

# Grow H with us

**TRUTHER** Mal. Radisson Blu Resort Maldives

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# At Radisson Hotel Group, we strive to ensure that Every Moment Matters by being a true host and best partner

We provide meaningful, delightful and inspiring experiences for our guests, and insightful and responsive support for our hotel owners. We've aligned around the power of the Radisson brand to bring more flexibility and approachability that you won't find with other brands. We thrive in the presence of uniqueness and we are here to think with you to help you succeed.

We are experts in managing relationships, brands and owners' assets, with the best people in the business to drive our development. With a robust and successful rewards program, meetings offering, recognizable brands, and an expert panel of advisors, the possibilities for growth are endless. We're here to help create engaging conversations that drive loyalty and passion for our unique offerings.

Katerina G.

**Katerina Giannouka** President, Asia Pacific Radisson Hotel Group



# Global & growing

Radisson Blu Resort Bali Uluwatu

# 01 True

# operators

Radisson Hotel Group is a unique company run by true operators, offering the right ownership and management services for each unique situation

- Our experience includes managed. franchised. leased and owned
- Personalized owners value proposition
- Pragmatic win-win solutions
- Highly cost-efficient

# 02

# **Global portfolio** of brands

We have engineered our global portfolio of brands to meet the needs of the changing travel sector

- Clear brand segmentation with no overlapping
- New business lines such as serviced apartments
- \$400 million investment in our brands and hotels

# 03

# Significant investments in revenue optimization

We are making significant investments in marketing, data intelligence and revenue management

- Increase marketing investment by 30%
- Guest and market intelligence hub
- Focus on pricing, forecasting and revenue management system

# 04

# Significant investments in information technology

We are also making significant investments in our platforms and technology

- Comprehensive and step change IT program for integration
- Capex and Opex in new Property Management and Distribution Systems
- Platform for CRM, loyalty platforms and campaign management

# 05

# **Powerful** commercial drivers

Our commercial drivers will drive revenue across the system

- Multi-brand direct booking platform
- Refreshed rewards program
- Strong meetings and conference offering
- Aim to influence 70% of your business

# 06

# **Pragmatic and** approachable

Our solutions for owners and developers are unique and customized to fit your needs

- Personalized approach
- Bespoke solutions
- Exceptional "glocal" support team

# 07

# Responsible **Business**

We believe in a thriving, sustainable and responsible business model that supports our people, communities and the planet

- Ethical business practices .
- Carbon reduction and • sustainability practices
- Employee programs to build Better Futures

# 08

# Team with a common goal

Our team is aligned around a common goal to be a top three hotel brand in the world

- Committed to making **Every Moment Matter**
- Aligned culture and talent management strategy
- Recruiting top talent for your hotels

# 09

# Creating a value proposition in everything we do

We transform all we do into a value proposition to our owners

- Creating a revenue advantage
- Creating a cost advantage
- Engaging with our owners



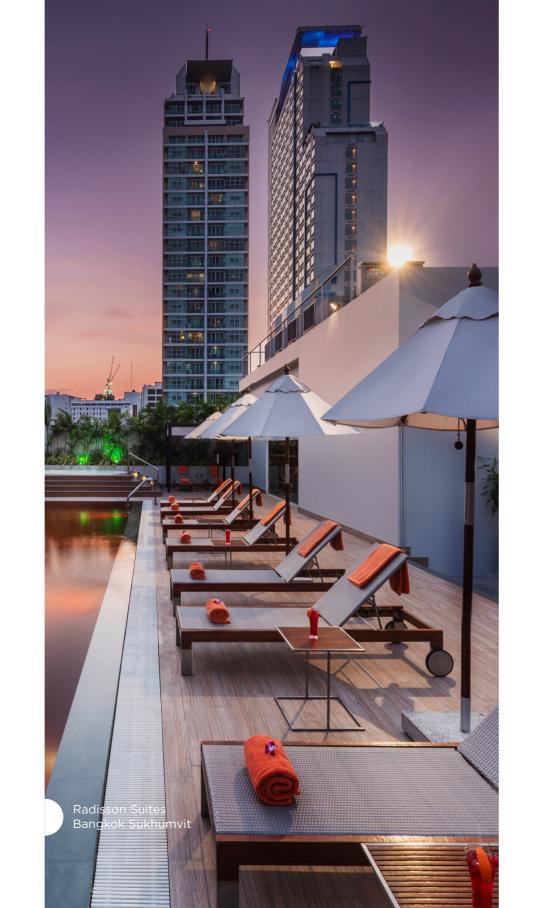
• Ensuring our brands are relevant to owners

# Our brand portfolio

Radisson Hotel Group is one of the world's largest and most dynamic hotel groups with nine distinctive hotel brands, made up of more than 1,450 hotels in destinations around the world.

