

RADISSON BLU™

THINK IN ~~BLACK & WHITE~~ BLU

We exist to redefine the Upper Upscale hospitality experience, challenging the norm and offering a stay that combines style with substance, innovation with comfort and a sense of belonging in an elevated environment.



Enticing Moments

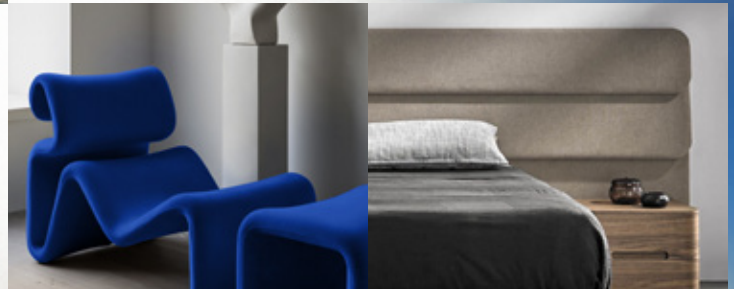
EXPERIENCE PILLAR

Through subtle innovation and ingenuity, we craft a seamless experience that envelops guests in an environment that fosters a sense of belonging and discovery. We intertwine familiar moments with the excitement of the new, making every stay memorable.

Nordic Nouveau

DESIGN PILLAR

Scandinavian-inspired design prioritizing comfort, distinctiveness, and warmth. Emphasizing style and purpose, our spaces are dynamic and stimulating. Creating iconic, inviting environments for unique and reliable experiences.



Curatorial Warmth

SERVICE PILLAR

Attention to detail and professional warmth define our service, reflecting a passionate and welcoming approach akin to an art gallery curator. Our team, confident and knowledgeable, inspires a sense of discovery, fostering an environment that is enlightening and accessible.



Meet the Inspired Professional

An upper upscale brand that appeals to the inspired professional – allergic to boring our guest finds traditional spaces uninspired.

Whether new build, adaptive reuse or conversion, Radisson Blu brings distinctive design to top urban and resort markets.

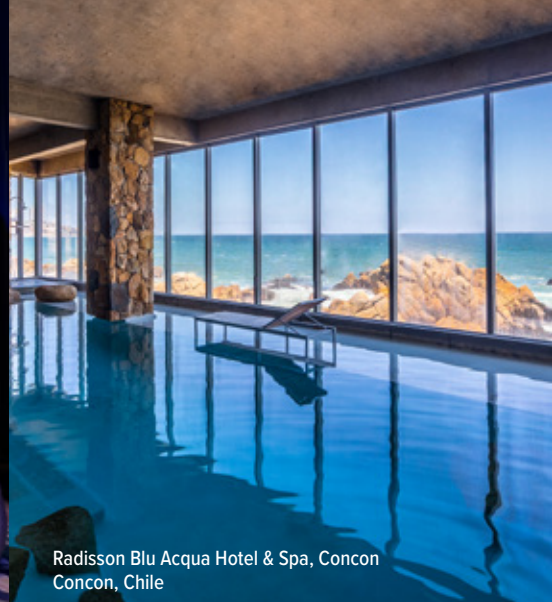




Radisson Blu Toronto Downtown
Toronto, ON, Canada



Radisson Blu Mall of America
Bloomington, MN



Radisson Blu Acqua Hotel & Spa, Concon
Concon, Chile



Radisson Blu Aqua Hotel
Chicago, IL

AMERICAS BRAND PRESENCE

10 in the Americas

(3 Domestic, 7 International)

Pipeline:

1 U.S., 4 International (YE 2023)

CATEGORY

Upper Upscale

TYPE

New Construction, Adaptive Reuse,
Conversions

TARGET MARKETS

Top urban and resort destinations

TARGET GUEST

The Inspired Professional



ARE YOU READY TO THINK IN BLU?

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