

BRAND BOOK

2024 JANUARY

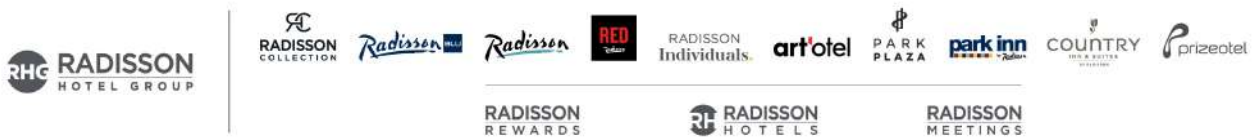
SIMPLY DELIGHTFUL

RADISSON HOTEL GROUP'S APPROACH TO BRANDING

Radisson Hotel Group is one of the world's largest and most dynamic hotel groups with a family of distinctive brands found around the world in more than 120 countries with currently over 1,700 hotels in operation and development.

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

From Radisson Collection to Park Inn by Radisson, the 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.



We are thrilled to present to you the revised Brand Book for Radisson. When we launched Radisson Hotel Group in March 2018, we developed these brand books to help clarify the connection each of our brands has to Radisson Hotel Group and our overarching service culture, as well as to highlight each brand's unique attributes and activations.

To remain relevant to our business we have evolved and adapted our brands since. New concepts have been developed and new guest experiences have been rolled out, some brand specific, others cross branded. Delivering this revised brand book allows us to reflect these great developments.

Whilst we have restructured our brand architecture, our four guest experiences pillars continue to frame our way of operating:

(1) Brilliant Basics
(2) Memorable Moments
(3) Local Experience
(4) Feel at Ease

Each of our brands has unique brand pillars, territories, a defined audience, visual identity and guest experience value proposition.

We hope this new Brand Book supports and inspires you to help us bring Radisson to life for our guests on a daily basis.

New design, products, programs and services that are referred to in the Brand Book are at various stages of development, execution or implementation.







WELCOME TO RADISSON

SIMPLY DELIGHTFUL







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BRAND INTRODUCTION

Brand Platform
Brand Essence
Brand Persona
Brand Pillars
Brand Territories
Portfolio

BRAND PLATFORM

SELLING LINE
Simply Delightful

BRAND ESSENCE
Scandinavian at heart

BRAND PERSONA
Smooth Navigators are open-minded and reflective people, looking for a fuss free, easy and comfortable stay where they can balance business and some downtime. They expect a high standard of service and facilities to ensure their trip is as stress free as possible.

VALUE PROPOSITION
Scandinavian hospitality that enables guests to focus on a work/life balance and find more harmony in their travel experience.

BRAND PILLARS
Balanced, Natural, Delightful

BRAND TERRITORIES
Wellness & wellbeing, outdoor lifestyle, Scandinavian touch

POSITIONING
Upscale, full service hotels located near airports and city centers around the world



BRAND ESSENCE

Scandinavian at heart

At Radisson, we are founded on the principles of Scandinavian living. We believe in creating an environment and experience that encourages guests to take time for themselves.

Because we want to ensure what we stand for isn't lost in translation, we need to come together in our understanding of what we mean by 'Scandinavian at heart'. It's about helping our guests find the right balance for their stay, removing the pains of travel and enabling them to switch off and relax, whether that's by encouraging them to have a lie in or sit and relax in our cozy corner. It's about welcoming and treating guests with Scandinavian style hospitality – warm, friendly, and family-like.

It means further helping our guests to stay on top of their overall wellbeing, helping them enjoy a relaxing and restful environment through taking time to exercise or feeling a connection with nature. We understand that the definition of the perfect stay is different for every guest, thus we offer a range of Scandinavian inspired experiences that amount to unique, unforgettable stays. Importantly, 'Scandinavian at heart' is also reflected in our simple, stripped back yet highly functional design which fosters a serene and relaxing environment for all to enjoy.

For us, relaxation is the ultimate luxury, and we have made it our mission to provide additional touches that will ensure a relaxing stay. We invite our guests to enjoy the little things that make the everyday delightful, like a warm delicious pastry or a thoughtful bookmark. Take what you desire, embrace your stay, leave renewed.

BRAND PERSONA

The brand persona has been developed to help bring the brand to life. This should not be considered as a target audience or the definitive profile of an actual guest, but rather how to describe the brand if it were a person. Use of out-of-category brands and media examples, allow for easy comparisons based on interests. These are not necessarily linked to brand positioning or price point, although could be seen as aspirational and/or brands that our guests identify with.

Smooth Navigators are open-minded, often reflective people who are looking for a fuss free, easy and comfortable stay where they can balance business with some downtime. They prefer the familiar and down to earth surroundings that help them to unwind during their stay.

These travelers prefer a natural design that cues comfort and creates a perfect environment for both work and relaxation.

Whilst they are easy going and laid back, they still expect a high standard of service and facilities to ensure their trip is as stress-free and straightforward as possible.



Travel Essentials

- A peaceful fuss free environment
- Facilities that help them relax
- Seamless experience

Bullseye Target Age:	35
Budget USD:	$100
Primary Driver for booking:	Wellbeing
Secondary Driver for booking:	Business
Life Stage:	Young families/ Traditional jobs
Usage:	Business stay/ Getaway



SMOOTH NAVIGATORS









MINDSET

Wellness focused
Environmentally conscious
Down to earth
Conscientious

VOLVO

& Other Stories

MUJI
無印良品

patagonia

fitbit

COS

MAGAZINES & MEDIA

National Geographic
BBC World News
Chef's Table
The Times







PASSIONS

Prefers to embrace minimalist design, balance and connect with nature.

Focusing on Mindful wellbeing and spending time with loved ones.

BRAND PILLAR ONE



Balanced

Defined by the Scandinavian way of life, we help our guests find balance in their lives. Providing indulgence and wellness in equal measure is our way of allowing each guest to tailor their stay to their needs.

Radisson captures the true essence of what balance brings to the lives of our guests.

From the moment they walk through the door, everything feels just right: the warm welcome, stripped back interiors and menus that are both healthy and indulgent.