# Our brands are engineered to be relevant to both our guests & owners

From Radisson Collection to Park Inn by Radisson, Radisson Hotel Group is proud to offer hotel brands that fit a wide range of travelers and budgets. We focus our work on delivering Memorable Moments, acting as a true host and being the best partner.



RADISSON COLLECTION Radisson W PREMIUM LI AFFORDABI

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UPPE

RADISSON Individuals.

Radisson

park inn

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IFESTYLE / ILE LUXURY	<ul> <li>WELCOME TO THE EXCEPTIONAL</li> <li>A collection of our finest hotels</li> <li>Local lifestyle, extraordinary living</li> <li>Development mainly by conversion</li> </ul>
R UPSCALE	<ul> <li>FEEL THE DIFFERENCE</li> <li>One of the largest upper-upscale brands</li> <li>Memorable, stylish and purposeful</li> <li>New build and conversions in major cities and higher end markets</li> </ul>
UPSCALE / R UPSCALE	<ul> <li>FEEL THE AUTHENTIC</li> <li>Authentic service in contemporary spaces</li> <li>Genuine experiences in a vibrant social atmosphere</li> <li>Mainly conversions in major cities</li> </ul>
UPSCALE / R UPSCALE	<ul> <li>ENJOY IT!</li> <li>Our lifestyle brand standing out from the crowd</li> <li>Connected, style-savvy and sociable</li> <li>Mainly new constructions in main cities and/or secondary markets</li> </ul>
UPSCALE	<ul> <li>SELECTED FOR YOU</li> <li>Newest upscale affiliation brand</li> <li>Hotels that have unique characteristics and personalities</li> <li>Conversions from independent and unbranded hotels</li> </ul>
UPSCALE	<ul> <li>SIMPLY DELIGHTFUL</li> <li>Our new upscale brand</li> <li>Balanced, natural and delightful</li> <li>New build and conversion in city centers around the world</li> </ul>
MIDSCALE / MIDSCALE	<ul> <li>FEEL GOOD</li> <li>Delivering stress-free experiences</li> <li>Mastering the essentials</li> <li>Uncomplicated, vibrant, friendly and fresh</li> </ul>
MIDSCALE	<ul> <li>I LOVE THIS COUNTRY</li> <li>Delivering a heartfelt experience</li> <li>Inspiring a sense of belonging</li> <li>New build and conversions in urban and suburban markets</li> </ul>
ECONOMY	<ul> <li>AFFORDABLE HIGH DESIGN</li> <li>Lifestyle-minded, tech savvy, out-of- box and affordable high design</li> <li>Lease driven brand with limited investment and unique design</li> <li>*prizeotel is not yet available for development in APAC</li> </ul>

# Global reach



245,158 Rooms

**1,554 HOTELS** 

• A M E R I C A S

**663 Hotels** 74,151 Rooms

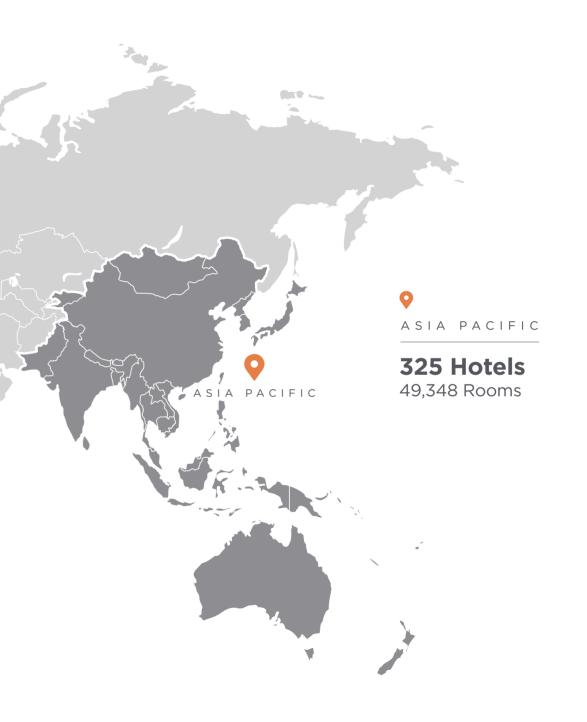
\*Hotel and room count: Global Data Book YE 2020

