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PRESS RELEASE

Radisson Hotel Group announces 100 operating hotels in India



Radisson Bhopal Façade

Radisson Hotel Group is proud to achieve a historic milestone of 100 operating hotels in India with the opening of Radisson Bhopal. With more than 20 years in operation, Radisson Hotel Group is one of the leading international hotel groups in the country with seven distinct brands and a presence across over 60 locations encompassing key business, leisure and gateway centers. Boasting one of the most widely connected domestic network in India, the Group has been growing at an exceptional momentum with plans to open 14 new hotels in 2021 and more than 60 hotels in the next five years.

Radisson Hotel Group has been one of the pioneers to identify tier II, III and mid-segment markets as the growth engine, and was amongst the first international hotel chain to venture into these areas. Today,



the Group draws more than 50% of its business from these centers, a testament of its vision and commitment to make hospitality accessible in every part of the country. With the Group's wide presence, operating scale and distribution in India, it is now seeking to enter tier IV and V markets in an aggressive manner.

"This is indeed a nostalgic point in our journey of over two decades. Since inception in the 1990s, Radisson Hotel Group has charted out a success story and played a significant role in transforming the Indian hospitality industry. I am truly grateful to our guests, owners, employees and the extended hospitality industry for their tremendous support to help us reach this milestone," said K.B Kachru, Chairman Emeritus and Principal Advisor, Radisson Hotel Group, South Asia.



Radisson Blu Plaza Delhi Airport Façade

"One hundred operating hotels is a milestone that both celebrates our legacy and heralds a new era of hospitality at Radisson Hotel Group. We are focused on building a future-ready roadmap for our business which will uplift our brand equity, transform our operations and establish a culture of excellence", said Zubin Saxena, Managing Director and Vice President Operations South Asia, Radisson Hotel Group.

Focused on the needs of today's travelers, the Group has evolved its portfolio by introducing hotels and resorts that offer contemporary indulgences, elevated guest experiences and superior design quality.



Strengthening its portfolio with a new brand addition, the Group launched [Classic Grande Imphal, a member of Radisson Individuals](#) constituting 171 keys in March 2021. Radisson Individuals is a conversion brand that offers independent hotels and local, regional chains the opportunity to be part of Radisson Hotel Group and benefit from the Group's international awareness and experience, with the freedom to maintain their own uniqueness and identity. Radisson RED, a much-awaited addition to the Group's India portfolio, that will usher in a new culture of unconventional, bold and unique hospitality is expected this year as well with the first hotel to be launched as [Radisson RED Chandigarh Mohali](#) constituting 154 keys.



Radisson Resort & Spa Lonavala 'Malhari' Bar

Radisson Hotel Group plans to add six upper upscale and upscale resorts in high demand leisure destinations in 2021. [Radisson Blu Resort, Dharamshala](#), [Radisson Blu Resort, Visakhapatnam](#), [Radisson Resort & Spa Lonavala](#) opened recently while resort additions in Goa, Pondicherry and Pahalgam are to follow. Other distinguished additions to the portfolio include [Radisson Bhopal](#), Radisson Blu Hotel & Spa, Nashik; Radisson Kufri; Country Inn & Suites by Radisson Sonamarg; The Elite Narasapura, a member of Radisson Individuals and The White Hotel Katra, a member of Radisson Individuals.

“We have adopted a new design approach and developed global guest experience programs to make every stay memorable. Our upcoming portfolio reflects the energy, passion, brand connect, and Yes I Can! hospitality that resonate strongly with modern travelers’, added Zubin.



With a renewed focus to strengthen guest experience, the Group has rolled out new experience proposition for resorts, added a branded spa concept and introduced Rad Family, a bespoke program dedicated to the family segment.



Radisson Blu Resort Dharamshala One Bedroom Suite

One hundred operating hotels in its portfolio strengthens the Group's network and furthers its operations strategy known as India Unification Plan, which has been a key guiding factor in its success throughout the pandemic. Under this business strategy, the Group leverages the strength of its network to deliver efficiencies across various verticals such as Talent Management, Procurement, Food and Beverage (F&B), Operations and Commercial, driving owner's value in the form of reduced costs, higher returns and improved efficiencies.

Food and Beverage (F&B), a key component of the Group's operations is all set to receive a facelift with a pan-India expansion of [Meetha](#) along with the first outlet to be opened in Mumbai this year. Radisson Hotel Group recently forged an alliance with Massive restaurants as a significant step towards strengthening F&B capabilities and creating its hotels as 'Social Hubs'. The corporate tie up with EazyDiner since 2020 also remains a key partnership to enhance national reach and maintain guest loyalty.

Placing safety at the heart of its operations, Radisson Hotel Group implemented a 20-step protocol for hotels and a 10-step protocol for meeting and events in partnership with SGS - world's leading inspection, verification, testing and certification company. The partnership was renewed in 2021 with the



global roll out of [Radisson Hotels Safety Protocol](#) for continued focus on health, safety and security of its guests, team members, and business partners.

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RADISSON HOTEL GROUP

Radisson Hotel Group is one of the world's largest hotel groups with nine distinctive hotel brands, and more than 1,500 hotels in operation and under development in 120 countries. The Group's overarching brand promise is Every Moment Matters with a signature Yes I Can! service ethos.

The Radisson Hotel Group portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel brought together under one commercial umbrella brand Radisson Hotels.

[Radisson Rewards](#) is our global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners.

[Radisson Meetings](#) provides tailored solutions for any event or meeting, including hybrid solutions placing guests and their needs at the heart of its offer. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and being uniquely 100% Carbon Neutral.

The health and safety of guests and team members remain a top priority for Radisson Hotel Group. All properties across the Group's portfolio are subject to stringent health and safety requirements, as outlined in the [Radisson Hotels Safety Protocol](#).

More than 100,000 team members work at Radisson Hotel Group and at the hotels licensed to operate in its systems. For more information, visit our [corporate website](#). Or connect with Radisson Hotels on:

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