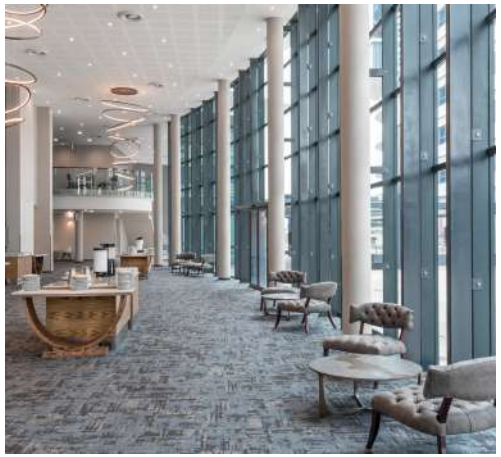
All the elements are in perfect harmony - the ideal space to chill out and relax. And it's achieved with effortless Radisson style.













BRAND PILLAR TWO



Natural

At Radisson, hospitality is in our blood and comes naturally to us. It also comes instinctively to do what is best for our guests and the planet, from plant based menus to sustainable practices.

Being Scandinavian at heart, it should come as no surprise that Hygge* is our inspiration.

Radisson hotels are sympathetically designed to offer a warm and welcoming environment for our guests.

Nothing is contrived. Instead, we prefer to keep things simple, favouring neutral colours and natural materials, and when it comes to food, only the finest, freshest ingredients make it onto the plate.

*a quality of cosiness and comfortable conviviality that engenders a feeling of contentment or well-being.











BRAND PILLAR THREE



Delightful

We aim higher to deliver a hotel experience that's nothing short of delightful. The experiences provided, from room details to F&B, transform everyday moments into memorable stays.

We know that it's the little touches that stay with our guests and capture a very special moment in time. Radisson style comes as standard – the decor, attentive service and facilities never disappoint.

However, sometimes it's the small things that make the difference, be it carefully rolled fresh towels or an in-room wellness box.

These simple pleasures are often unexpected but always appreciated.















BRAND TERRITORIES

The brand pillars are supported through standardized experiences for the portfolio, but brand territories* are suggested for each hotel to build local hotel experiences around.







SCANDINAVIAN TOUCH

Scandinavian at heart, Radisson hotels are focused on simplicity, functionality, and sustainability. They foster calm and tranquility through clean design and a focus on the essentials.

Hygge is the secret ingredient that goes beyond aesthetics, prioritizing comfort, relaxation, and joy in simple pleasures. The global embrace of Hygge infuses each Radisson location with the warmth of Scandinavian hospitality.

Encourage guests to relax, socialize, and enjoy hygge-inspired activities such as storytelling, board games or screen an outdoor movie, provide sheepskin throws or wool blankets for outdoor seating and hot beverages.

Whether it's gathering by a fireplace, savoring hot beverages, or cocooning with a good book, guests can experience Hygge's cultural essence. In warmer climates, the Scandinavian touch embraces nature and sustainability, creating an eco-chic environment that celebrates life's essentials.

WELLNESS & WELLBEING

At Radisson, our goal is to offer experiences that will contribute to the mental and physical well-being of each guest, always with a Scandinavian touch.

We understand that wellness is a complex concept, as it means different things for every person, so empathy is an important skill for staff to learn and be trained in so that they can take a holistic approach to promote physical, mental, and emotional well-being for every guest.

It encompasses spa treatments, healthy dining options, fitness facilities, and access to mindfulness practices. Thoughtful amenities like in-room yoga mats and aromatherapy products enhance the wellness experience as well as extensive knowledge of the hotel surroundings in order to offer guests the option that suits them best.

OUTDOOR LIFESTYLE

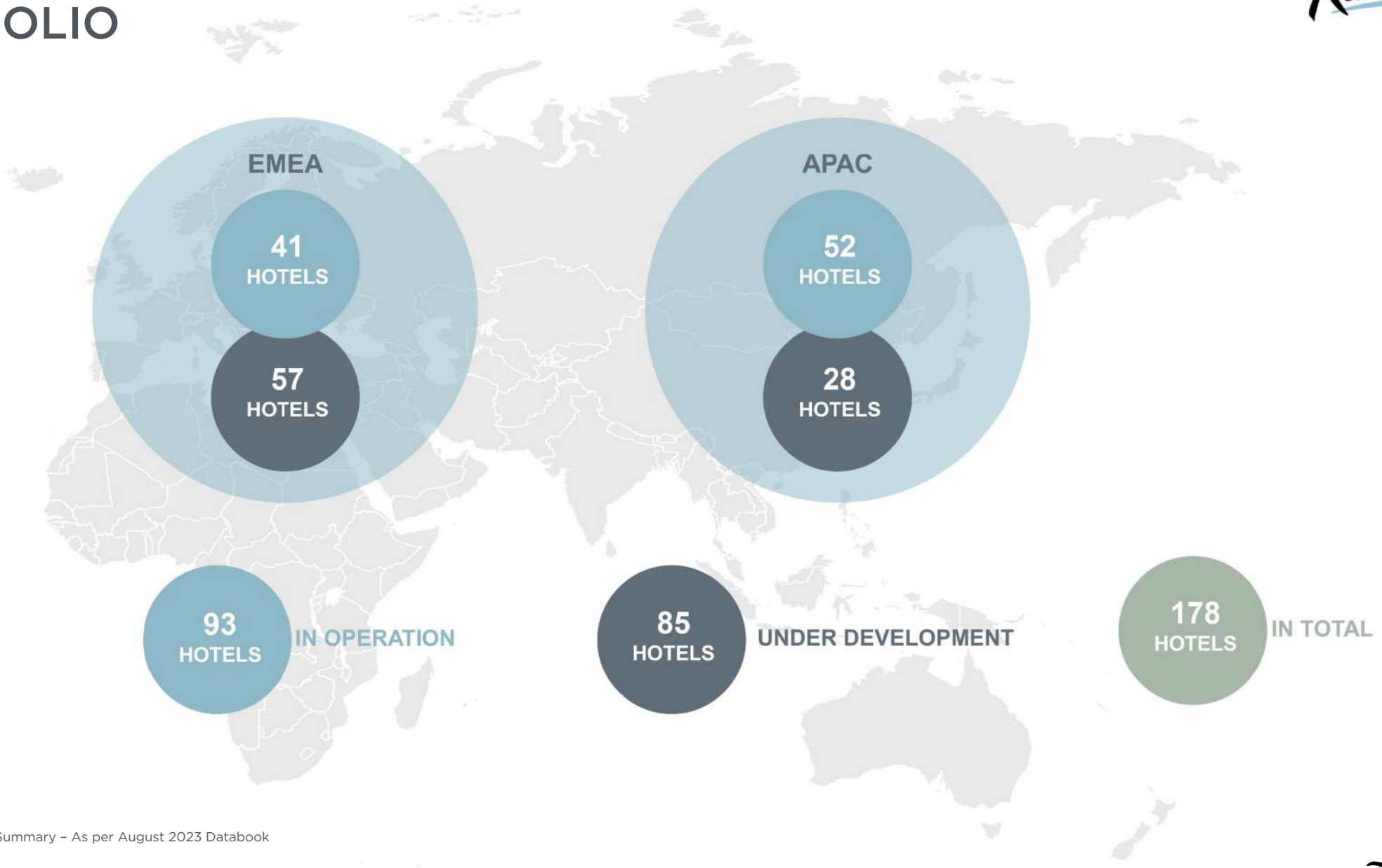
Embracing an outdoor lifestyle blends fitness and wellness with a love of nature. It can be as simple as an outdoor yoga class or nature walk, all the way up to hard-core fitness types that use their hotel room to rest between daily physical challenges.