0

GLOBAL

\*\*EMEA numbers are reflective of the following hotel portfolios: Radisson Hospitality AB; Edwardian Hotels London; PPHE Hotel Group





# Asia Pacific

0

АРАС

**325 Hotels** 49,348 Rooms

0 CHINA

**106 Hotels** 18,313 Rooms

China has a strong pipeline of quality new-build hotels and remains a key strategic destination for both inbound and outbound tourism. We will expand our presence further to allow us to extend our outreach to secondary cities where guests are keen to explore.

0 & PACIFIC

**56 Hotels** 11,822 Rooms

We have identified key focus cities to expand mainly through organic growth and a flexible approach to partnership which allow us to provide choice and deliver memorable moments to guests.

SOUTH EAST ASIA

# 0 INDIA

# **162 Hotels**

19,213 Rooms

One of the largest international hotel portfolios in India, we continue the growth of our strong brand presence. We have a pipeline of Radisson RED hotels to introduce to the market amongst the onward growth of our various brands. Our strategy focuses on efficient capital cost and includes a good mix of management contracts, franchises, joint ventures and investments.

> \*In operation and under development as of H1 2020

# Jin Jiang Global Network

# Second largest hotel company in the world

Radisson Hotel Group is now part of Jin Jiang International, the second largest hotel group in the world by number of rooms and number of hotels. We embark on a significant new phase of our development strategy, with a fresh business model that will continue to drive our forward momentum.

- More than12,300 hotels
- And over1,350,000 rooms
- 160,000,000
   Jin Jiang Club Loyalty
   Program members
   unlocking the global
   Chinese opportunity



\*in operation and under development as of October 2019







# WELCOME TO THE EXCEPTIONAL

Radisson Collection is a unique collection of iconic properties. While the character of each hotel feels authentic to its locality, all offer the ultimate template for contemporary living; united by bespoke design and a collection of exceptional experiences across dining, fitness, wellness and sustainability.

# OWNER VALUE PROPOSITION

Allows individual identity, limited conversion costs, flexible contracts

**NUMBER OF KEYS** 100 - 400

**POSITIONING** Premium lifestyle / affordable luxury

# LOCATIONS High profile locations in major, capital cities and exclusive leisure destinations

**PRODUCT** Urban / resorts

**DESIGN STYLE** Authentic local influence / living design / vibrant social scene

# NETT INTERNAL AREA PER KEY

City: 40 sqm Resort: 48 sqm

# ⊗ 37 HOTELS » 7,090 ROOMS





# FEEL THE DIFFERENCE

Radisson Blu delivers a positive and personalized service in stylish spaces. By paying close attention to the small details that make a big difference, we inspire unforgettable experiences with every stay.

## OWNER VALUE PROPOSITION

One of the largest upper-upscale brand in Europe, lower cost of development than competition

NUMBER OF KEYS 150+

POSITIONING Upper-upscale

LOCATIONS Key locations in capital cities, airport gateways and major leisure destinations

PRODUCT Urban / airport / resorts / serviced apartments

DESIGN STYLE Memorable / stylish / purposeful

# NETT INTERNAL AREA PER KEY

City: 36 sqm Resort: 42 sqm

# **♦ 400 HOTELS »** 89,450 ROOMS



RED Radisser

# \_ENJOY IT!

Radisson RED presents a playful twist on conventional hotel stays, offering hangouts with a casual feel, buzzing social scenes and bold design personality.

