guests
- Stoke Bar & Grill and outdoor terrace
- Parkland setting combining urban access with open-air space



Why Brussels?

Brussels surprises. A private chocolate master class with an artisan chocolatier, a dinner overlooking the illuminated Grand Place, a guided evening through the city's extraordinary beer bars — Brussels combines European history, world-class gastronomy and genuine warmth in a way that very few capitals can.

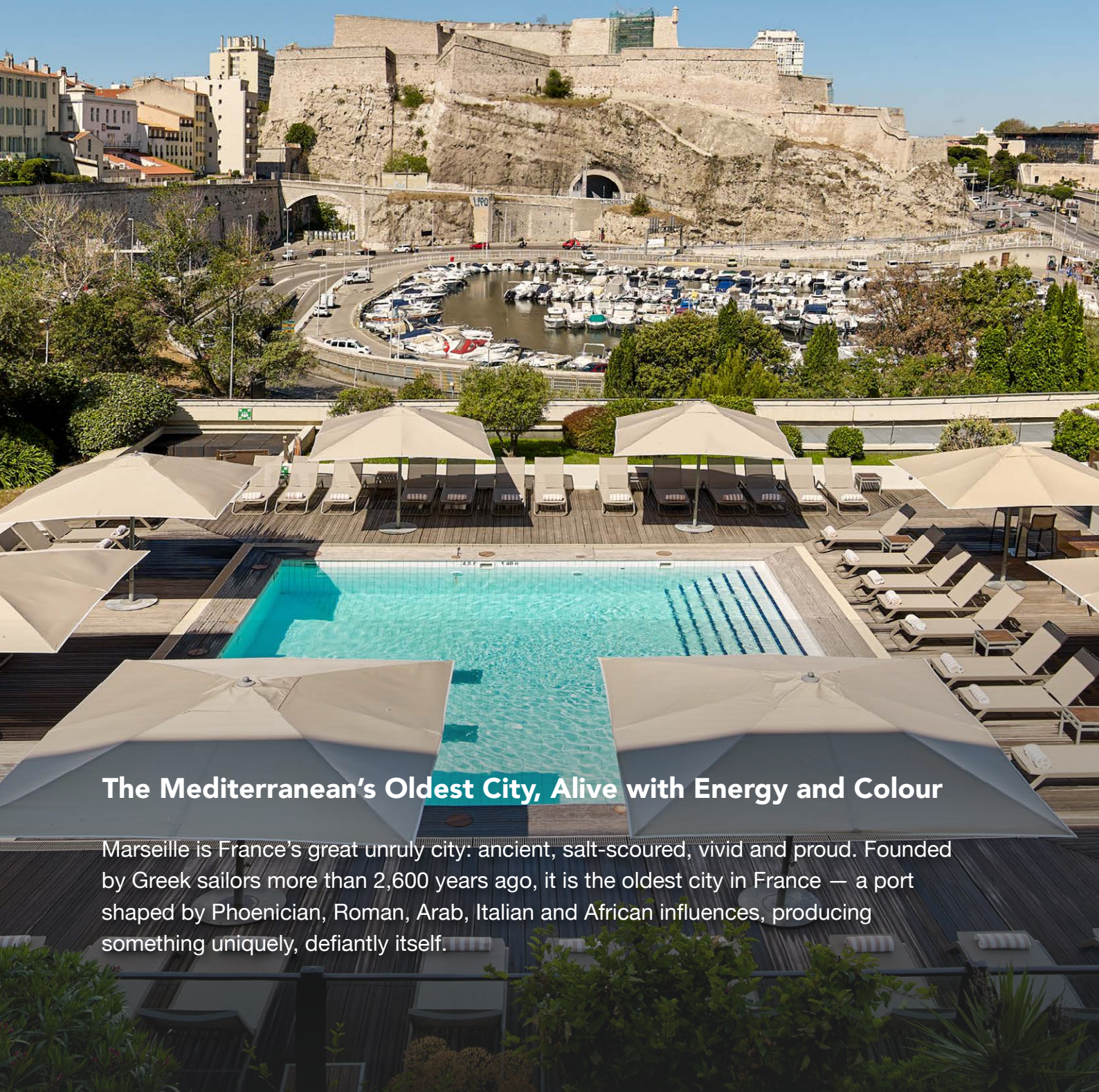
RADISSON COLLECTION
THE NATIONAL HOTEL,

Brussels



RADISSON BLU HOTEL,

Marseille Vieux-Port



The Mediterranean's Oldest City, Alive with Energy and Colour

Marseille is France's great unruly city: ancient, salt-scoured, vivid and proud. Founded by Greek sailors more than 2,600 years ago, it is the oldest city in France — a port shaped by Phoenician, Roman, Arab, Italian and African influences, producing something uniquely, defiantly itself.



