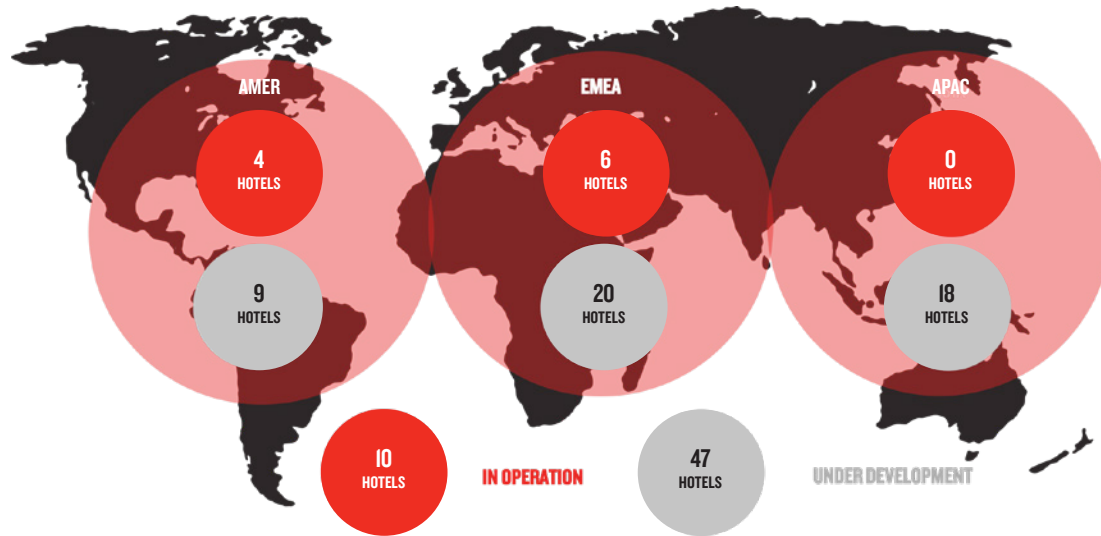




ENJOY IT!



In operation and under development worldwide as of year end 2020

RADISSON RED PRESENTS A PLAYFUL TWIST ON THE CONVENTIONAL. WE INJECT NEW LIFE INTO HOTELS THROUGH: INFORMAL SERVICES WHERE ANYTHING GOES, A SOCIAL SCENE THAT'S WAITING TO BE SHARED AND BOLD DESIGN THAT KICK-STARTS THE FUN. ALWAYS FRESH, WE GIVE RED GUESTS ENDLESS OPPORTUNITIES TO TUNE IN AND OUT - SWITCHING EFFORTLESSLY BETWEEN BUSINESS AND PLEASURE.



OWNER VALUE PROPOSITION

Stands out from the crowd, with an efficient operating model and simple design turnaround.

LATEST OPENINGS & SIGNINGS

Dubai, Aarhus, London Heathrow, London Greenwich O2, Madrid, Glasgow, Cape Town, Johannesburg, Porto, Vienna, Innsbruck, Gatwick, Liverpool, Lisbon, Reykjavik, Warsaw, Cologne & more to come!

COMPARABLE BRANDS

25hours/ Aloft / Hotel Indigo / Nhow hotels / Canopy by Hilton

DESIGN & SPACE PLANNING

Radisson RED design approach is premium lifestyle. Art, industrial and quality materials and furniture is the base for the Radisson RED design. Our hotels are designed to be cool and functional. Our lobby is ideal for social connections, the bar is the centre of the lobby and the place to be for our guests and for the locals.



BRAND HIGHLIGHTS

DESIGN WITH ATTITUDE. SHARE & CONNECT. FUN & FLEXIBLE.

An innovative select-service model that reflects guest priorities through investment focus and services flexibility.

Casual service style and space formatting that promotes a buzzing, social atmosphere.

- Bold interior design that drives appeal and boosts organic growth in awareness
- Playful touches that create a stand-out experience across our public and private spaces
- Focusing global growth in key primary and secondary cities
- A highly-individual approach in new-build solutions

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



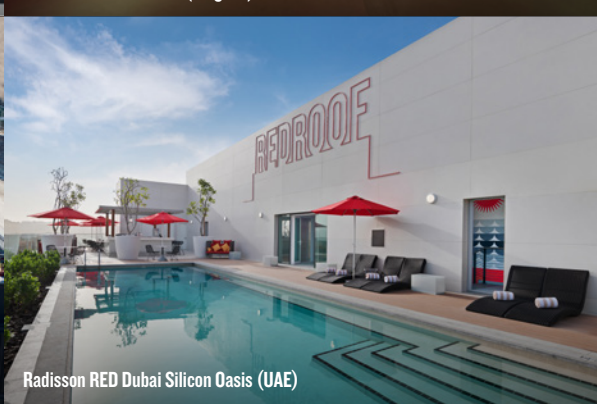
Radisson RED Heathrow (England)



Radisson RED Brussels (Belgium)



Radisson RED Cape Town (South Africa)



Radisson RED Dubai Silicon Oasis (UAE)

BRAND MATRIX

NUMBER OF KEYS: 100 - 250

POSITIONING: **UPSCALE / UPPER UPSCALE**

LOCATIONS: **CENTRAL AND GENTRIFIED NEW-BUILD LOCATIONS IN VIBRANT, URBAN DESTINATIONS**

PRODUCT: **URBAN / SERVICED APARTMENT**

GROSS INTERNAL AREA PER KEY: **38 SQM - 42 SQM**

COST PER KEY: **EUR 101.3K - 128.5K (EXCLUDING LAND AND DEVELOPER'S FEES)**

FF&E COST PER KEY: **EUR 15.9K - 20.0K**

OS&E COST PER KEY (incl. IT/kitchen): **EUR 1.9K - 3.0K**

BIZ MODEL: **MATURE MARKETS: LEASED/MANAGED/FRANCHISED**
EMERGING MARKETS: MANAGED/FRANCHISED

ROOM LAYOUT (21 sqm)



STUDIO APARTMENT (24 sqm)



CONTACT DETAILS

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