

GROW WITH US IN THE MIDDLE EAST



Radisson Blu Hotel, Dubai Waterfront



Radisson Hotel Group

The hotel company with the largest upper-upscale brand in Europe, and one of the largest worldwide

Radisson Hotel Group (“RHG”) is recognized as a dominant performance driven operator delivering the best quality to price offering in the market via efficient products, **delivering the best returns to owners.**

More than

🏨 **1,700 hotels**

And over

🏨 **260,000 rooms***

🏨 **18,000,000**

**Loyalty Program
members**

*in operation and under development as of June 2022

An aerial photograph of the Nofa Resort Riyadh, a Radisson Collection Hotel. The resort is a lush oasis in a desert landscape, featuring a large, multi-section swimming pool with a central island and a slide. The pool is surrounded by numerous palm trees and other tropical vegetation. Several buildings with traditional thatched roofs are scattered throughout the resort, along with winding paths and manicured lawns. The overall scene is vibrant and well-maintained.

OUR GLOBAL FOOTPRINT

Nofa Resort Riyadh, A Radisson Collection Hotel

Global Footprint

In 120

Countries and territories



GLOBAL

1,740 Hotels
263,910 Rooms



AMERICAS

694 Hotels
76,944 Rooms



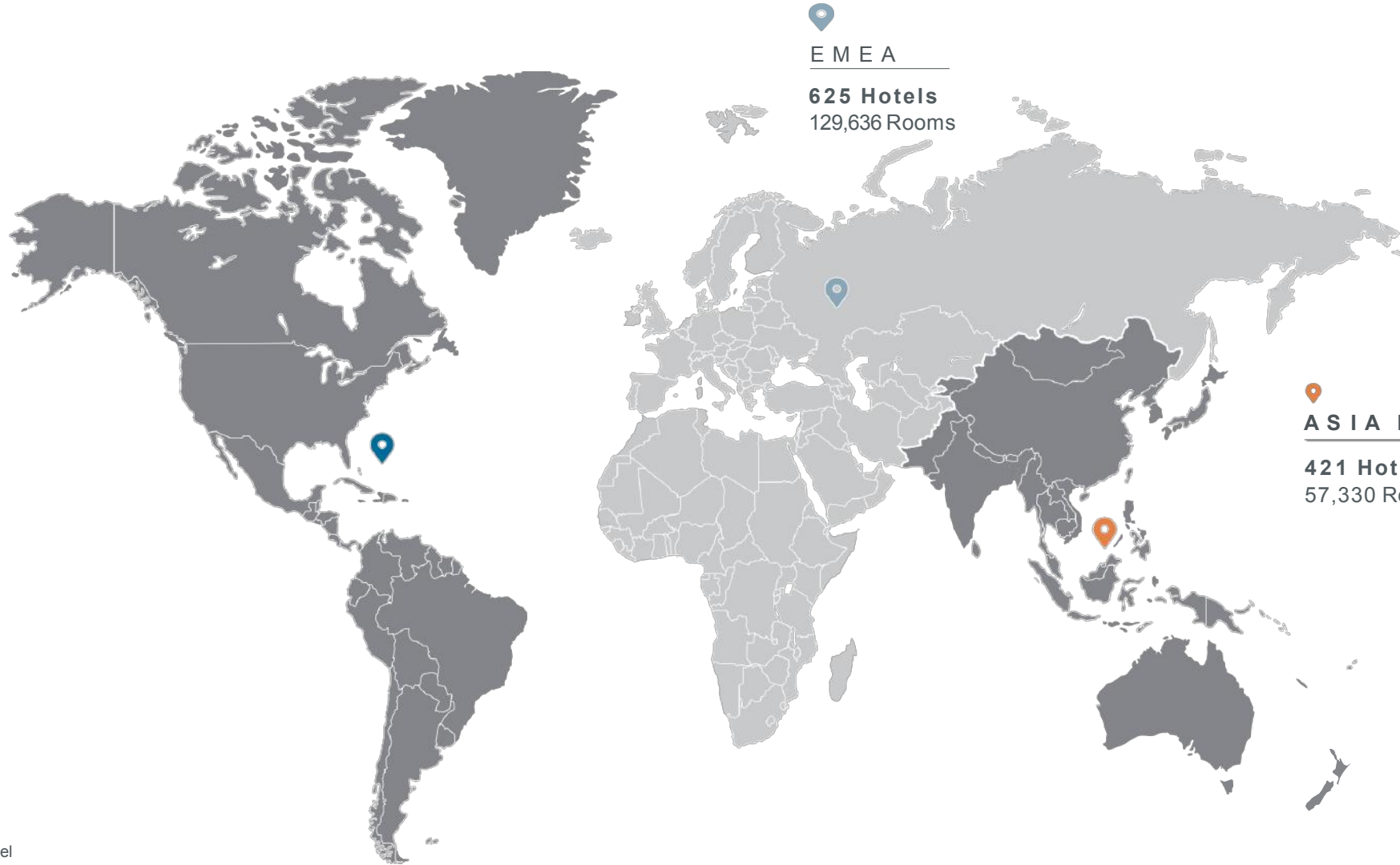
EMEA

625 Hotels
129,636 Rooms



ASIA PACIFIC

421 Hotels
57,330 Rooms













*In operation and under development as of Q2 2022

**EMEA numbers are reflective of the following hotel portfolios:

Radisson Hospitality AB; Edwardian Hotels London; PPHE Hotel Group

Radisson Blu

A decade for Radisson Blu as Europe's largest upper upscale brand

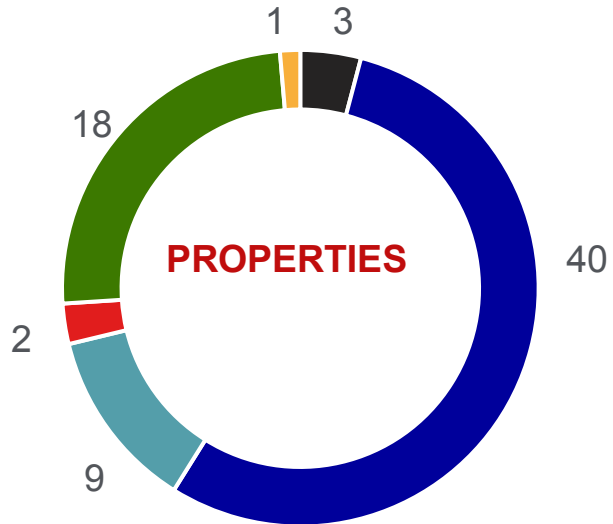
Upper Upscale Brands in Europe		#Hotels	#Rooms
1		193	45,463
2		129	37,748
3		92	23,621
4		94	21,988
5		106	19,070
6		108	17,876
7		63	16,076
8		57	15,926
9		38	15,560
10		51	13,467



