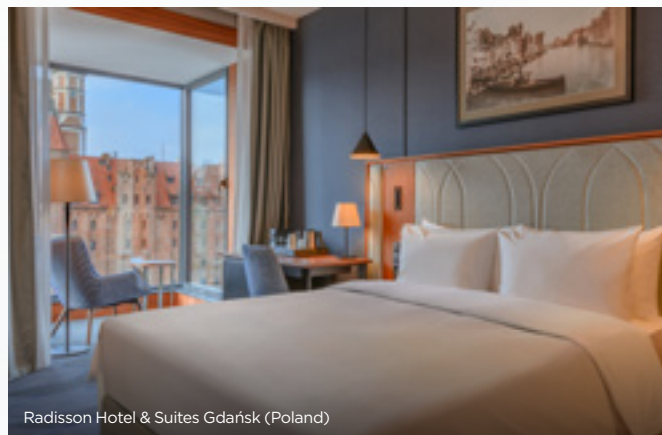
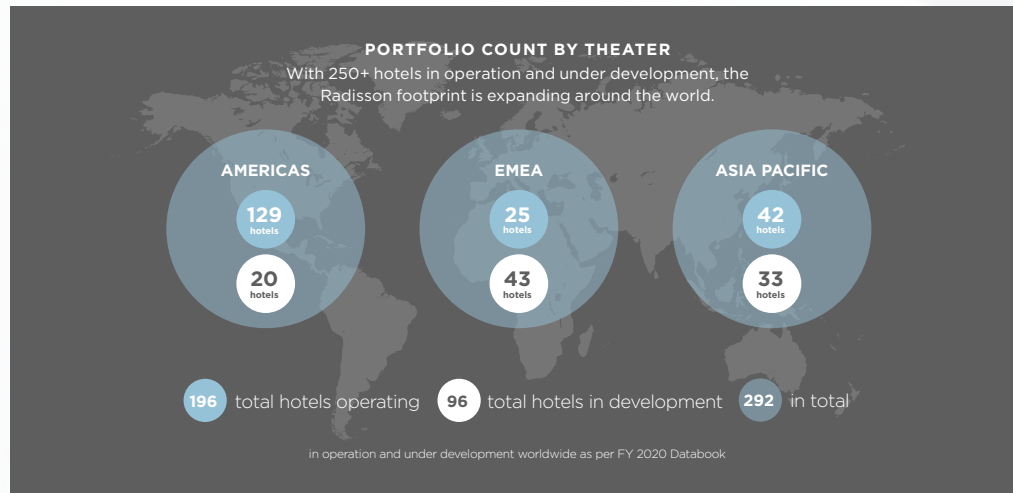


A core brand with an efficient business model, simple to build and conversion friendly.

GLOBAL BRAND PRESENCE



INTRODUCTION

Leveraging the globally well-known Radisson name, it is our new upscale brand in EMEA for new build and conversion opportunities in city centers around the world.

BRAND HIGHLIGHTS

Balanced. Natural. Delightful.

Our hotels capture the Scandinavian way of life, providing a thoughtfully considered experience. We prefer to keep things simple, favouring neutral colours and natural materials.

OPERATING HOTELS IN EMEA

Dubai, London Heathrow, Zurich Airport, Gdansk, Istanbul, Riga, Johannesburg, Amsterdam, Naples & more to come.

DESIGN & SPACE PLANNING

Radisson hotels are sympathetically designed to offer a warm and welcoming environment for our guests. Our 'Scandinavian at heart' is reflected in our simple, stripped back yet highly functional design fostering serene and relaxing spaces.

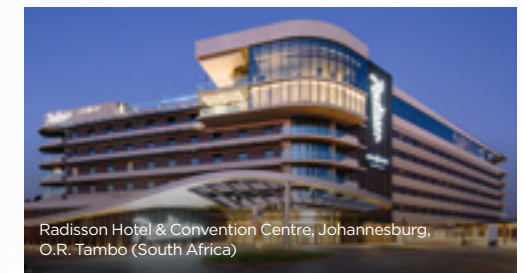
COMPARABLE BRANDS

Holiday Inn - IHG / Courtyard by Marriott / Novotel / NH Hotels / Hilton Garden Inn / Hyatt Place / Four Points by Sheraton

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

BRAND MATRIX

NUMBER OF KEYS	150-250	
POSITIONING	Upscale	
LOCATIONS	Locations in primary and secondary cities with a mix of airport, urban and suburban and convention locations.	
PRODUCT	Urban / Airport / Resorts / Serviced Apartments	
	STANDARD MODEL	URBAN EUROPEAN
GROSS INTERNAL AREA PER KEY	37 sqm – 45 sqm	31 sqm – 35 sqm
ROOM SIZE	21 sqm – 22 sqm	16 sqm – 18 sqm
TOTAL COST PER KEY <small>(excl. land and developer's fees)</small>	118.5K – 148.5K	88.5K – 106.5K
FF&E <small>(incl. IT/kitchen)</small>	18K – 25K EUR	17K – 24K EUR
OS&E	2K – 3K EUR	2K – 3K EUR
BUSINESS MODEL	Mature Markets: Managed/Franchised Emerging Markets: Managed/Franchised	

(costs are based in Central Europe - fees and contingencies excluded)

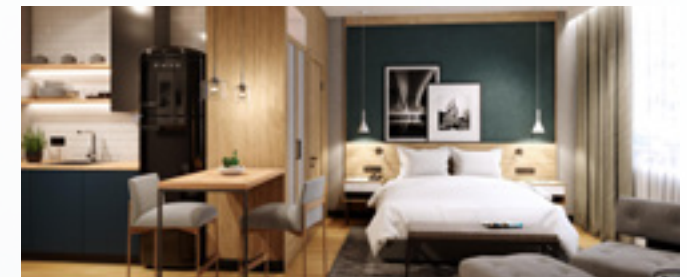
ROOM LAYOUT - STANDARD MODEL



ROOM LAYOUT - URBAN EUROPEAN SOLUTION



ROOM LAYOUT - SERVICED APARTMENTS



CONTACT DETAILS

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