Radisson Blu Hotel, Marseille Vieux-Port

The Vieux-Port remains Marseille's living heart, surrounded by cafes, restaurants and the fish market where the morning catch comes in at dawn, as it has since antiquity. Raw, warm and entirely authentic, Marseille is ideal for incentive programmes that seek genuine cultural immersion and lasting emotional impact.

Radisson Blu Hotel Marseille Vieux-Port commands one of the finest positions in the city — directly on the harbour front, looking out across the old port to Notre-Dame de la Garde on the hill above. With 189 guestrooms offering panoramic harbour views, a contemporary Mediterranean design rooted in Provençal and maritime heritage, and a seasonal outdoor pool terrace capturing the best of the southern light, this is a hotel that puts its destination at the heart of the experience. Twelve meeting rooms with a maximum theatre capacity of 270 guests make it ideal for mid-scale incentive groups. The pool terrace and privatisable harbour-facing restaurant are among Marseille's most atmospheric event settings, supported by a dedicated coordination team and an established local partner network.



Hotel highlights

- 189 guestrooms with panoramic Vieux-Port harbour views
- 12 meeting rooms with capacity for up to 270 guests
- Pool terrace and harbour-facing restaurant for private functions
- Dedicated incentive coordination team with local partner network
- Direct access to the waterfront, cultural landmarks and the Panier district
- Contemporary Mediterranean design rooted in Provençal and maritime heritage



Why Marseille?

Marseille's incentive experiences are defined by sea and the Provençal way of life. A private sailing regatta from the Vieux-Port, a sunset harbour dinner, a guided street art discovery through Cours Julien — authentic, participative and unmistakably Marseillais. A city that does not perform for visitors. It simply is itself.