Radisson Blu Hotel, Frankfurt

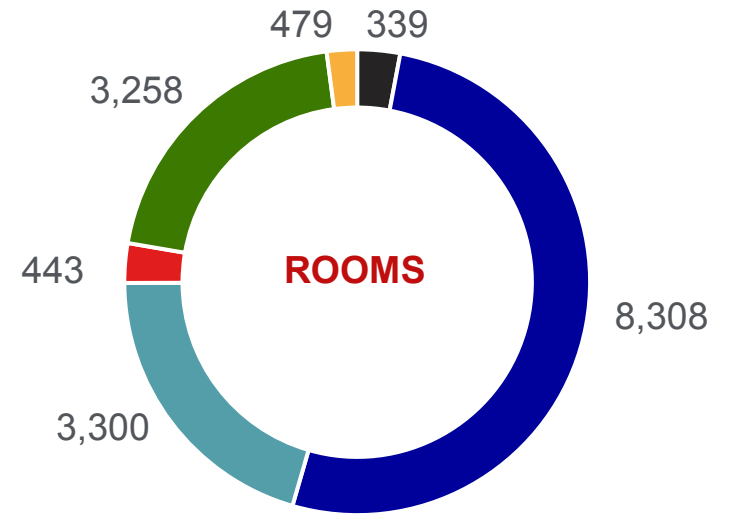
MIDDLE EAST

- Radisson Collection
- Radisson Blu
- Radisson
- Radisson Red
- Park Inn by Radisson
- Radisson Individuals



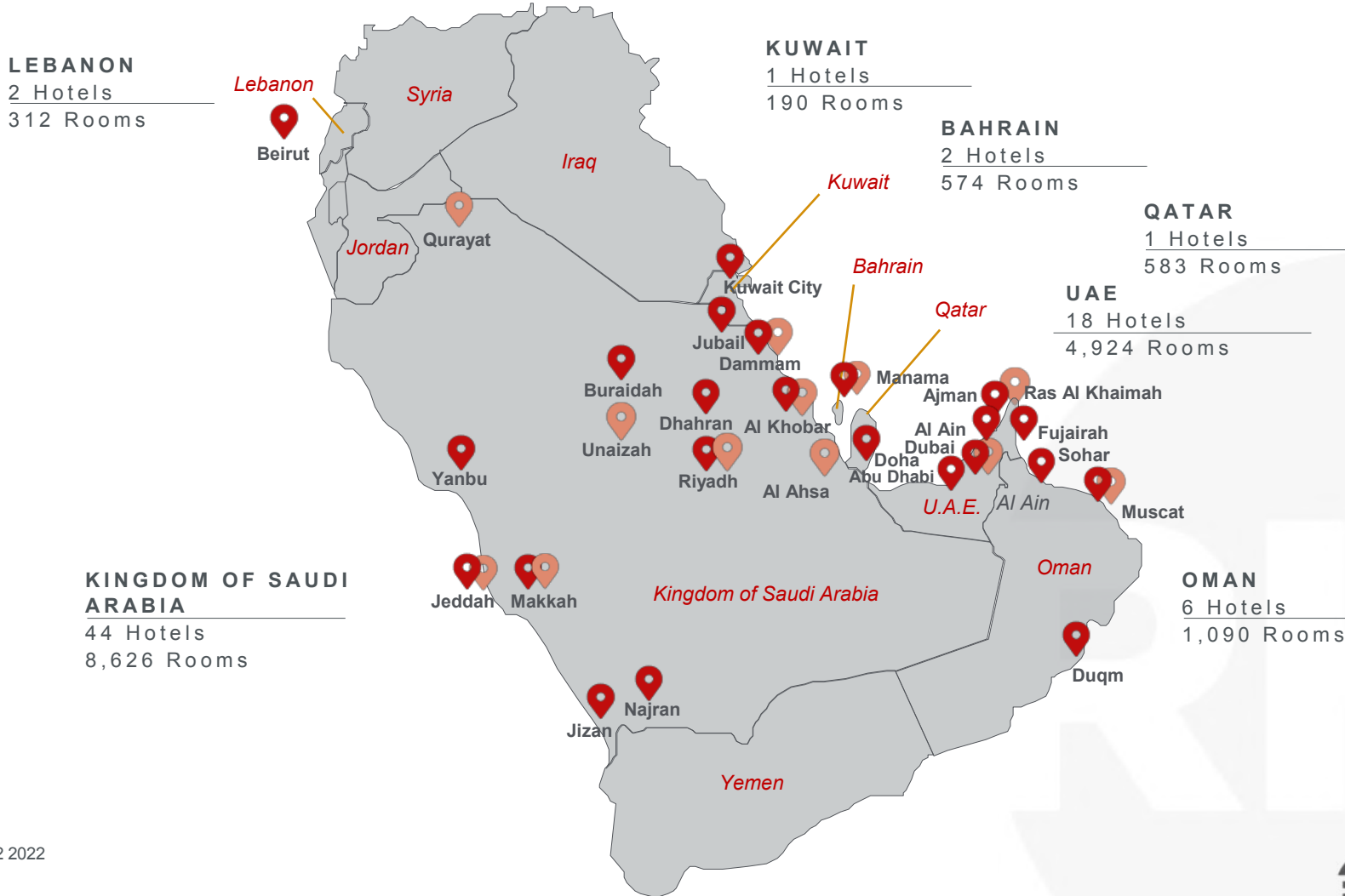
MIDDLE EAST
51 HOTELS
 IN OPERATION
26 HOTELS
 UNDER
 DEVELOPMENT

11,007 ROOMS
 IN OPERATION
5,719 ROOMS
 UNDER
 DEVELOPMENT



*In operation and under development as of Q2 2022

MIDDLE EAST



*In operation and under development as of Q2 2022

KINGDOM OF SAUDI ARABIA – Key messages

20 Years
of presence

4th
Largest Operator
(number of keys)