An outdoor lifestyle can be blended into a hotel experience starting with thoughtful amenities like outdoor seating areas, nature-inspired decor, and access to nearby parks or nature reserves.

An outdoor lifestyle doesn't have to be only for fitness enthusiasts, it can be as simple as the joys of al fresco dining or a night of stargazing, it's about enjoying everything that nature has to offer and making the transition between indoors and outdoors a seamless experience.

* previously named Brand passion points

PORTFOLIO



Global Hotels Portfolio Summary – As per August 2023 Databook



KEY BRAND EXPERIENCES

Experiences Overview
The Art of Coziness
Mind & Body Balance
Healthy Indulgence
Balanced F&B
Yes I Can!
Shared Footprint

Connected Stays
Experience Value Proposition

EXPERIENCES OVERVIEW

Radisson delivers a series of elements to delight guests during every stay.



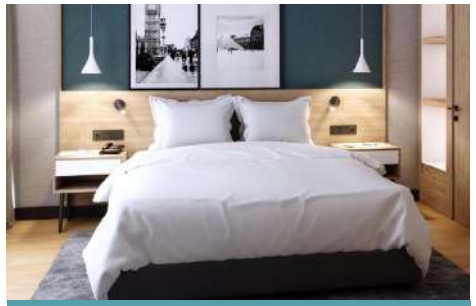
Feel At Ease
A choice of experiences helps guests feel at ease



Experience The Locale
Offerings that are true to the locale



Enjoy Memorable Moments
Simple and timeless delights that leave a lasting impression



Brilliant Basics
Consistently delivering the essentials

*Implementation / roll out 2024

THE ART OF COZINESS
(plush mattress, inviting bedding and pillows)

MIND & BODY BALANCE
(rain shower, towels, bath amenities)

CONNECTED STAYS
(free Wifi & device streaming, brand charger and USB ports beside guestroom beds & desks)



HEALTHY INDULGENCE
(Restaurant, bar, in-room, 24/7 food service, seasonal food and fika hour*)

SHARED FOOTPRINT
(Donation bag*)

Yes I Can!

THE ART OF COZINESS

One of the centerpieces of Scandinavian living is hygge: the art of living comfortably and making any space feel comfortable and welcoming. Our goal will be for that hygge feeling to transcend the confines of the rooms, and make each guest feel at home.

- Experience ultimate comfort with a plush mattress and soft duvet layered in white linens
- Select your perfect pillow (firm or soft) for a restful sleep
- The attractive headboards are framed with accent lighting and provide convenient power access
- Natural, muted tones create a calming space



MIND & BODY BALANCE

Wellness is a complex concept, as it means different things for every person. Our goal will be to offer experiences that will contribute to the mental and physical wellbeing of each guest, always with a Scandinavian touch.

- Real rain-effect shower with wand – so soothing, guests will want to take it home
- Soft, plush towels and refreshing bath amenities
- Enjoy the perfect amount of illumination through overhead and accent lighting
- Tasteful design with clean lines and attractive natural materials



HEALTHY INDULGENCE

The F&B offering should not restrict any of the guests desires and enhance the quality of the ingredients. Our goal is to provide a balance between the healthy and the indulgent, and of course everything in between.

- Breakfast offering focusing on ever fresh and seasonal ingredients
- Clean and artful presentation
- Range of options from all-time classics to Scandinavian influenced plates
- A roasted coffee blend and not-from-concentrate orange juice complete the breakfast experience
- Available in the restaurant or through room service delivery, with a to-go option*

*in select hotels



BALANCED F&B

Radisson, Scandinavian at heart, wants to bring its guests together and make them feel at home. Radisson offers just the right amount of delightful treats and temptations, whenever the mood strikes. We offer everything that you would have at home and more, so that guests can treat themselves with balanced and nutritious meals with a variety of options including signature menu items with a Scandinavian influence.



SOCIAL SPACES

Work, socialize and relax in style and comfort.

- Communal open space for our guests to enjoy
- Eatery and bar to chill out at the end of the day
- Spacious work areas for business calls and meetings
- Complimentary refreshments on arrival at our Welcome Corner
- Complimentary Fika Hour* each Friday with coffee and tea



RESTAURANT

Great food options served throughout the day.

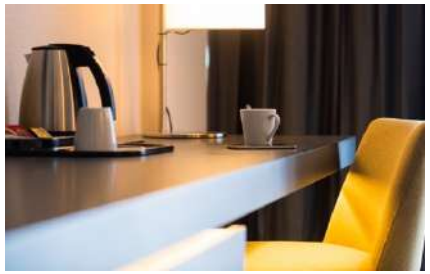
- Breakfast, lunch, dinner and snacks available
- Hearty, balanced breakfast menu to start the day with Mood Foods, so you can choose what you need.
- Regional and locally-inspired dishes at dinner
- Range of delicious health-conscious options as standard
- Seasonal food stamps* to create delightful and sustainable meals



BAR

Relax and enjoy the convivial bar atmosphere.

