

FACT SHEET

WELCOME TO THE EXCEPTIONAL



Radisson Collection is a unique collection of iconic properties, located in prestigious locations, close to prime leisure attractions. While the character of each hotel feels authentic to its locality, all offer the ultimate template for contemporary living – united by modern design and exceptional experiences across dining, fitness, wellness and sustainability.

LAUNCHED HOTELS:

London, Copenhagen, Stockholm, Rome, Edinburgh, Moscow, Belgrade, Tsinandali estate, Muscat, Riyadh, Sochi, Warsaw, Manchester

UPCOMING DESTINATIONS:

Paris, Milan, Bilbao, Budapest, Venice, Sevilla, Bodrum, Lagos, Abuja, Cairo, Brussels



Radisson Collection Royal Hotel, Copenhagen



Radisson Collection Strand Hotel, Stockholm

OWNERS PROPOSITION

Allows individual identity, limited conversion costs, flexible contracts.

BRAND PILLARS

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 Optimization Tools
- Safety & Security
- Responsible Business
- Procurement
- Pre & Post Opening Support
- Owner privileges

COMPETITIVE SET

Curio Collection by Hilton / Autograph Collection / The Luxury Collection / Mondrian Hotels / M Gallery



Radisson Collection Strand Hotel, Stockholm



Radisson Collection Hotel, Tsinandali Estate Georgia

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

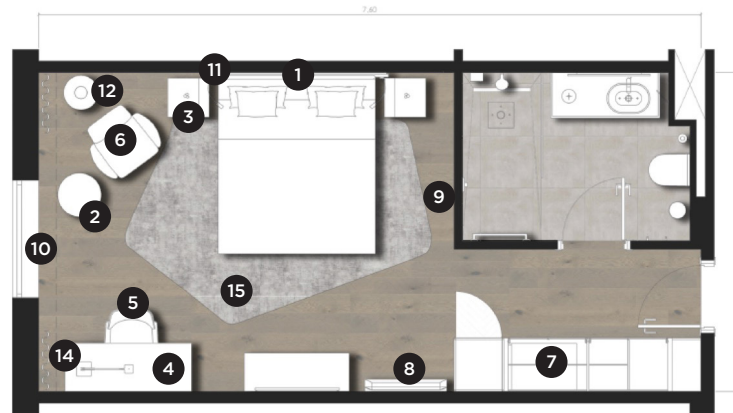
COST PER KEY EUR 170K – 190K
(excluding land and developer's fees)

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 sqm)



- | | | |
|--------------------|--------------------|------------------|
| 1. Headboard | 6. Armchair | 11. Wall lamp |
| 2. Auxiliary Table | 7. Wardrobe | 12. Reading Lamp |
| 3. Bedside Table | 8. Standing Mirror | 13. Pendant Lamp |
| 4. Desk | 9. Artwork | 14. Table Lamp |
| 5. Deskchair | 10. Curtains | 15. Rug |



DESIGN & SPACE PLANNING
Contemporary interiors with iconic design pieces.

CONTACT DETAILS

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