43 Hotels
in the Kingdom
(Existing + Pipeline)

50%
of our MENA Portfolio

33%
KSA nationals



RHG Riyadh Office

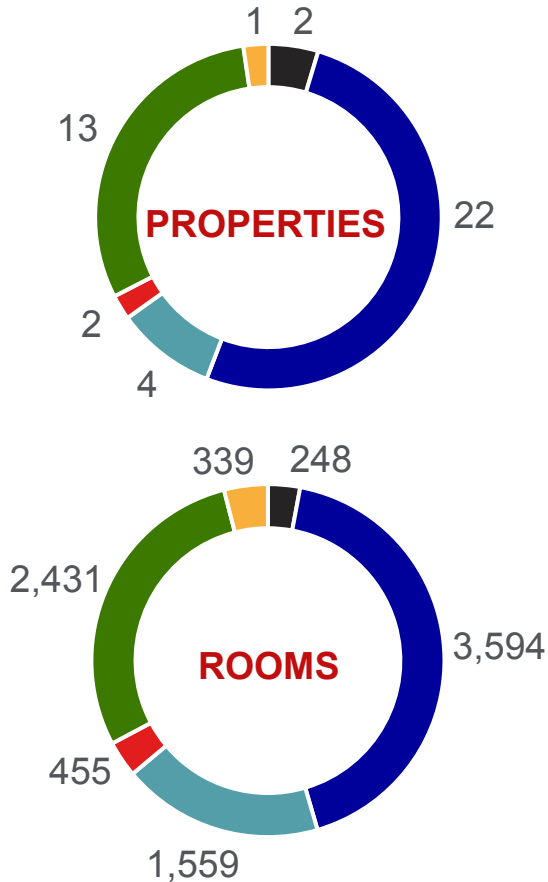
Oversight of **KSA, Kuwait, Levant, Lybia etc.**

Will open in **2022**

*We will strengthen
our engagement in
the Kingdom, our
most important
market in the region*

KINGDOM OF SAUDI ARABIA – Our Hotels

- Radisson Collection
- Radisson Blu
- Radisson
- Radisson Red
- Park Inn by Radisson
- Radisson Individuals



*In operation and under development as of Q2 2022



KSA

25 HOTELS
IN OPERATION

19 HOTELS
UNDER
DEVELOPMENT

4,611 ROOMS
IN OPERATION

4,015 ROOMS
UNDER
DEVELOPMENT

Radisson Blu راديسون بلو

RECENT AND FUTURE OPENINGS



Mansard Riyadh, a Radisson Collection Hotel

One of our flagship properties in the region and worldwide. A contemporary and elegant modern hotel in a French-style architecture integrated within the vibrant city of Riyadh.

The property comprises hotel rooms, serviced apartments and serviced villas within an elegant mixed-use complex. The property also enjoys a state of the art event and conference facility.

A selected number of high-end retailers are integrated in the facility.

NUMBER OF KEYS

192

POSITIONING

Luxury

LOCATION

Prince Mohamed Bin Salman Road, Riyadh, KSA.

PRODUCT

Urban / Serviced Apartments

DESIGN STYLE

Memorable

FACILITIES

Suites, Serviced Apartments, Serviced Villas
3 F&B Outlets
Large Event & Conference Centre
Selected luxury retail areas



Nofa Riyadh, a Radisson Collection Hotel

One of our flagship resorts in the region and worldwide. Luxury retreat surrounded by sand dunes and mountains. Located just outside Riyadh and the Nofa Wildlife Park. It provides with the finest amenities and deluxe African design.

The Property comprises 58 elegant bungalows and villas ranging from 33 to 350 square meters, with large private gardens and swimming pools. It is an ideal place for guest to enjoy space, privacy and natural beauty.

NUMBER OF KEYS

58

POSITIONING

Luxury

LOCATION

Riyadh Makkah Highway, Al Muzahmiyya, Riyadh

PRODUCT

Villa only resort

DESIGN STYLE

Purposeful

FACILITIES

Serviced Villas

F&B Outlets

Large Event & Conference Centre

Largest Natural Wildlife park in Riyadh





park inn
by Radisson

Park Inn by Radisson, Riyadh

With a unique exterior and interior look & feel, this stylish hotel is located in a city central location in Riyadh. It provides with 192 rooms with different views and state-of-the-art facilities convenient for business and leisure travelers seeking affordable rates with an optimal guest experience.

The hotel comprises an all-day dining RBG & Grill, serving both international cuisine and local specialties as well as an Italian restaurant, Bocca Buona. The hotel also provides a cool lounge, and take advantage of secure car parking, green spaces, waterfall, and outdoor terrace and swimming pool .

NUMBER OF KEYS

192

POSITIONING

Upper-Midscale

LOCATION

Az Zahra, Riyadh

PRODUCT

Urban city hotel

DESIGN STYLE

Stylish

FACILITIES

Gym

3 F&B outlets

Pools



Radisson Blu Hotel, Riyadh Convention & Exhibition Center

One of our largest Convention hotels in globally. Strategically located right next to the Riyadh International Convention and Exhibition Centre (RICEC), It is an integrated service provider for the Events business.

This hotel is a testimony of RHG's capacity and global strengths, which include the Meeting & Event and related corporate services for the organization, servicing of large and successful events.

NUMBER OF KEYS

200

POSITIONING

Upper-Upscale

LOCATION

King Abdullah Road, King Abdullah District, Riyadh

PRODUCT

Urban

DESIGN STYLE

Stylish, Classic

FACILITIES

Suites

Immediate proximity to RICEC

F&B Outlets





Radisson

Radisson Resort, Dubai, Palm Jumeirah

This resort is a flagship modern & memorable 4-star hotel in the prestigious palm hotel Jumeirah. A testimony of Radisson's presence in the resort segment with a well-balanced combination of efficient design & pragmatic operations tailored for a wonderful & relevant stay for guests.

It will feature five food and drink outlets, including an all-day dining restaurant, and hotel bars with views of Dubai and the Gulf. There will also be a fitness centre, spa, swimming pools and three meetings rooms.

NUMBER OF KEYS

389

POSITIONING

Upscale

LOCATION

Palm West Beach

PRODUCT

Beach resort

DESIGN STYLE

Memorable

FACILITIES


Suites

5 F&B outlets

Beach front access

BRAND PORTFOLIO

Middle-East brand map

Luxury				
Upper Upscale			   	
Upscale				
Upper Midscale				
Midscale				
Economy				
	Limited Service	Select Service	Full Service	Independent

*Brand also offers serviced apartments

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 1,500 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.



Our brand universe



PREMIUM LIFESTYLE / AFFORDABLE LUXURY

WELCOME TO THE EXCEPTIONAL

- A collection of our finest hotels
- Local lifestyle, extraordinary living
- Development mainly by conversion



UPPER UPSCALE

FEEL THE DIFFERENCE

- Europe's largest upper-upscale brand
- Memorable, stylish and purposeful
- New build and conversions in major cities and higher end markets



UPPER UPSCALE/ UPSCALE

ENJOY IT!