# OWNER VALUE PROPOSITION

Stands out of the crowd, efficient operating model and simple design turnaround

## NUMBER OF KEYS 100 - 250

POSITIONING Upscale / Upper Upscale

LOCATIONS Central and gentrified new-build locations in vibrant, urban destinations

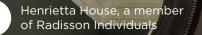
PRODUCT Urban (select service)

DESIGN STYLE Boldly playful / confidently simple / naturally casual

# NETT INTERNAL AREA PER KEY

City: 24 sqm Resort: 28 sqm

# ★ 56 HOTELS » 9,850 ROOMS







Henrietta F



# RADISSON Individuals.

# SELECTED FOR YOU

Radisson Individuals is Radisson Hotel Group's newest affiliation brand celebrating the individuality of each of our Radisson Individuals hotels.

# OWNER VALUE PROPOSITION

Radisson Individuals brings together hotels that have unique characteristics and personalities, offering guests an opportunity to discover new locations whilst knowing that they will always receive the high standards of quality and service they rely on from Radisson Hotel Group.

# POSITIONING

Upscale

**LOCATIONS** Renowned cities, close to airports and key business and leisure destinations.

**PRODUCT** Urban / airport / resorts

**DESIGN STYLE** Unique design

GLOBAL REVIEW INDEX Score above 80%

**FIRE LIFE SAFETY** 100% compliance with local regulations & RHG safety protocol

# ୡ 4 HOTELS » 598 ROOMS



# PARK PLAZA

# FEEL THE AUTHENTIC

Park Plaza hotels' trend-setting designs capture the energy and style of each individual location. An upscale hotel brand for business and leisure travelers, offering stylist guest rooms, outstanding meeting spaces and dedicated staff who provide reliable service that is flawlessly delivered

# OWNER VALUE PROPOSITION

Recognized as the third largest international upscale/ upper upscale brand in London

NUMBER OF KEYS 200+

**POSITIONING** Upscale / Upper Upscale

# LOCATIONS

Capital cities and key business and leisure destinations

**PRODUCT** Urban / resorts / airport

# DESIGN STYLE

Unique / cosmopolitan

# NETT INTERNAL AREA PER KEY

City: 32 sqm Resort: 38 sqm

# ♣ 48 HOTELS » 9,860 ROOMS





# SIMPLY DELIGHTFUL

Radisson enables guests to find balance in their hotel experience - with relaxing spaces, thoughtfully considered details and unexpected delights.

# **OWNER VALUE PROPOSITION**

An efficient business model, simple to build and conversion friendly

NUMBER OF KEYS 150 - 200

# POSITIONING

Upscale

# LOCATIONS

Locations in capital and secondary cities, with a mix of airport, urban, suburban and convention locations

PRODUCT Urban / Suburban / Airports

## DESIGN STYLE

Modern and timeless design with a Scandinavian influence

## STANDARD MODEL / URBAN EUROPEAN

ROOM SIZE 21 sqm - 22 sqm / 16 sqm - 18 sqm

## NETT INTERNAL AREA PER KEY

City: 28 sqm Resort: 32 sqm

# ★ 271 HOTELS » 50,990 ROOMS





# FEEL GOOD

Park Inn by Radisson delivers stressfree experiences, good food and upbeat environments. We positively lift our guests' moods for a happy stay – with clever use of color, inspired, contemporary design, and friendly, personalized service with surprising, feel-good extras.

# OWNER VALUE PROPOSITION

A cost-effective brand with lower capital investment translating higher returns

**NUMBER OF KEYS** 150 - 350

**POSITIONING** Midscale / Upper Midscale

**LOCATIONS** Conveniently located in capital and secondary cities, near airports and railway stations

**PRODUCT** Urban / airport / suburban / serviced apartments

**DESIGN STYLE** Connected / positive / contemporary

**NETT INTERNAL AREA PER KEY** City: 24 sqm Resort: 28 sqm









# I LOVE THIS COUNTRY

Inspired by a sense of belonging, community and shared experiences, Country Inn & Suites by Radisson delivers a heartfelt experience through inviting design, products and services so that all guests feel like they are welcome and that they matter.