RADISSON BLU HOTEL,

Marseille Vieux-Port



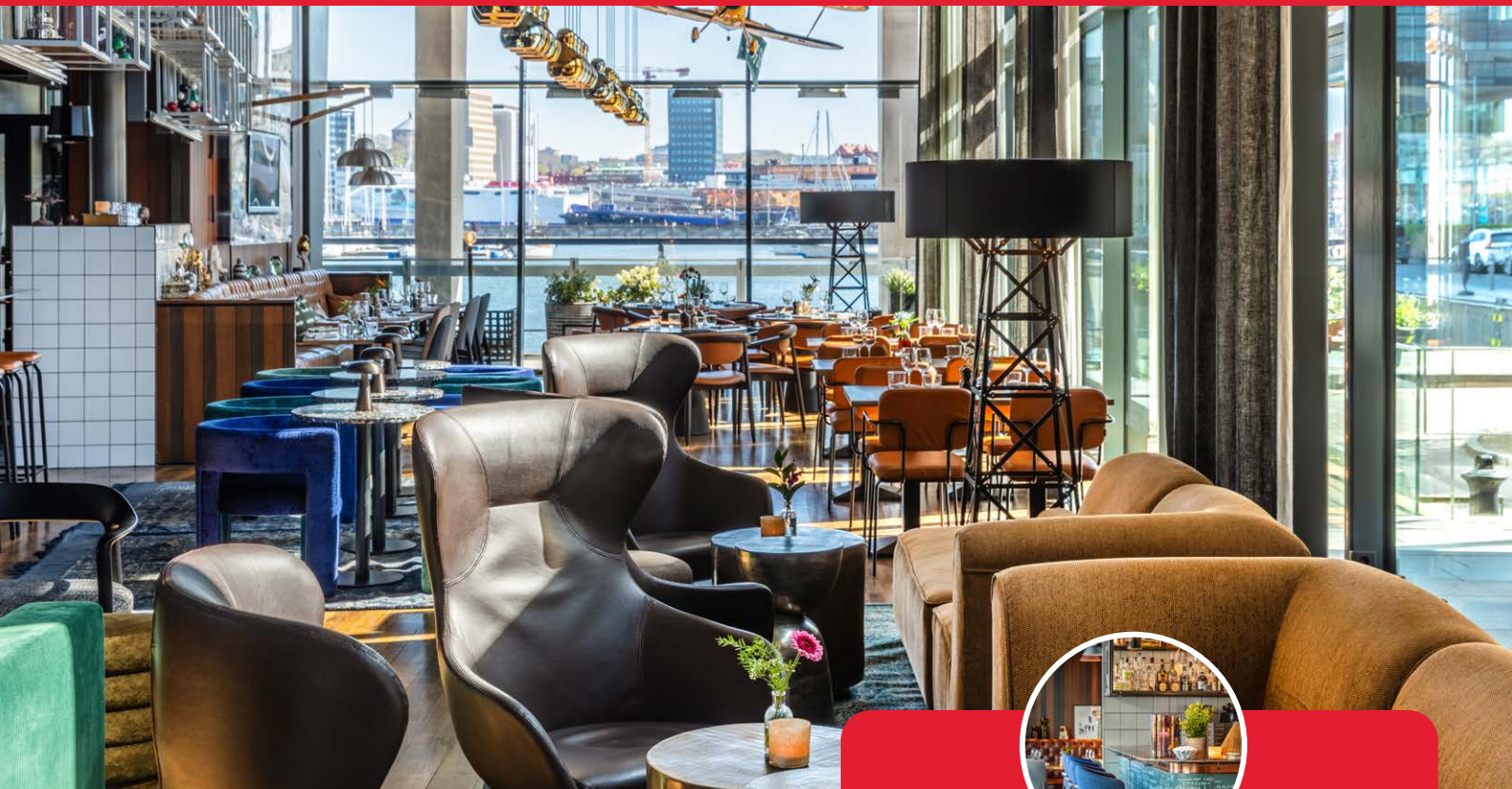
RADISSON BLU RIVERSIDE HOTEL,

Gothenburg



Scandinavia's Best-Kept Secret

Gothenburg occupies a special place in the European incentive landscape: Scandinavia at its most approachable. A working port city on Sweden's west coast with an archipelago on its doorstep, a food scene that rivals Stockholm and a character shaped by the sea and by the deeply Scandinavian conviction that good design and good living are necessities rather than luxuries.



Radisson Blu Riverside Hotel, Gothenburg

For incentive groups, Gothenburg offers something increasingly valuable — a great European city that has not yet been worn smooth by mass tourism, authentic and full of genuine programme material.

Radisson Blu Riverside Hotel is positioned directly on the Göta River in the heart of the city — a setting that connects the property immediately to Gothenburg's maritime identity. With 265 guestrooms, a rooftop bar available for exclusive private hire, a full spa and direct boat docking outside the hotel, it combines serious incentive facilities with a personality that feels unmistakably Nordic. The rooftop, taken exclusively by a group, becomes one of the city's most distinctive event spaces: sky above, river below, city and horizon beyond. Five meeting rooms accommodate groups of up to 70, making this property ideally suited to intimate, high-quality programmes where experience and personal attention take precedence over volume.

Hotel highlights

- 265 guestrooms on the banks of the Göta River in central Gothenburg
- Five meeting rooms ideal for intimate, high-quality incentive groups
- Rooftop bar available for exclusive private hire
- Spa and wellness facilities
- Direct boat docking outside the hotel
- Prime riverside location with immediate access to the city



Why Gothenburg?

Arriving at the Radisson Blu Riverside by private boat is the perfect Gothenburg statement. A private archipelago island dinner, a rooftop takeover above the Göta River, craft cocktails as the city lights come on below — Nordic, genuine and genuinely celebratory. A reward that feels as personal as it is extraordinary.

RADISSON BLU RIVERSIDE HOTEL, *Gothenburg*





Europe's Best: The Reward That Endures

Europe has always known how to celebrate. For three millennia, its cities have been the places where achievement and recognition found their most eloquent expression — in the forum, the cathedral square, the grand hotel dining room, the harbour at sunset.

From the imperial scale of London to the Provençal warmth of Marseille, from Amsterdam's canal-side beauty to the civic pride of Brussels and the Nordic grace of Gothenburg, these destinations share something essential: they reward the traveller who looks closely. They offer layers — of history, culture, gastronomy and architecture — that give incentive programmes genuine depth and lasting meaning.

The Radisson Hotels properties featured here do not simply accommodate their guests; they connect them to the places they inhabit. From a historic Vicarage bar in Amsterdam to a Marseille harbour terrace at sunset, from a Gothenburg rooftop above the Göta River to a London Presidential Suite with Parliament on the horizon, these hotels place incentive qualifiers at the heart of their destinations' stories.

Europe's best. Worth every mile.

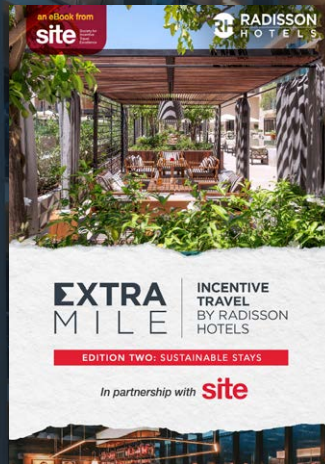
Let the world lead the way

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.

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.

DISCOVER EBOOKS



EXTRA MILE

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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:
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