- Our lifestyle brand standing out from the crowd
- Connected, style-savvy and sociable
- Mainly new constructions in main cities and/or secondary markets



UPSCALE

SELECTED FOR YOU

- Newest upscale affiliation brand
- Hotels that have unique characteristics and personalities
- Conversions from independent and unbranded hotels



UPSCALE

SIMPLY DELIGHTFUL

- Our new upscale brand
- Balanced, natural and delightful
- New build and conversion in city centers around the world



MIDSCALE / UPPER MIDSCALE

FEEL GOOD

- Delivering stress-free experiences
- Mastering the essentials
- Uncomplicated, vibrant, friendly and fresh



ECONOMY

AFFORDABLE HIGH DESIGN

- Lifestyle-minded, tech savvy, out-of-box and affordable high design
- Lease driven brand with limited investment and unique design

.....
**WELCOME TO THE
EXCEPTIONAL**
.....

THE BRAND

Authentic Local Influence
Living Design
Vibrant Social Scene

POSITIONING

Premium Lifestyle /
Affordable Luxury

TARGET LOCATIONS

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





Radisson Collection, Muscat, Hormuz Grand



Mansard Riyadh, A Radisson Collection Hotel and Residences



Nofa Resort Riyadh, A Radisson Collection Hotel



RADISSON
COLLECTION

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

GROSS INTERNAL AREA PER KEY

55 sqm – 85 sqm

COST PER KEY

EUR 146.5K – 196.5K

(excluding land and developer's fees)

FF&E COST PER KEY

EUR 25.5K – 34.0K

OS&E COST PER KEY

EUR 3.0K – 6.0K

(costs may vary depending on location, hotel type and size)

85 HOTELS » 8,681 ROOMS

In operation and under development worldwide as of Q4 2021



Radisson Collection Royal Hotel, Copenhagen



Radisson Collection Hotel, Grand Place Brussels



Radisson Collection Strand Hotel, Stockholm





.....
**FEEL THE
DIFFERENCE**
.....

THE BRAND

Memorable
Stylish
Purposeful

POSITIONING

Upper Upscale

TARGET LOCATIONS

Key locations in capital cities.
Airport gateways and major
leisure destinations





Radisson Blu Hotel, Dubai Canal View



Radisson Blu Hotel,
Media City, Dubai



Radisson Blu Hotel, Kuwait



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.

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

GROSS INTERNAL AREA PER KEY

55 sqm – 75 sqm

COST PER KEY

EUR 144.5k – 171.5k

(excluding land and developer's fees)

FF&E COST PER KEY

EUR 23.5K – 30.5K

OS&E COST PER KEY

EUR 3.0K – 4.0K

(costs may vary depending on location, hotel type and size)

 **400 HOTELS » 89,055 ROOMS**

In operation and under development worldwide as of Q4 2021



Radisson Blu
Hotel, Lyon



Radisson Blu Hotel, Madrid Prado



Radisson Blu Resort Cam Ranh





ENJOY IT!

THE BRAND

Design with Attitude
Share & Connect
Fun & Flexible

POSITIONING

Upscale / Upper Upscale

TARGET LOCATIONS

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





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 select service

LOCATIONS

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

PRODUCT

Urban (select service)

DESIGN STYLE

Boldly playful / confidently simple / naturally casual

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

EUR 1.9K – 3.0K

(costs may vary depending on location, hotel type and size)

60 HOTELS » 10,467 ROOMS

In operation and under development worldwide as of Q4 2021



Radisson RED, Madrid





Radisson RED Liverpool



Radisson RED London Greenwich The O2

Radisson

.....
**SIMPLY
DELIGHTFUL**
.....

THE BRAND

Balanced
Natural
Delightful

POSITIONING

Upscale

TARGET LOCATIONS

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





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

GROSS INTERNAL AREA PER KEY

37 sqm – 45 sqm / 31 sqm – 35 sqm

TOTAL COST PER KEY

EUR 118.5K – 148.5K / EUR 88.5K – 106.5K

(excluding land and developer's fees)

FF&E COST PER KEY

EUR 15K – 18K / EUR 14K – 17K

OS&E COST PER KEY

EUR 2K – 3K / EUR 2K – 3K

(costs may vary depending on location, hotel type and size)

292 HOTELS » 53,320 ROOMS

In operation and under development worldwide as of Q4 2021



Radisson Golf & Convention Center Batam



Radisson Residences Avrupa TEM Istanbul



Radisson branded room



.....
FEEL GOOD
.....

THE BRAND

Connected
Positive
Contemporary

POSITIONING

Midscale / Upper Midscale

TARGET LOCATIONS

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





Park Inn by Radisson, Riyadh



Park Inn by Radisson, Damam



Park Inn by Radisson, Al Khobar



Park Inn by Radisson, Makkah, Al Naseem



FEEL GOOD

Park Inn by Radisson delivers stress-free experiences, good food and upbeat environments. We positively lift our guests' moods for a happy stay – with clever use of colour, 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

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

GROSS INTERNAL AREA PER KEY

40 sqm – 45 sqm

COST PER KEY

EUR 92.9K – 110.0K

(excluding land and developer's fees)

FF&E COST PER KEY

EUR 12.5K – 16.0K

OS&E COST PER KEY

EUR 1.9K – 2.5K

(costs may vary depending on location, hotel type and size)

201 HOTELS » 32,294 ROOMS

In operation and under development worldwide as of Q4 2021





Park Inn by Radisson Brussels Airport



Park Inn by Radisson Danube Bratislava



Park Inn by Radisson North Edsa



.....

AFFORDABLE HIGH DESIGN

.....

THE BRAND

Affordable high design
Design combined with functionality
Colourful, digital, challenging and
prizeless

POSITIONING

Economy

TARGET LOCATIONS

City center locations or close to other
demand generators





Prizeotel, Antwerp



Prizeotel, Bern



Prizeotel, Erfurt



Prizeotel, Hamburg St-Pauli



AFFORDABLE HIGH DESIGN

Prizeotel are designed to be bright, modern and welcoming, while being built to cover the essentials, delivering them to perfection. Our unique prize vibe means that we put people first- starting with our team because we believe happy team members mean happy guests.

OWNER VALUE PROPOSITION

lifestyle midscale experience with a unique and eclectic personality, at the investment cost of an economy hotel.

NUMBER OF KEYS

150 - 350

POSITIONING

Midscale

LOCATIONS

Various locations across in capital and secondary cities, near airports and railway stations

PRODUCT

Urban / Airport / Suburban

DESIGN STYLE

Eclectic/ Modern/ Connected / positive

GROSS INTERNAL AREA PER KEY

28 sqm – 40 sqm

COST PER KEY

EUR 74.5K – 100.0K

(excluding land and developer's fees)

FF&E COST PER KEY

EUR 6.5K – 8.5K

OS&E COST PER KEY

EUR 1.9K – 2.5K

(costs may vary depending on location, hotel type and size)



18 HOTELS » c.3,800 ROOMS

In operation and under development worldwide as of Q4 2021





prizeotel Hanover-City



prizeotel Bremen-City



prizeotel Bern-City

RADISSON Individuals.