# OWNER VALUE PROPOSITION

A modern and adaptable prototype with broad consumer appeal

NUMBER OF KEYS

80 - 120

**POSITIONING** Upper Midscale Limited Service

**LOCATIONS** Primarly suburban, rural markets with limited urban and airport locations

**PRODUCT** Suburban

**DESIGN STYLE** Contemporary architecture / warm / approachable

NETT INTERNAL AREA PER KEY

City: 22 sqm

# ✤ 537 HOTELS » 44,185 ROOMS





# AFFORDABLE HIGH DESIGN

prizeotel is a cool, high design hotel concept affordable to all. Every bold and distinctive detail is designed by top New York designer Karim Rashid, ensuring every prizeotel is a signature brand hotel.

# OWNER VALUE PROPOSITION

Lease driven brand with limited investment and unique, awarded design

**NUMBER OF KEYS** 125 - 400

**POSITIONING** Modern Economy

# LOCATIONS

What started in the German port city of Bremen has continued in Hamburg and Hannover, with plans for other cities in Germany, Austria, Switzerland and beyond

**PRODUCT** Urban / suburban / airports

# DESIGN STYLE

Out-of- box and affordable high design

\*not available yet for development in APAC

# 

In operation and Under Development worldwide, as of YE 2020 prizeotel is not yet available for development in APAC

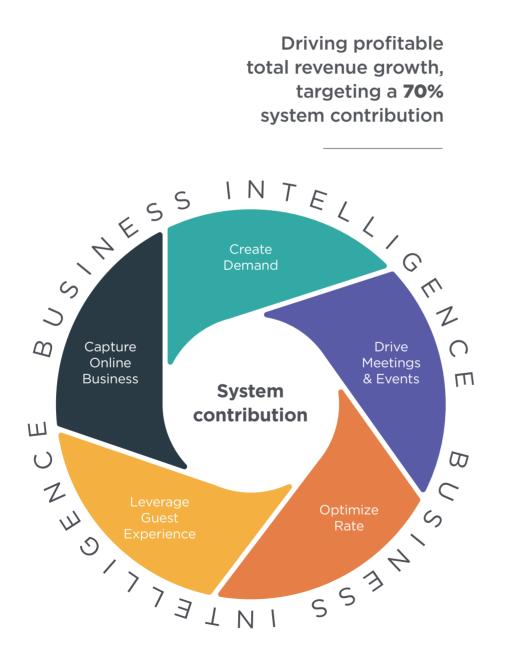
# Grow with us

Creating owner value through everything we do Radisson Blu Resort Bali Uluwatu



# Revenue generation

Our goal: Bring more customers to our properties who spend more but cost less to acquire.



# ♦ Create Demand

We aim to help increase your hotel's reach and revenue by partnering with online travel agencies and other third parties. With a robust and successful rewards program, meetings offerings, recognizable brands and an expert panel of advisors, the possibilities for growth are endless. We're here to help create engaging conversations that drive loyalty and passion for our unique offerings.

# **Radisson Rewards**

Radisson Rewards provides members an enhanced experience from time of booking to checkout and every moment in-between. Members enjoy Member Only Rates, have access to exclusive benefits and can earn free nights across the Radisson Hotel Group portfolio of hotels.

Drive Meetings & Events We've realigned our Sales and Distribution resources globally to deliver a clear strategy across our brands to drive profitable revenue and put our customers center stage. Our team includes 160 sales employees across 12 sales offices throughout the world focusing on Business Travel, Meetings & Events and Leisure segments. This team focuses on putting and aims to produce revenue growth from this sector. Our Radisson Meetings program offers a robust program for meetings and events designed to make every event unique for your clients.

meetings and events at the center of what we do



# **Optimize Rate**

As the world of data analytics evolves, we're continuing to migrate to a business intelligence model to better analyze performance, identify potential opportunities and/or challenges and evaluate associated activities and solutions to ensure a decision is made that will drive total profitable revenue.

Radisson Hotel Group also offers Advance Revenue Management System capabilities powered by IDeaS G3 Revenue Management System (G3 RMS), technology which helps hotels compete by automatically delivering revenue-maximizing decisions daily, so your team can review and manage tactical decisions on an exception basis - helping hotels focus more on strategic revenue decisions and guest experience.

# A Leverage Guest Experience

To ensure the optimum guest experience, we consistently deliver our brand promise every day and leverage our customer experience management initiative to form stronger relationships with our guests. We provide an integrated communications and PR strategy, including unique content across all media and social channels that shares a consistent brand message and corporate purpose. Our multi-platform campaigns will drive stakeholder engagement and position you as an industry leader.

