

# Radisson®

A CENTURY  
YOUNG.



## OUR PURPOSE

For over 115 years, Radisson has been built on a powerful foundation that continues to shape our purpose today:

We exist to champion the enduring spirit of hospitality, innovating with purpose to meet the evolving needs of our guests while holding fast to the timeless principles of care and warmth.



## THE RADISSON DIFFERENCE

### CHARMING SIMPLICITY

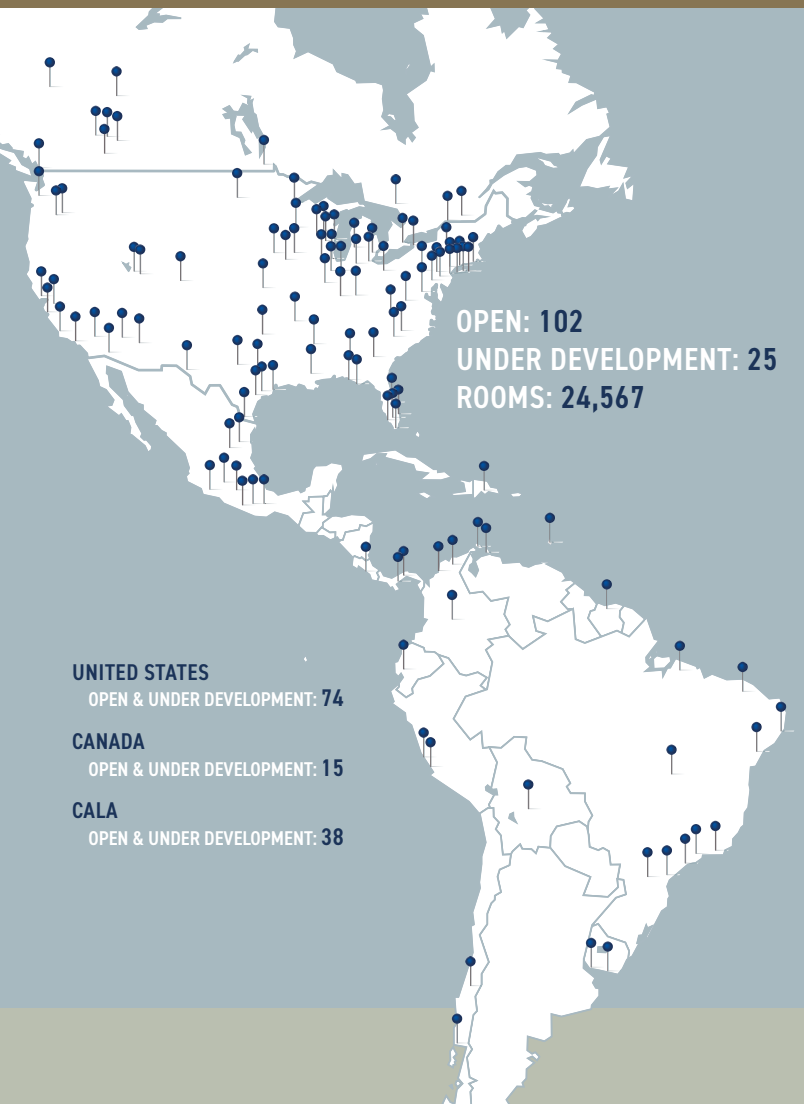
Our signature elements stand as the cornerstone of a personal atmosphere. Every detail contributes to enhancing each stay—from the elevated amenities to the personalized service, creating a consistently unique experience centered on what truly matters.

### CONTEMPORARY CLASSIC

With a nod to our storied past, our hotels are rooted in American style and sensibility, reimagining classic hotel features with stylish and subtly nostalgic yet modern accents to curate an environment that feels intimately familiar.

### GRACIOUS HOSPITALITY

Committed to creating a welcoming atmosphere that feels both distinguished and accessible, our team embodies the mindset of a trusted bartender. Combining the best of traditional hospitality with the intuitive understanding each guest's needs.



## THE RADISSON DIFFERENCE

### BRAND AWARENESS

With over 115 years of heritage and powered by the award-winning Choice Privileges loyalty program and our powerful engine, the Radisson name is unparalleled in brand recognition and awareness. As a trusted name in hospitality, guests are more likely to seek out your hotel, helping drive occupancy and revenue.

### DESIGNED FOR SCALABILITY

Suited to a variety of markets, Radisson scales from airports to convention centers and resorts, addressing varying guest needs and desires such as food & beverage, amenities and more.

### CONVERSION MADE EASY

Our conversion prototype was developed to consider varying layouts, room sizes, HVAC systems and bathroom configurations, curating a kit-of-parts designed to work with a range of opportunities. Our case goods are designed for easy installation, while built-in electrics and retention of viable elements such as bathroom vanities allow for high-speed and low-cost conversion.

### OPERATIONAL EFFICIENCY

With an efficient labor model, minimal food & beverage requirements and a guest room designed for ease-of-maintenance and cleaning, Radisson's streamlined approach focuses on what matters most to our guests and is an attractive option if you're looking to help maximize profitability and guest appeal.

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HOTELS

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