- Great place to meet family, friends and fellow guests
- Catch up with work colleagues at the end of the day
- Choice of cocktails, regional ales and malt whiskies
- Tempting bar snacks on offer



IN-ROOM

Staying in doesn't mean missing out.

- Mini-bar available in select hotels
- In-room VIP treats upon arrival for rewards members



LATE NIGHT

Especially for night owls, our Grab &Go kiosks offer snacks and food 24/7 in select properties.

- Choose from a delicious in-room menu
- Tempting dishes for health-minded guests
- In-room Call & Collect service from restaurant or bar

*Implementation / roll out 2024

YES I CAN!

Our unique service philosophy

- Built on excellence is at the heart of everything we do and enables us to deliver a truly unique guest experience.
- At Radisson, you'll always find comfort, style and warm, down-to-earth hospitality. We work hard to deliver service with our Yes I Can! attitude that helps you feel at home, whether you're traveling for work, leisure or anything in between.
- Our full service hotels offer bright, welcoming spaces and the amenities you love, including delicious breakfast options and free Wifi to help you stay in touch. We pride ourselves on going beyond the ordinary, giving you unexpected moments of delight that make a lasting impression.
- We're also responsible members of our communities, and we believe that taking care of our neighbors and our team members creates a positive environment.



SHARED FOOTPRINT

Sustainability is not only a priority in Scandinavian culture, it is at the forefront of Radisson's s priorities as well. Our goal is to emphasize the existing efforts and involve the consumer in being a part of the solution during their stay.

- Be a part of the process and leave the items of clothing you want to donate inside the re-usable Donation Bag: implementation / roll out 2024



CONNECTED STAYS

We make it easy for our guests to stay connected to the important things in their lives.

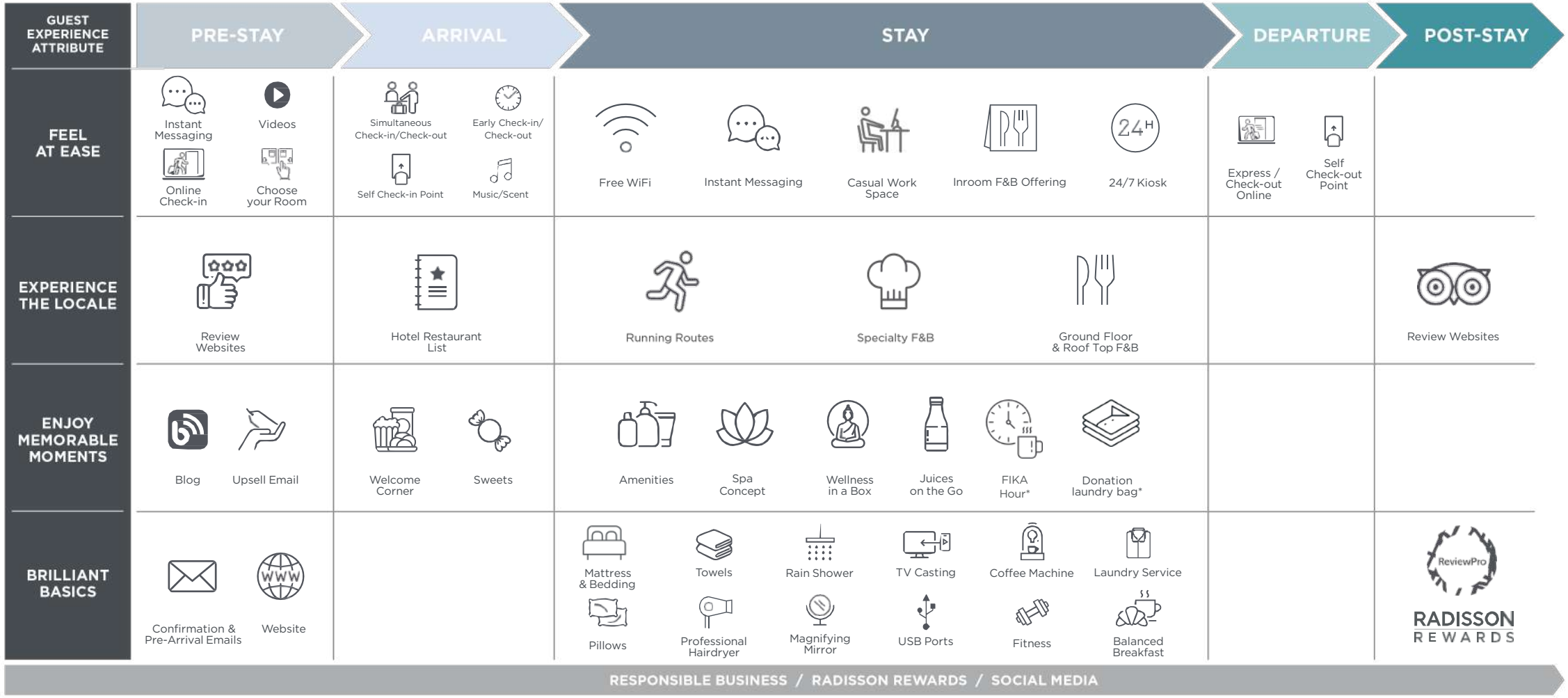
- Every Radisson offers free Wifi access in all guest rooms and common spaces
- Casual work spaces with computers and printers for guests' convenience
- Chargers and adapters are always available
- Stream your favorite entertainment platforms through a connected in-room television*
- USB ports beside beds and desks
- Online check-in/check-out*
- Social spaces to work, socialize and relax in style and comfort.



* in select hotels

EXPERIENCE VALUE

Radisson offers a **360-degree** guest experience empowered by our "Yes I Can!" service philosophy



* Coming soon

BRAND EXTENSIONS AND CONCEPTS

The Spa At Radisson
Fitness
Serviced Apartments
Resorts

THE SPA AT RADISSON

We are able to offer our guests a 360º immersive experience by focusing on the following three areas:

- **In the mood**
  Moods and emotions when linked to experiences leave powerful, lasting impressions on us, so every detail of the spa journey has been considered to influence our guests in a positive way.

- **The art of interaction**
  We put the guest at the center of our story through personalizing each experience and giving them a level of control that allows them to play a part in how their spa journey unfolds.