SELECTED FOR YOU

THE BRAND

Naturally grounded
Community centered
Selfless service

POSITIONING

Upper Midscale
Limited Service

TARGET LOCATIONS

Primarily suburban, rural markets
with limited urban and airport
locations



Henrietta House, a member of Radisson Individuals

RADISSON Individuals.



Introducing Radisson Individuals



Independent hotels.



Located in renowned cities, airports and key business and leisure destinations around the world.



Freedom to maintain and promote hotel uniqueness and individuality.



Benefit from Radisson Hotel Groups' extensive experience and infrastructure.



Large hotel profile including family, resorts, city breaks or business hotels.

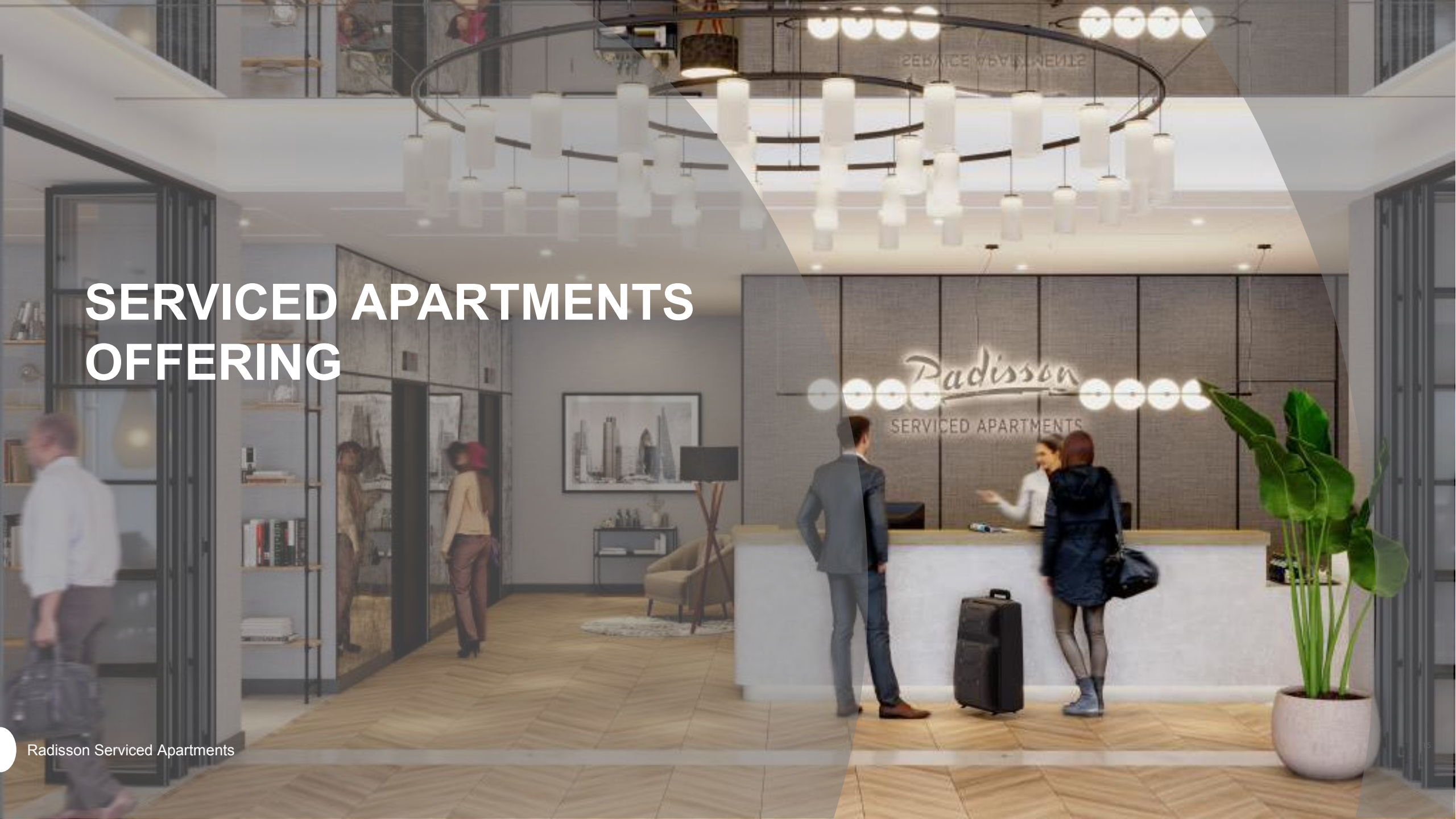
We offer owners the flexibility they need to shape their future and the opportunity to further enable success.



Henrietta House, a member of Radisson Individuals



SERVICED APARTMENTS OFFERING





Radisson Residences, Vadistanbul, Turkey



Radisson Serviced Apartments



Radisson Serviced Apartments

Radisson

SERVICED APARTMENTS

An extension of our Radisson brand, an extended stay product to cater to the long stay segment.

OWNER VALUE PROPOSITION

Serviced Apartment concept endorsed by our globally recognized brand name 'Radisson'

NUMBER OF KEYS

100 – 250

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

GROSS INTERNAL AREA PER KEY

24 sqm – 36 sqm

COST PER KEY

EUR 105K – 110K

(excluding land and developer's fees)

FF&E COST PER KEY

EUR 22K - 26K

OS&E COST PER KEY

EUR 1.5K – 2.0K

(costs may vary depending on location, hotel type and size)

52 PROPERTIES » 9,871 KEYS

In operation and under development worldwide as of Q4 2021





CONVERSION STORIES



Repositioning and Rebranding

More than 500 hotels around the world are being rebranded or repositioned

Termination of hotels that are not aligned with the expected quality levels



CONVERSIONS FROM OTHER BRANDS (EMEA)

Czech Republic



- Radisson Blu Hotel Prague (Former Sheraton)

Spain



- Radisson Blu Hotel Gran Canaria Arguineguin (Former Steigenberger/Dunas)

France



- Radisson Blu Hotel, Cannes (Former Sofitel)

Poland



- Park Inn by Radisson Katowice, Katowice (Former Best Western Premier)

Germany



- Radisson Blu Hotel, Dortmund (Former Hilton)
- Radisson Blu Hotel, Bremen (Former Hilton)

Italy



- Radisson Blu Hotel, Milan (Former Chedi)

Norway



- Park Inn by Radisson Oslo Airport West, Oslo (Former Best Western)