# **♦** Capture Online Business

Our team of digital experts will help you create innovative multi-channel campaigns that will share relevant news and content to drive customer engagement across all channels. We're here to help you choose the best web-based platforms, mobile sites and applications to drive direct online business and optimize online revenue by increasing traffic on our brand. com websites.

# The best partner during each phase of your investment

Radisson Hotel Group is here to support you every step of the way, from concept planning until the opening/operation.

# $\bigcirc 1$ Development phase

We have a full team of specialists available to optimize the space utilization for each hotel. From new build to conversion hotels. our team is experienced in adapting the best solutions to your asset to maximize the efficiency of the development. We work in parallel with you and external consultants to bring the vision of each project with clear innovative technical solutions and in-house expertise.

# 02 **Operating the** hotel

As the operation phase starts, we will allocate the best talent and resources to manage your hotel. From a very early stage, our commercial team ensures that the hotel produces the necessary income as quickly as possible. With daily support from key experts in revenue management, online distribution, marketing and sales, our team stands ready to make sure your hotel is at its best performance. We also have a unique ability to reduce costs and improve bottom line, thanks to our operational efficiencies.

# 03 Managed hotels

Radisson Hotel Group also offers solutions to manage hotels. From a very early stage, our commercial team helps ensure that the hotel produces income as quickly as possible. We offer daily support from key experts in revenue management, online distribution, sales, marketing, finance, human resources and operations.



of our owners have more than one hotel with us

# The best partner during each phase of your investment

# $\bigotimes$

# **Our Behavior**

This is how we stand out of the crowd. Radisson Hotel Group is a relationship company that is pragmatic, nimble and solution driven with our business partners. We believe in long lasting relationships based on trust, responsibility and accountability.

# $\bigotimes$

# Project definition & space planning

Not every hotel is the same and we embrace that by providing tailored guidance on hotel facilities to align with market demand and the brand standards. We're here to advise you on design and space planning to optimize operational flow throughout the hotel, which would result in a better bottom line.

# $\bigotimes$

# Safety & Security

Safety is a global priority to everyone. Our focus on safety and security also helps drive bottom line performance by proactively working with hotels to build awareness and capabilities. A universally applied self-assessment program supported by a library of best practice guidance is verified through independent certification and helps ensure both regulatory compliance and that corporate client expectations are met.

# **Project management**

Our team of engineers will advise you on technical installations that minimize environmental impact by focusing on cost reduction and sustainability. We will be there every step of the way to help recommend ways to reduce future maintenance costs and prolong the lifespan of your investment.

We will also support the design planning and execution of the hotel. This ensures that it eventually creates the necessary experiences that are relevant to the guests and within the business environment in which it operates. There is a big difference between how a hotel should look, and how it actually looks. We bridge that gap for our owners!

# Future openings

We know that a successful launch is the key to a profitable and successful hotel. To secure business on the books prior to opening, we have a variety of dedicated pre-opening activities that will provide excitement around your opening.

> Radisson Blu Resort Maldives

Radisson Blu Resort Cam Ranh

# The best partner during each phase of your investment



# Procurement

Our owners have access to a comprehensive list of furniture, fixtures, equipment and operating supply products and services under a negotiated corporate agreement. You will benefit from Radisson Hotel Group's managed supply network built to service markets across the world.

Our dedicated and professional supply chain management team are here to assist hotels in sourcing needs and you'll have the opportunity to utilize a world-class e-procurement platform that helps simplify the whole procurement process, reduce cost and create value.

# $\bigotimes$

# Our people

We know that people are at the heart of a successful hospitality business. Our people are committed to extra thoughtful care and committed to delivering an amazing hotel experience. While each of the 95,000 team members at Radisson Hotel Group play a unique role, they all serve as brand ambassadors working to turn guest into passionate brand advocates.



# **Owner Privileges**

Owners have access to all of our properties at preferential rates and you'll have access to Radisson Rewards exceptional benefits, including special discounts, accelerated earnings, premier customer service benefits and more.

# Every Moment Matters

# radissonhotels.com

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