- **It's all in the mind**
  We offer a wellness experience that takes a holistic approach, focusing on guests' minds, bodies and emotions and giving them a deeper sense of overall wellbeing and satisfaction.



FITNESS

Paired back, honest & raw

- An honest approach to interior design – light, airy, open spaces take center stage paired with soft inoffensive materials. Large focus on biophillic elements give the space a pop of texture and color.
- Fitness machines are kept to a minimal
- Consumers are turning away from activities that tire the muscles and are instead choosing light-intensity training.
- Movement, rather than weight, is becoming the focus, as this provides a more measured approach to building strength.
- Take an invigorating run, then visit the jogging corner for refreshing essentials*
- Rent one of our bicycles and explore the area*
- Prefer to stay indoors? Borrow a yoga mat or visit the fitness center with weights and cardio equipment*
- Enjoy one free, daily laundering of workout gear (in select hotels)

*Fitness implementation guides will be released later this year. The concept has been developed predominantly for renovating and new build hotels.













SERVICED APARTMENTS

Radisson's new, thoughtfully considered serviced apartments reflect our genuine commitment to delivering balanced solutions, ensuring we meet all our guests' ever-evolving wants and needs.

- Combining our passion for great design with an experience that is Scandinavian at heart, our new serviced apartments are carefully crafted to reflect Radisson's unique brand DNA.
- They come in two distinct and flexible formats, supporting our targeted, market driven approach to growing our business. Standalone developments offer a choice of serviced apartments, including loft studios, plus one and two bedroom units. Radisson's mixed-use developments feature hotel guest rooms alongside a core mix of serviced apartments - so the residential experience is naturally enhanced by our hotel brand's standout features.
- All Radisson serviced apartments have been created with flexibility, usability and distinctive design as key considerations. The result is a delightfully inspirational and empathetic offering that delivers well balanced, memorable experiences to both long and short term residents.

*You may refer to the Serviced Apartments Brand Book for further information.



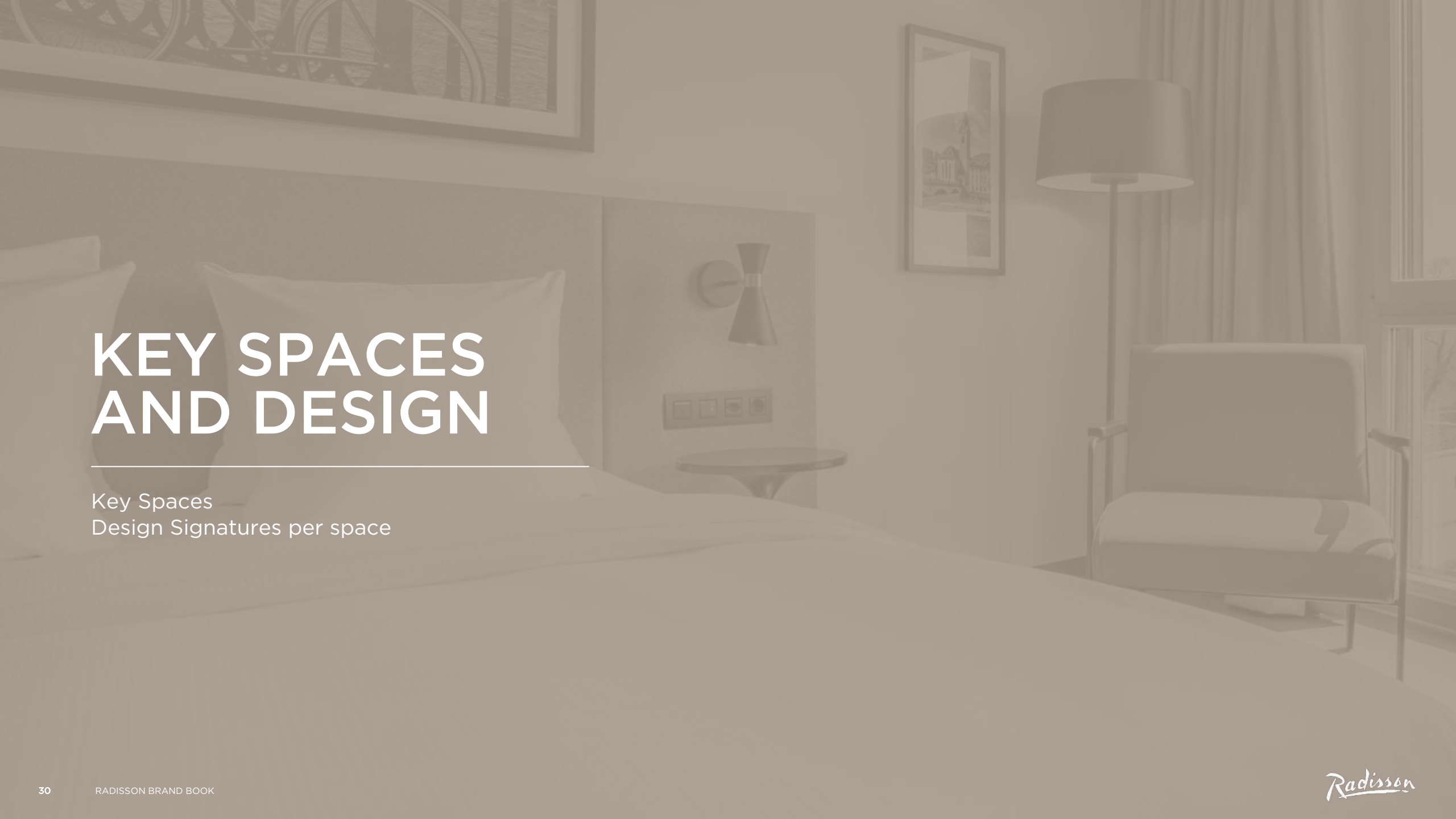
RESORTS

Whether our guests want to relax, recharge or reconnect, we're focused on giving them the time, the space and the place to tailor-make their own unforgettable stay.