CONVERSIONS FROM OTHER BRANDS (EMEA)

UAE



- Radisson Blu Hotel, Dubai Deira Creek (Former InterContinental)
- Radisson Blu Resort, Sharjah (Former InterContinental)
- Radisson Blu Hotel & Resort, Abu Dhabi Corniche (Former Hilton)
- Radisson Blu Resort, Al Ain (Former Hilton)
- Radisson Blu Resort, Fujairah (Former JA)

KSA



- Radisson Blu Hotel, Riyadh (Former Hyatt Regency)
- Radisson Blu Hotel, Jeddah (Former Hyatt Regency)

Tunisia



- Radisson Blu Resort & Thalasso, Hammamet (Former TUI)

Nigeria



- Radisson Blu Hotel Lagos, Ikeja (Former Renaissance)
- Park Inn by Radisson Serviced Apartments Lagos VI (Former Protea Hotel)
- Radisson Hotel Lagos Ikeja (Former Protea Hotel)

Lebanon



- Radisson Blu Martinez Hotel, Beirut (Former Holiday Inn)
- Radisson Blu Hotel, Beirut Verdun (Former Holiday Inn)

Bahrain



- The Diplomat Radisson Blu Hotel, Residence, Spa, Manama (Former Le Meridien)

Qatar



- Radisson Blu Hotel, Doha (Former Ramada)

Mauritius



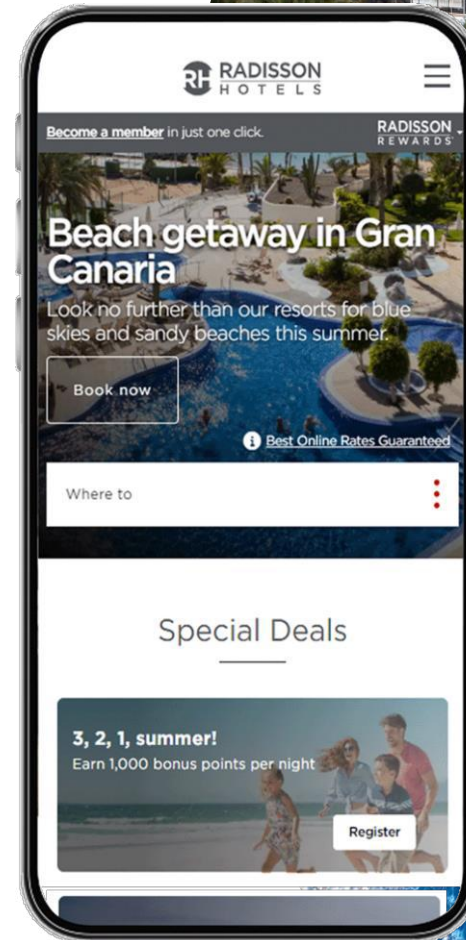
- Radisson Blu Poste Lafayette Resort & Spa, Mauritius (Former Centara)
- Radisson Blu Azuri Resort & Spa, Mauritius (Former Centara)

ADDING VALUE TO YOUR INVESTMENT

Radissonhotels.com is an industry-leading e-commerce website

Designed to respond to consumers way of browsing.

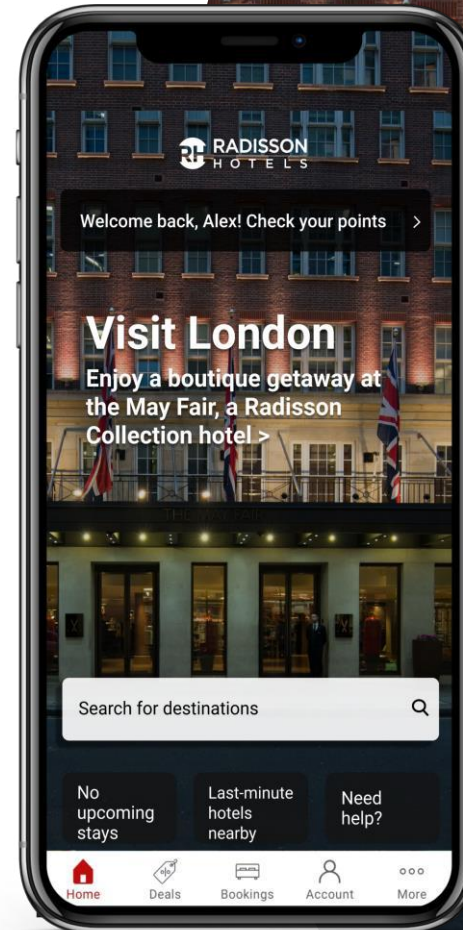
- The website is available in 27 languages in order to expand our reach on the markets. No other hotel companies have achieved this. We work with a strategic pipeline to increase the experience in new languages.
- It has incredibly fast-loading pages and is mobile first to reach a large number of users on any type of devices and network speed. Faster loading pages increase conversion rate!
- It has advanced analytics and personalization tools to enhance and adapt our digital products, generate incremental demand, deliver a better ROI and optimize acquisition spend.



Radisson Hotels app is a native Android and IOS mobile application that introduces our bookers to a world of always expanding new features and makes every interaction meaningful.

The Radisson Hotels app is a valuable commercial channel since 1 out of 5 bookings (20%) are made through the app.

Radisson Hotels app is available on:

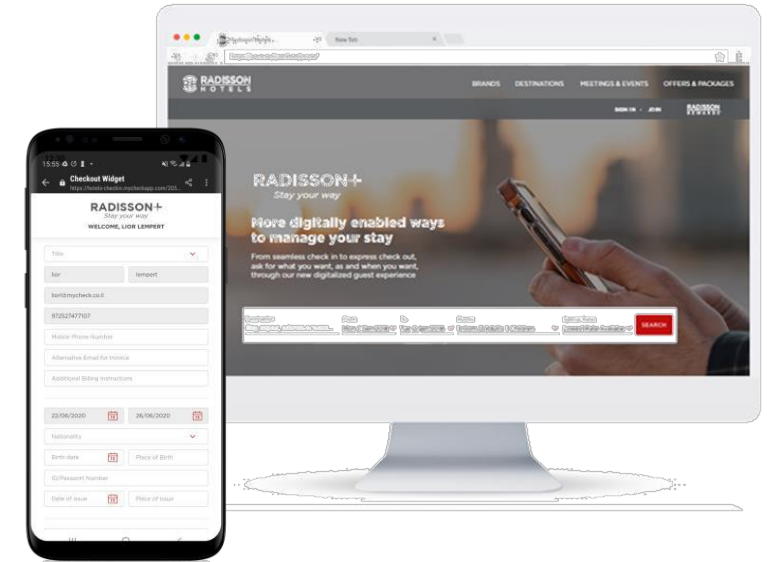
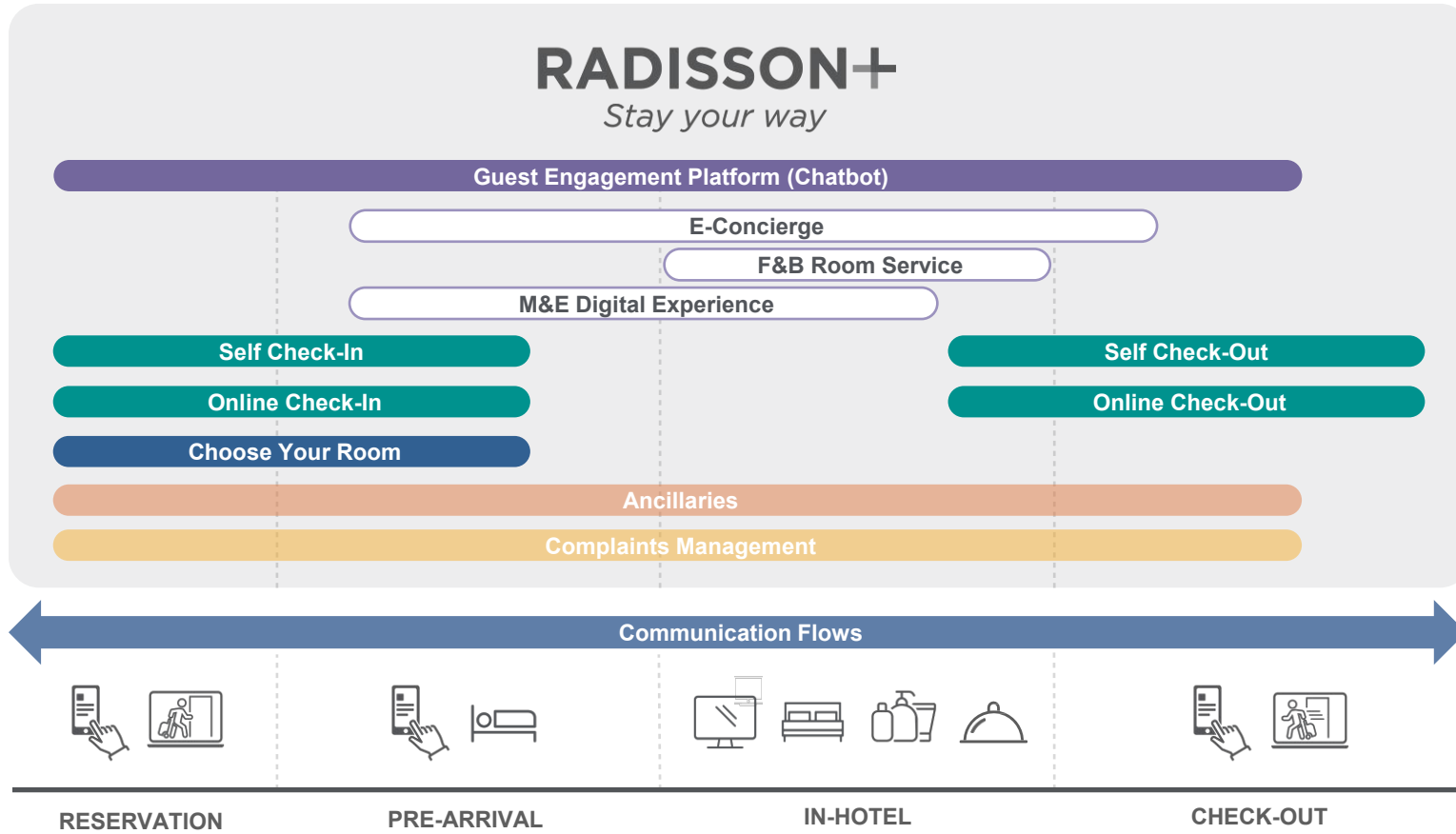


Radisson+: Stay Your Way

- A flexible personalized experience
- Digitization & guest experience innovation
- More ways for guests to choose how to manage their stay, with seamless Check-In, AI-enabled service chats and omnichannel e-concierge capabilities
- Giving today's connected traveller a way of interacting that feels natural, to comfortably suit their needs

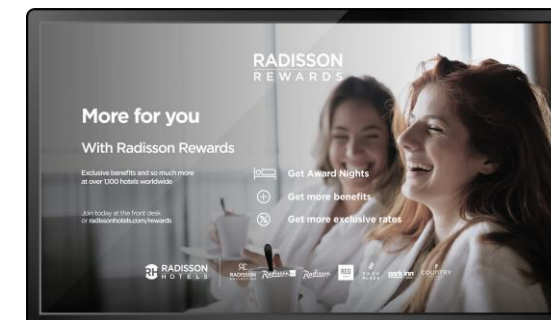
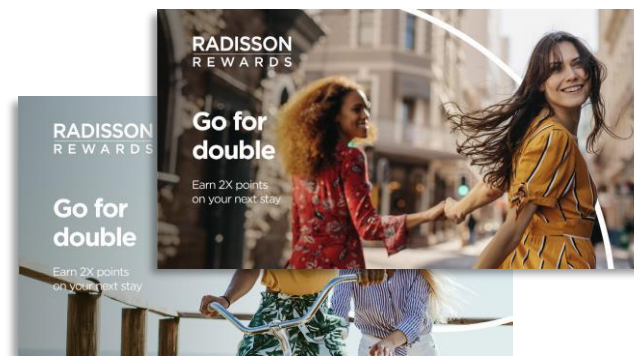


Radisson+: Stay Your Way



Radisson Rewards – A Business Driver

- Hotels will achieve extra visibility with more than 17mio Radisson Rewards members
- Incremental value for hotels:
 - +26% Member Folio vs Non-Member
 - +20% NPS score vs Non-Member
- Our Radisson Rewards global campaigns increase visibility and bookings, and bonus points for such global promotions are funded by the program*
- All Radisson Hotels participating in the Radisson Rewards program are bookable with points or points+cash, for increased conversion rates
- Subject only to the fees associated with guests staying overnight at the hotel (5% of total revenue, not exempt with groups)



Radisson Meetings – One Global Concept

- A global concept developed around the three pillars of successful events: personal, professional, and memorable.
- A portfolio of best-in class event spaces equipped with future proofed technology for hybrid events
- Expert solutions for specific industries, and sector-specific training for our teams
- A Sales & Marketing organisation structured to best support our clients and hotel portfolio
- The world's first hotel group to make meetings held before March 31, 2022, at +400 hotels in EMEA carbon negative*





