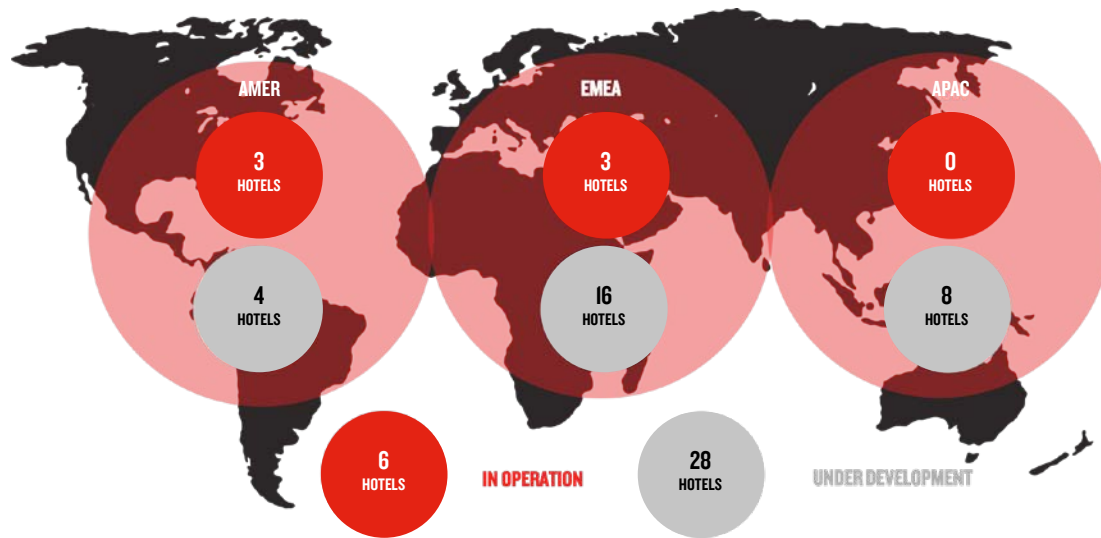




# ENJOY IT!



In operation and under development worldwide as of June 2019

# FACT SHEET

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.



## LATEST OPENINGS & SIGNINGS

Madrid, Glasgow, Reykjavik, Aarhus, Liverpool, Warsaw, Krakow, Riga, Tbilisi, Jeddah, Vienna & more to come!

## OWNER VALUE PROPOSITION

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

## COMPETITIVE SET

Aloft / CitizenM / Ace Hotel / Moxy / Mama Shelter / Hyatt Place / Hotel Indigo / Canopy By Hilton / AC Hotels

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

## KEY BRAND EXPERIENCES

- **HYPER CONNECTIVITY:** high-speed WiFi, Digiwall, communal space design.
- **NO STRINGS ATTACHED:** 24/7 gyms and F&D, Baxter dog program, app check-in/out, content streaming.
- **REVIVE!** shower, towelling and amenities.
- **RED SENSES:** art, design, music and fashion.
- **SUPER SLEEP EXPERIENCE:** mattress, bedding, USB charging.

## KEY SPACES

- **GUEST ROOMS:** the perfect city base – filled with unconventional touches that never grow old.
- **SOCIAL SPACES:** eclectic and expressive spaces that draw a thriving social scene.
- **FOOD & DRINK:** self-serve outlets that feel familiar to use but are full of fresh twists - all the ingredients for a naturally vibrant atmosphere.
- **MEETINGS & EVENTS:** where high-spec tech meets playful design, perfect for throwing an epic party or getting meetings off autopilot!
- **FITNESS:** built around always-on lifestyles, our gyms offer cutting-edge equipment available 24/7, on-demand.

## ROOM LAYOUT (21 sqm)



- |                  |                   |                       |
|------------------|-------------------|-----------------------|
| 1. ENTRANCE      | 7. DESK + MINIBAR | 13. BED SIDE TABLE    |
| 2. BATHROOM DOOR | 8. MAGAZINE RACK  | 14. WINDOW            |
| 3. OPEN WARDROBE | 9. BLINDS         | 15. VANITY WITH STOOL |
| 4. BED           | 10. COAT HOOKS    | 16. SHOWER            |
| 5. RUG           | 11. COUCH         | 17. WC                |
| 6. TELEVISION    | 12. TABLE         |                       |

## BRAND MATRIX

NUMBER OF KEYS: 100 - 250

POSITIONING: **UPSCALE / SELECT SERVICE**

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

PRODUCT: **URBAN (SELECT SERVICE)**

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**

## CONTACT DETAILS

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