- Committed to enabling guests to finding harmony and balance in their travel experiences, we've developed an exciting proposition that extends across our diverse portfolio to embrace each of our hotel brands' DNA.
- Combining distinctive experiences that draw inspiration from the local character of each property, with our commitment to our guests' wellbeing and our passion for distinctive Scandinavian inspired design, our resorts highlight the compelling features of our hotel brands.
- Located in vacation destinations, our resorts are found near beaches, mountains, scenic or historic locations and golf courses. Featuring extensive facilities, they have a wide range of restaurant and bar options, indoor and/or outdoor pool(s) and in some locations, elegant spa facilities.
- Catering for a wide variety of interests and expectations, from thrill-seekers to sunbathers, golfers to skiers, and culture vultures to nature lovers, our resorts help guests make memories that will stay with them forever.

*The Resort Brand Book has been launched and further information can be found there.





KEY SPACES AND DESIGN

Key Spaces
Design Signatures per space

KEY SPACES

Our key spaces cover each of the main guest-accessible areas common to hotels across the Radisson portfolio. Each of our five categories plays a different, yet equally important, role in the guest journey.

1. SOCIAL SPACES

- Lobby and reception area
- Welcome corner
- Corridors

2. FOOD & BEVERAGE

- Bar and restaurants
- Restaurant and kiosk concepts

3. GUEST ROOMS

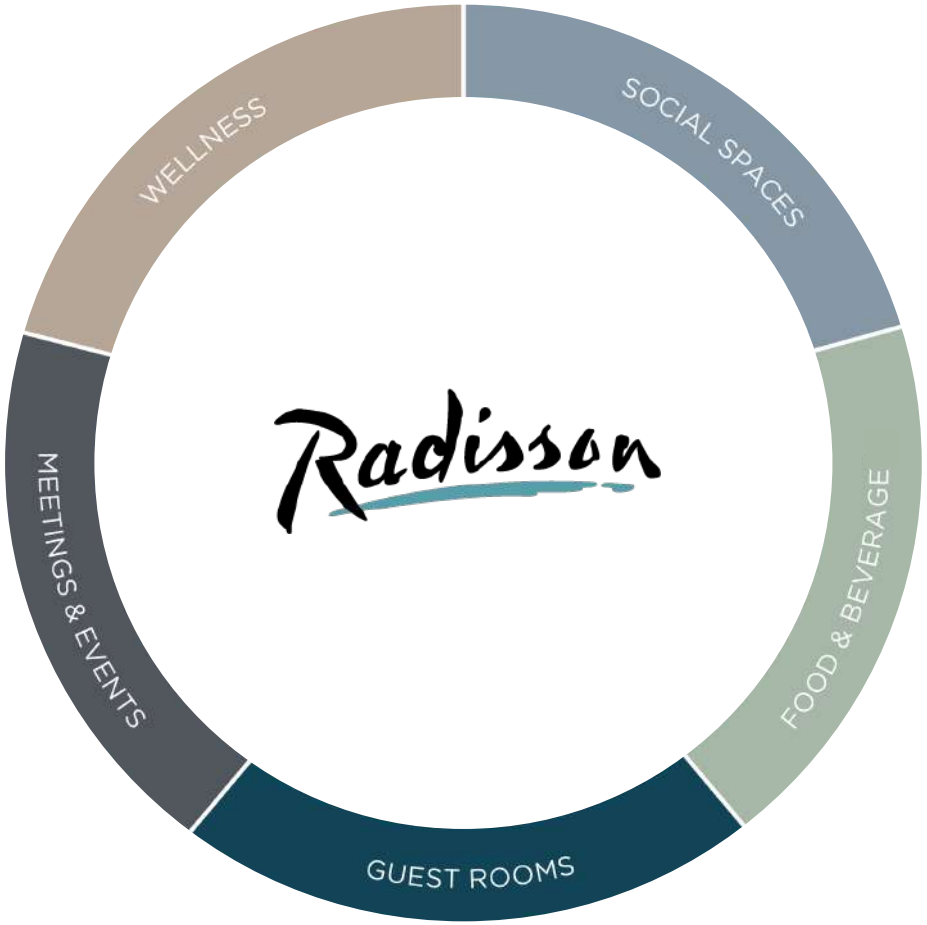
- Guest rooms and suites
- Bathrooms

4. MEETINGS & EVENTS

- Boardrooms and meeting spaces
- Pre-function / break areas

5. WELLNESS

- Fitness room
- Jogging corner (select hotels)
- Bicycle rental (select hotels)
- Pool area (select hotels)



DESIGN SIGNATURES PER SPACE



SOCIAL SPACES

Open and welcoming spaces that are naturally calming.

- Style based on clean lines, soft textures and contemporary materials
- Artwork and decorative elements with timeless appeal
- Practical spaces to work, socialize and relax
- Harmonious flow of space



FOOD & BEVERAGE

Restaurant concepts designed to bring people together.

- Mix of textures create a stylish, yet warm and relaxed atmosphere
- Minimalist decor based on thoughtful details
- Soft, casual seating mixed with dining furniture



GUEST ROOMS

Refreshing rooms that strike the perfect balance between form and function.

- Contemporary beds with convenient headboard lighting
- Entry area with wardrobe and oversized mirror
- Furnishings and textiles in natural, calming tones
- Streamlined aesthetics encourage a balanced environment



MEETINGS & EVENTS

The right amount of space and accommodations for meetings and events.

- Flexible meeting rooms with a separate break-out area
- Lighting and framed artwork create interesting focal points
- Business center space for added convenience



WELLNESS

Pool and fitness facilities to stay active and balanced, when appropriate.

- Modern materials and finishes that are fresh and calming
- Furniture and accessories that facilitate relaxation
- Dedicated space for jogging corner and bicycle rental in select hotels



BRAND EXPRESSIONS

Tone Of Voice
Collateral
Amenities
Signage and Wayfinding
Uniforms

TONE OF VOICE

At Radisson, we are Scandinavian at heart which perpetuates through every experience, including how we speak whether that is in person, on the phone, in emails, advertisements or on the internet. It is what we say, and most importantly, how we say it.

- At all times we shall speak in a genuine and friendly tone.
- We should come across warm and keen to help.
- We use an informal tone that feels the most natural, but always polite.

TONAL PILLARS

SIMPLE

Everything we do is anchored in the Scandinavian lifestyle, and that includes how we engage with others. We're approachable, the language we use is uncomplicated, easy to follow and always clear.

