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Brussels, 20 October 2020

# Radisson Hotel Group Launches New Brand: Radisson Individuals and achieves 10 new hotel signings across EMEA in Q3 2020

Radisson Hotel Group announces the launch of a new brand, Radisson Individuals. Radisson Individuals is a conversion brand that offers independent hotels and local, regional chains the opportunity to be part of the global Radisson Hotel Group platform, benefit from the Group's international awareness and experience, with the freedom to maintain their own uniqueness and identity.

*Radisson Individuals* hotels are selected for their own characteristics and personalities, offering guests an opportunity to discover new locations around the world, while always delivering Radisson Hotel Group's high standards of quality and "Yes I Can!" service hospitality, combined with the local flavors and personality of the member hotels.

**Federico J. González, CEO, Radisson Hotel Group said:** "The launch of *Radisson Individuals* marks another milestone in our ambitious five-year transformation plan to be recognized as one of the top three hotel brands in the world and the brand of choice for owners, guests, and talent. We created *Radisson Individuals* in response to the evolving demands of the modern market for both hotel owners and guests. Joining *Radisson Individuals* is an ideal first step for individual hotels with strong service scores who wish to remain independent or may be considering transitioning to one of our successful core brands, as well as a strong proposition for local, regional hotel brands seeking to explore additional distribution channels and/or co-branding options."

*Radisson Individuals* represents an exceptional opportunity for hotels to enhance their visibility, nurture customer confidence, and access a wider audience through multiple distribution channels and a global sales structure. These hotels will benefit from the contracting power and economies of scale that come



from a brand that is trusted by millions of guests across the globe as well integrated IT and revenue platforms, and comprehensive operational systems to deliver high GOP margins.

Hotels wishing to join *Radisson Individuals* will undertake a compliance assessment focusing on four key parameters, SGS health and safety compliance, Online Index evaluated through their GRI, compliance with Fire & Life Safety and ability to connect to the Group's main operating systems. Hotel members of Radisson Individuals will receive training on the Group's "Yes I Can!" Service philosophy and will have above 80% GRI score which will ensure high guest service quality standards and Every Moment Matters.

A number of hotels have already joined *Radisson Individuals* in the UK and Asia with additional properties in advanced discussions in Italy, Germany, Russia and beyond.

**Elie Younes, Executive Vice President & Chief Development Officer, Radisson Hotel Group, said:** "*Radisson Individuals* offer owners the necessary flexibility to shape their future and ensure their success by joining Radisson Hotel Group. It is a unique approach where each affiliated hotel measures success and standards based on the online scoring from guests. In simple terms, it is a brand for hotels with a proven record of happy guests."

In addition, Radisson Hotel Group has signed ten new hotels across EMEA in Q3 2020 in the UK, Italy, Ukraine, Germany, Egypt, and Nigeria. The new signings build on the 15 hotel signings which were announced in Q2 2020 and re-affirm the Group's commitment to its owners, employees, guests and partners, and its ambitious five-year development plan. Radisson Hotel Group continues to expand its new brand architecture and further strengthen its presence across EMEA.

New signings include:

- Henrietta House, a member of Radisson Individuals, Bath, UK (Opening 2020)
- River House Hotel, a member of Radisson Individuals, Inverness, UK (Opening 2021)
- Radisson Blu Hotel, Sheffield, UK (Opening 2023)
- Radisson Residences, Baden Württemberg, Germany (Opening 2023)
- Radisson Hotel, Florence, Italy (Opening 2021)
- Radisson Collection Hotel, Venice, Italy (Opening 2021)
- Radisson Hotel, Odessa, Ukraine (Opening 2021)
- Radisson Hotel, Abuja, Nigeria (Opening 2022)
- Radisson Blu Residences, Mekka in Kingdom of Saudi Arabia (Opening 2022)
- Radisson Blu Resort, Port Ghalib, Egypt (Opening 2023)

**Watch a message and highlights of the signings from Elie Younes, Executive Vice President & Chief Development Officer, at Radisson Hotel Group:** <https://youtu.be/7XQ4SP9rLE>

## EMEA DEVELOPMENT CONTACTS

Please visit: [https://www.radissonhotelgroup.com/development\\_regions\\_europe-middle-east-africa\\_contacts](https://www.radissonhotelgroup.com/development_regions_europe-middle-east-africa_contacts)

## MEDIA CONTACT

Evi Robignon Corporate Communications Manager.

[Evi.robignon@radissonhotels.com](mailto:Evi.robignon@radissonhotels.com)



## **ABOUT RADISSON HOTEL GROUP**

Radisson Hotel Group is one of the world's largest hotel groups with nine distinctive hotel brands, and more than 1,400 hotels in operation and under development in 120 countries. Its signature service philosophy is Every Moment Matters.

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 places its guests and their needs at the heart of its offer and treats every meeting or event as more than just a date on the calendar. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and our signature Yes I Can! service spirit and being uniquely 100% Carbon Neutral.

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:

<https://www.radissonhotels.com/corporate>

Or connect with us on:

LinkedIn: <https://www.linkedin.com/company/radisson-hotel-group/>

Instagram: <https://www.instagram.com/radissonhotels/>

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