



# RADISSON Individuals.

Explorers welcome.

## BRAND ESSENCE

Radisson Individuals is a collection of upper upscale, independent hotels committed to preserving the unique identity of each hotel, where individuality is celebrated and no two hotels are alike, just like no two travelers are alike.

Radisson Individuals is for the emboldened explorer, who wants to express their individuality, experience a hotel as unique as they are, and create unforgettable moments wherever their travels take them, without compromising on service, amenities and standards of quality.



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HOTELS

UPSCALE  
by  
CHOICE

# RADISSON Individuals.



## BRAND PARAMETERS

- Upper upscale, flexible full-service
- 100+ keys minimum
- Restaurant & bar on site + fitness center + market specific amenities
- Conversion led
- Top leisure markets and urban, suburban and resort locations in US and CALA
- Primary competitors: Autograph, Curio, JdV & Tribute

## VALUE WE CREATE

- Elevated merchandising and positioning for your hotel.
- Design and operational playbooks to augment, and not suffocate, your independent spirit.
- Dedicated brand, operational and commercial support.
- Financial support to help reposition your hotel and drive to financial success.

## FAST FACTS

- 15 in US + CALA
- 89% Radisson Brand Recognition
- 65M+ Choice Privileges Members
- Backed by the power of Choice Hotels International

## MEMBERS OF RADISSON INDIVIDUALS

Hotel Faranda Bolivar Cucuta	Cucuta, Colombia
Hotel Bantu by Faranda Boutique	Cartagena, Colombia
Faranda Collection Bogota	Bogota, Colombia
Hotel Caribe by Faranda Grand	Cartagena, Colombia
Faranda Collection Cali	Cali, Colombia
Faranda Collection Barranquilla	Barranquilla, Colombia
Hotel Casa Don Luis by Faranda Boutique	Cartagena, Colombia
Hotel Casa La Factoria by Faranda Boutique	Cartagena, Colombia
Hotel Faranda Express Puerta Del Sol Barranquilla	Barranquilla, Colombia
Faranda Collection Medellin	Medellin, Colombia
Hotel Bambito by Faranda Boutique	Cerro Punta, Panama
Hotel El Panama by Faranda Grand	Panama, Panama
Hotel Faranda Guayacanes	Chitre, Panama
Hotel Faranda Express Soloy and Casino	Panama, Panama
Jefferson Street Inn	Wausau, United States

Ready to explore more?  
**Upscalebychoice.com**

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