Straight forward
We're easy to understand

Down to earth
We're no frills or pretence

Transparent
We're genuine: what you see is what you get

Uncomplicated
We're consistently warm

DELIGHTFUL

We believe in the power of positivity and are happy in what we get to do every day. We show this with our uplifting and inspiring spirit and by connecting with guests on an even level.

Positive
We always have a smile on our face

Uplifting
We're upbeat and cheerful

Inspiring
We ignite creativity

Empathetic
We're always compassionate

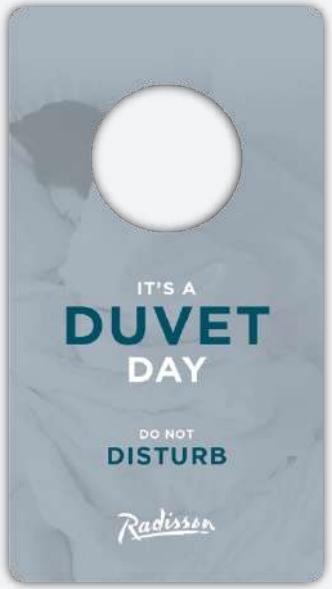
TONE OF VOICE: EXAMPLES

Guest Greeting

"Hi, welcome to Radisson. How can I help you?"



Do Not Disturb Sign



Breakfast Communication

We're open for you to enjoy your balanced breakfast from 6.30-10.30am.

Choose from our range of healthy buffet items including boiled eggs, fresh fruit and yoghurt to brighten your day, as well as pastries and our homemade range of sweet jams and other tasty spreads. Or if you're in need of something a little more indulgent,
don't worry we've got that covered too with delicious à la carte options.

Please come and enjoy our breakfast buffet and à la carte menu today.

COLLATERAL



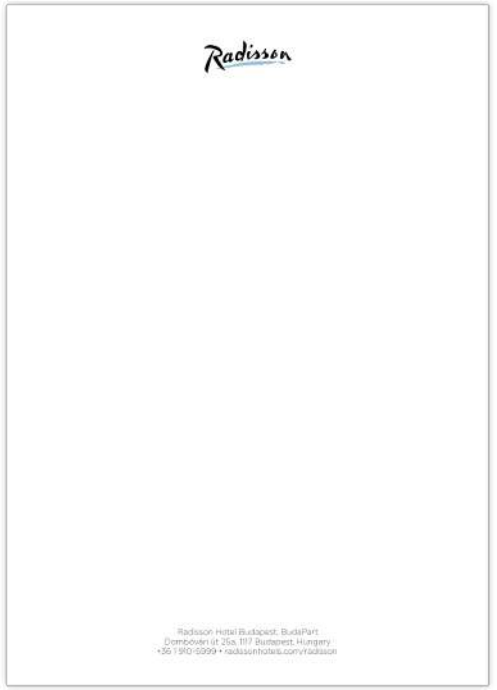
Brand advert



Door hangers



Welcome corner poster



Letterhead



Envelope

AMENITIES


DELIGHTFUL DENTAL KIT
DETANGLING COMB
DELIGHTFUL VANITY KIT
EASY SEWING KIT
SHOE SHINE SPONGE
RELAXING BATH SALTS
RELAXING
BODY WASH
NOURISHING
CONDITIONER
BALANCING
SHAMPOO
REFRESHING
HAND WASH
DELIGHTFUL
HAND & BODY LOTION

SIGNAGE AND WAYFINDING





UNIFORMS



*Please contact your Regional Procurement Lead for the current status of the Uniform roll out in your area, or for more information related to Uniforms.

RADISSON HOTELS

RADISSON HOTELS PROGRAMS

Cross Brand Programs: Experiences
Cross Brand Programs: Specialty F&B Concepts
Cross Brand Programs: Commercial Pillars
Cross Brand Programs: Systems
Cross Brand Programs: Responsible Business



Radisson

CROSS BRAND PROGRAMS: EXPERIENCES

Hotels will be able to subscribe to the program or programs that better fits their needs

- Tailormade & Optional, fully integrated within the Revenue Management initiatives and developed to target specific market segments with additional revenue generating potential. Applicable to all Brands and Theatres, the participating hotels can be preselected, according to specific characteristics, or can proactively enrol.
- Endorsed by Radisson Hotels or individual brands, each with a dedicated landing page on radissonhotels.com. Touchpoints go from digital to the full hotel experience.

FAMILY PROGRAM

Bespoke program dedicated to the Family segment providing a unique experience for our younger guests where fun games, take-me-home toys, and exciting adventures await at every turn. We make sure that kids are never bored with our many activities throughout their stay.



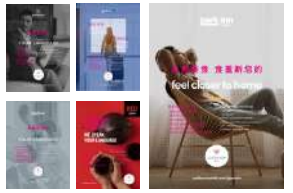
SPORTS APPROVED

Dedicated program specifically built to fulfil the professional sport teams specific requirements. Committed to providing sports teams and athletes with all the services, facilities, and little extras to make their stay as restorative as possible.



CHINESE WELCOME

Unique service that represents our efforts to please our Chinese guests by incorporating the traditional Chinese hospitality and service philosophy in our hotels. Guan Xin provides an experience tailored to our Chinese guests, including bespoke amenities and services. No matter how far they have travelled, we aim to bridge both the cultural and geographical gap by offering experiences that bring an element of familiarity, ease and comfort to their day to day activities.



PETS PROGRAM

Created specifically to meet the needs of those guests who do not want to give up the possibility of traveling with their furry friends.



Developed to target specific market segments with additional revenue generating potential. Applicable to all Brands and Theatres, the participating hotels can be preselected according to specific characteristics or can proactively enrol. Optional fully developed to target specific market segments with additional revenue generating potential.

CROSS BRAND PROGRAMS: SPECIALITY F&B CONCEPTS

The below speciality F&B concepts have been developed in 2020 as off-the-shelf concepts for our new opening hotels and those under renovation throughout our brand portfolio. As such, these are at various stages of development, execution or implementation.



Taste of Shanghai

Reflecting the diverse flavors that one can experience in Shanghai, served in a modern setting. Expect the premium, ambiance is modern, eclectic & vibrant, brand tone is authentic yet quirky. Cooking is visible and interactive, flavors are bold and authentic and sourced from the best possible suppliers in line with local produce adaptations per each hotel.



