

Radisson Collection is a unique premium lifestyle collection of iconic properties located in prime locations, providing immediate access to the local culture.

While the character of each hotel feels authentic to its location, all of the hotels offer bespoke design and exceptional experiences across dining, fitness, wellness and sustainability.

#### LAUNCHED HOTELS:

London, Copenhagen, Stockholm, Rome, Edinburgh, Moscow, Manchester, Shanghai, Brussels, Belgrade, Tsinandali Estate, Muscat, Riyadh, Sochi, Warsaw, Riyadh, Bamako, Cortina d'Ampezzo

#### UPCOMING DESTINATIONS:

Paris, Milan, Bilbao, Budapest, Lyon, Venice, Sevilla, Bodrum, Lagos, Abuja, Cairo Queenstown, Shanghai, Nanjing

#### OWNER VALUE PROPOSITION

A collection of hotels that allow uniqueness while maintaining an upper upscale lifestyle positioning.

#### BRAND HIGHLIGHTS

**Authentic Local influence. Living Design. Vibrant Social Scene.**

- Allows individuality of design execution, relative to its location
- Significant investment planned globally for Sales & Marketing
- Existing strong brand recognition in our Radisson Collection brand – compared to other competitor brands
- Flexible framework of Brand Endorsement
- Access to our Global Reservation and Corporate Support Offices.

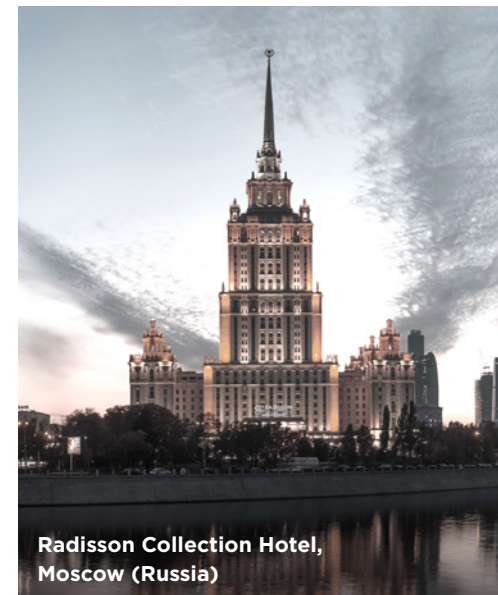
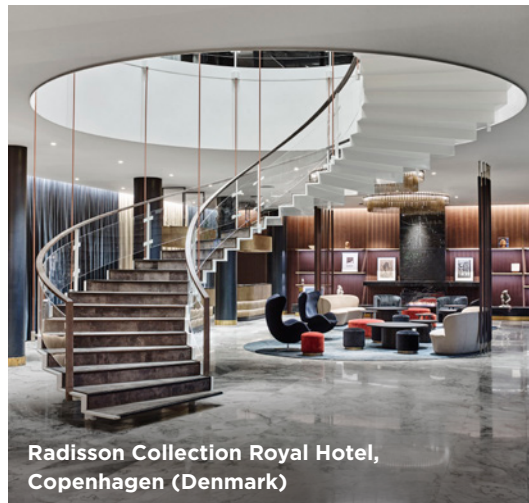
#### ADDING VALUE

With the backing of a dynamic, global hotel group, we add value to your investment by putting teams of experienced experts at your fingertips. From in-house architects and surveyors to engineers and functional specialists we can support with everything from concept planning, throughout the construction, up to the grand opening of your hotel and its ongoing operational success:

- Project Definition & Space Planning
- Revenue maximization based on best-in-class revenue management tools
- State of the art IT infrastructure
- Award winning Safety & Security and Responsible Business programs
- Global Procurement Platform
- Pre & Post Opening Support
- Owner privileges

#### COMPARABLE BRANDS

Sofitel / Autograph Collection /  
Curio Collection by Hilton /  
Unbound Collection By Hyatt





## BRAND MATRIX

**NUMBER OF KEYS** 100–400

**POSITIONING** Premium lifestyle / Affordable Luxury

**LOCATION** High profile locations in major, capital cities and exclusive leisure destinations

**PRODUCT** Urban / Resorts

**GROSS INTERNAL AREA PER KEY** 55 sqm – 85 sqm

**COST PER KEY** EUR 170K – 190K  
(excluding land and developer's fees)

**FF&E COST PER KEY (incl. IT/kitchen)** EUR 25.5K – 34.0K

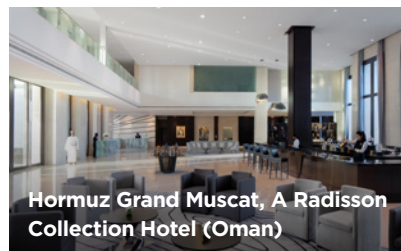
**OS&E COST PER KEY** EUR 3.0K – 6.0K

**BUSINESS MODEL** Mature Markets: Leased/Managed/Franchised  
Emerging Markets: Managed/Franchised

## CONTEMPORARY ROOM LAYOUT (28 sam)



## DESIGN DIRECTION



**DESIGN & SPACE PLANNING**  
Contemporary interiors with iconic design pieces.

## CONTACT DETAILS

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