Radisson Blu Royal Hotel, Bergen



Radisson Collection Royal Hotel, Copenhagen



Radisson Blu Hotel Berlin

Personalized stays and meetings with our hybrid solutions

HYBRID ROOMS

Superior guest room
combining a state-of-
the-art office with a
superior hotel room

HYBRID MEETINGS

Small to medium-size
meeting rooms equipped
with the best in class video-
conferencing technology

RADISSON STUDIOS

Fixed and pop-up
broadcasting studio
solutions in partnership
with technology partners

Hybrid Rooms

The perfect room to relax, and the ideal space to work

Inspired by the demands of a new, more flexible, remote way of working, our Hybrid Rooms bring together the facilities of a modern office with the comforts of a contemporary hotel room*

Hotel room

- Superior rooms with dedicated work space
- Quiet, climate-controlled environment
- Unlimited tea and coffee
- Access to wellness facilities – spa, gym to recharge
- Overnight packages – Early check-in, late check-out upon availability and breakfast included

Office

- Fast, free, secure Wi-Fi connection
- Easy connectivity to second screen including the best quality video conferencing capability
- Wireless keyboard and mouse for increased efficiency
- Printing service and stationery toolbox
- Readily available HDMI and portable USB hub, charger, adapters and additional Bluetooth speaker



Innovation As a Gateway To The Future

Convertible Rooms

- Current new hotel stay trends and guest requirements demand flexibility in hotel space use
- To optimize revenue in times of high demand, space use needs to be convertible
- Convertible spaces allow to optimize the m2 use in prime locations with high per sqm real estate price



Conversion of a Guestroom With Terrace

Radisson RED Madrid
case



Conversion of a Serviced Apartment

Increase the offer to the customer that can self-control the room furniture through an app



The best partner during each phase of your investment

Like any real estate investment, a hotel venture has three main phases:

01

Development

02

Operation

03

Exit/recycling capital

Radisson Hotel Group is here to support you every step of the way, from concept planning until the opening/operation and even throughout the exit phase (if any).

01

Development Phase

- A full team of specialists available to optimize the space utilisation and minimise your development risk.
- From new build to conversion hotels, our team is experienced in finding the best solutions for your asset to maximize the efficiency of the development and to minimise the initial investment cost.
- We work in parallel with you and external consultants to bring to life 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 an 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 performs at its best.
- We also have a unique ability to reduce costs and improve bottom line, credited to our operational efficiencies.

03

Recycling Capital

- We have a dedicated team and platform that can help connect you with our network of investors, but also provide support for any transfer or assignment.
- Our strength lies in our ability to accompany our partners at each stage of the investment cycle.

**Over
60%**
of our owners
have more
than one
hotel with us

The best partner during each phase of your investment



Our Behavior

This is how we stand out in a 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.



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 optimise operational flow throughout the hotel, which would result in a better bottom line.



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's expectations are met.



Project Management

Our team of engineers will advise you on technical installations that minimise 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 Collection, Muscat, Hormuz Grand



The best partner during each phase of your investment



Procurement

Our partners 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 utilise a world-class e-procurement platform that helps simplify the whole procurement process, reduce cost and create value.



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. We believe in accessibility so any member of the team is always reachable.



Our People

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

RESPONSIBLE BUSINESS

A modern hotel lobby with large windows, a white sofa, and a large indoor tree in a planter. The floor is made of light-colored wood in a herringbone pattern. The windows offer a view of a waterfront city with a bridge and buildings. The text 'RESPONSIBLE BUSINESS' is overlaid in white on the left side of the image.

Every Moment Matters

An Industry Leader In Responsible Business



THINK PEOPLE

- Providing meaningful employment
- Developing our team's talents
- Increasing young people's employability
- Promoting human rights, business ethics and diversity



THINK COMMUNITY

- Significant contributions to communities on providing food, shelter and better futures
- Donations and volunteering
- Global partnership with SOS Children's Villages



THINK PLANET

- Reducing carbon & water footprints
- Increasing recycling and minimising food waste
- Support of UN Sustainable Development Goal in bringing safe drinking water to communities in need

Social responsibility at the core of our business

9

Time honoree as one of the world's most ethical companies (EMEA)

43,000+

Volunteer hours in local communities global 2019

79%

of EMEA hotels are eco labelled

30%

Energy saving since 2011 (Think Planet)

30%

Water saving since 2009 (Think Planet)

1st

Global hotel group to endorse safety & security certification in all our hotels



Global partnership with SOS Children's Villages

100%

Carbon neutral meetings at our hotels



THINK

PEOPLE · COMMUNITY · PLANET

SGS- Our Response To The Pandemic

Your safety is our priority

Radisson Hotels' highest priority is the health, safety and security of our guests, team members and partners worldwide.

COVID-19 has fundamentally changed the way we live, and we are adjusting our daily operations to adapt accordingly. We have conducted a comprehensive review of our existing health and safety processes and developed the Radisson Hotels Safety Protocol in partnership with SGS. All our hotels are required to adhere to comprehensive health and safety procedures, including all local laws and legislations.

What the new protocols are

A new 20-step protocol for hotels and a 10-step protocol for Meeting and Event are currently being introduced across all our hotels. New cleaning and disinfection procedures, increased attention to safety in communal spaces, protective equipment and updated training for team members are included in the new protocols.

About SGS

SGS is the world's leading inspection, verification, testing and certification company, recognised as the global benchmark for quality and integrity. With more than 94,000 employees, SGS operates a network of over 2,600 offices and laboratories around the world.

Partnering with SGS ensures that the new protocols are validated, adapted and in accordance with local requirements and recommendations. Under this program, individual hotels which comply with protocols can receive an official label of cleanliness and disinfection, issued by SGS, upon completion of a comprehensive local audit.



WTTC "Safe Travels" Global Protocols and Stamp

Radisson Hotel Group has announced its support and endorsement of the World Travel and Tourism (WTTC)'s "Safe Travels" protocols, the industry's new global hospitality framework and stamp to provide consistency to destinations and countries as well as guidance to travel providers, operators, and travelers, about the new approach to health and hygiene in the post COVID-19 world. Radisson Hotel Group played a leading role in the development of the WTTC "Safe Travels" protocols, because of our firm belief in the power of cooperation and need for a unifying framework of protocols for the safe and smooth return to business.

Travel & tourism businesses, destinations and countries will be recognized with a "Stamp of Approval", upon adoption and implementation of the WTTC's global protocols or confirmation that their own standards are in line with WTTC's framework. The ultimate objective of the WTTC's "Safe Travels" protocols is to reassure and instill confidence in guests as they begin to travel again via a globally consistent and unifying framework across the hospitality industry.

Every Moment Matters