Inspiring fusion

Nikkei is a fusion cuisine. The result fo two cultures sharing recipes across generations. Like Nikkei, Issei is the fusion of Japanese & Peruvian cultures. A combined energy in every aspect -From the food of course –but also the bold. Peruvian geo-architecture houses Japanese design.



Urban playground

A classic, reinvented; Stoke is a modern grill in an Amazonian inspired setting. Stoke celebrates the beauty of the land and sea through fire, foraging and the fields. There is an extensive use of the grill to cook all our meats, fish and vegetables on an open flame, to give an authentic grill taste.



The food market

A buzzy home to one of the most prominent food cultures serving vibrant, spice-filled dishes and punchy Middle Eastern-inspired cocktails. Fresh, bright flavours and bold textures are the signature, with meats and vegetables cooked to smoky succulence on the char-grill, alongside intricate salads, fluffy fresh breads and traditional yoghurt-based dips. Arabic coffee.



Celebrate tradition

A laid-back trattoria serving simple and authentic Italian food. In harmony with the traditions of the Trattoria, we focus on regional food and wines. Cool interiors and a laid-back vibe with reasonably priced Italian food.



Scandanavian tale

A Nordic style with an edge. It combines Scandinavian inspired cuisine with an urban vibe that is rough around the edges, but dynamic and youth orientated. Offering sharing boards, freshly caught fish from the Fjords, moose burgers and meats that are obviously 'Skandi'. A refreshed interior and brand to match.

CROSS BRAND PROGRAMS: COMMERCIAL PILLARS



RADISSON HOTELS

RADISSONHOTELS.COM
A ONE STOP SHOP

RadissonHotels.com and the Radisson Hotels app serve as unique point of sales for all our brands

Specifically designed to attract new guests and loyal members, generate incremental demand, deliver a better ROI, optimize acquisition spend and increase cross-selling possibilities between the different brands

Our integrated marketing, communications, and PR strategy is delivered across all media and social channels and is designed to drive traffic to RadissonHotels.com

Our multi-platform campaigns create stakeholder engagement, brand awareness and industry-leading positions for our hotels

.



RADISSON MEETINGS

RADISSON MEETINGS
ONE GLOBAL CONCEPT

Offering personal, professional and memorable experiences to our clients customers and their attendees.

Dedicated marketing strategy to attract MICE customers

Insights and research that add value and build long term relationships with our corporate customers

Dedicated professional sales team operating from different offices around the globe

The only hotel group that automatically off sets the carbon footprint for every single meeting and event at any of our hotels worldwide, at no cost to delegates or organizers



RADISSON REWARDS

RADISSON REWARDS
A BUSINESS DRIVER

Hotels will achieve extra visibility with more than 17m Radisson Rewards members globally

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)

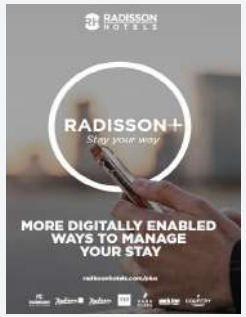
CROSS BRAND PROGRAMS: SYSTEMS

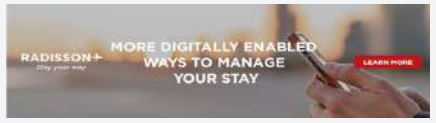


RADISSON+
Stay your way

GUEST ENGAGE

A flexible experience to make it your own. One that enables more ways for you to choose how you want to manage your stay, with seamless check-in, AI-enabled service chats and omnichannel e-concierge capabilities. Being able to ask for what you need or want, as and when you want it. A way of interacting that feels natural, to comfortably suit your needs and mood at every moment of your stay.









EMMA

E M M A
FOR HOTELIERS BY HOTELIERS

EMMA is Radisson Hotel Group's new exclusive unified technology platform, powered by indra minsait hospitality and the sap hanna platform.

EMMA is a cloud-based technology platform that powers all aspects of your hotel.

EMMA is a game changing offering, eliminating the need for a multi-system technology solution by creating one platform to power your business knowing Every Moment Matters.

Built on the SAP HANA platform, EMMA delivers full hotel system capabilities, inclusive of:
Central reservations
Property management
Revenue management
Guest loyalty
Sales
Meetings & Events
Food & beverage
Business intelligence & analytics

CROSS BRAND PROGRAMS: RESPONSIBLE BUSINESS

Responsible Business represents our commitment to caring for people, communities and the planet.

Radisson Hotel Group's ambitious and award-winning Responsible Business program has three core areas to ensure that we care for our guests, our people and our planet and act in an ethical way. We are proud to follow the program in all areas of our work.

Our focus is broad, from promoting awareness about groups of vulnerable people, to organizing community campaigns and making donations in collaboration with guests and team members. We are striving to be more sustainable, continuing to drive responsible consumption behaviors and removing single use plastics, and committed to be net-zero by 2050.

We are committed to promote and enhance human rights, business ethics and diversity in our hotels, our business network, and our supply chain.

Our Responsible Business program aligns with and contribute to the UN Sustainable Development Goals and helps accelerate our industry's common path to Net Positive Hospitality.

Responsible Business can be communicated through all Radisson Hotel Group brands, both internally and externally, depending on the audience and message. In-hotel we use individual hotel brand-specific collateral, unless it is a campaign that will be displayed for a limited amount of time. In this case we communicate under the Radisson Hotels umbrella.









WELCOME TO RADISSON

SIMPLY DELIGHTFUL









APPENDIX

Additional Resources

ADDITIONAL RESOURCES

Brand Specific
- Brand Books
- Brand Persona Video
- Brand Guidelines
- Photography & Videography Guidelines
- Brand Standard Manual
- Signage Guidelines
- EOY Decoration Guidelines
- Resort Extension Guidelines
- Brand Images
- Email Signature Guide
- Brand Video

Technical
- Technical Standard Guide
- Illustrated Product Guide
- Serviced Apartments Brand Book Extension
- Architecture & Design Guide
- Rooms & Corridors Design Guide

Cross Brand
- RAD Family Presentation and SOPs
- Guan Xin Guidelines
- Radisson Meetings Guidelines
- Radisson Rewards Guidelines
- Responsible Business Guidelines
- Radisson Hotels Guidelines
- Rad Pets Guidelines
- TV Hospitality Guidelines

Additional resources are available on request.



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