



# Radisson Hotel Group launch

Best Communications Campaign - Worldwide Hospitality Awards 2018

*Every Moment Matters™*

## Presentation

- 03 NEW NAME, NEW IDENTITY, NEW VISION
- 11 NEW BRAND ARCHITECTURE
- 23 LAUNCH EVENT & PRESS CONFERENCE
- 26 MEDIA & SOCIAL MEDIA IMPACT



# NEW NAME, NEW VISION

*Every Moment Matters™*



# RADISSON HOTEL GROUP AT A GLANCE

A leading global player with more than 1,400 properties in 114+ countries



**1,150+**  
HOTELS IN  
OPERATION



**270+**  
HOTELS UNDER  
DEVELOPMENT



**11<sup>th</sup>**  
Largest hotel company  
in the world



**114+**  
COUNTRIES



**179,000+**  
ROOMS IN  
OPERATION



**45,000+**  
ROOMS UNDER  
DEVELOPMENT



**155**  
NATIONALITIES



**100,000+**  
COLLEAGUES

## OUR BELIEFS

---

1. We enjoy serving with our “Yes I Can!” spirit
2. We deliver memorable moments every day, everywhere, every time
3. We value open & direct interactions to build trust
4. We grow talent, talent grows us
5. We are many minds, with one mindset
6. We believe anything is possible
7. We have fun in all that we do

*Every Moment Matters™*

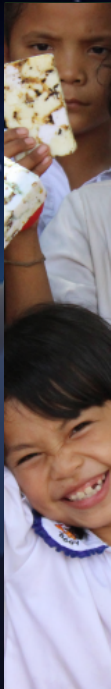
# RESPONSIBLE BUSINESS

One of the world's most ethical companies



## THINK PEOPLE

Caring for people in our hotels and value chain



## THINK COMMUNITY

We make meaningful contributions to local communities to provide food, shelter and a better future. Our new global charity partner are SOS Children's Villages



## THINK PLANET

Championing sustainable business practices

# TO BE ONE OF THE THREE TOP-OF-MIND HOTEL COMPANIES IN THE WORLD

And if we are successful, one day...

Whenever a **guest**  
plans a trip

Whenever an **investor** or  
**owner** thinks of a partner

Whenever a **person** wants  
**to work** in hospitality

...they will always think of Radisson Hotel Group first

TARGET  
OPERATING ROOMS  
BY 2022

CONCRETE EBITDA  
MARGIN  
BY 2022

CONCRETE NET  
PROFIT  
BY 2022

# A 5-YEAR OPERATING PLAN

## BRAND & PRODUCT

- Umbrella brand & brand architecture
- Brand experience
- Food & Drink strategy
- Meetings & Events strategy

## ORGANIZATION, TALENT & REPUTATION

- Responsible Business and Safety & Security
- Culture and talent management

## MARKETING, SALES & REVENUE MANAGEMENT

- Marketing plan
- Content marketing strategy
- CRM strategy
- Loyalty program
- Digital platform
- Channel / segmentation strategy
- Sales structure
- Pricing strategy
- Revenue management organization

## BEST SYSTEMS

- IT plan

## COST ADVANTAGE

- Operating model at central level
- Operating model in hotel level
- Procurement business model

## PORTFOLIO MANAGEMENT

- Franchised hotels plan
- Managed hotels plan
- Leased hotels plan

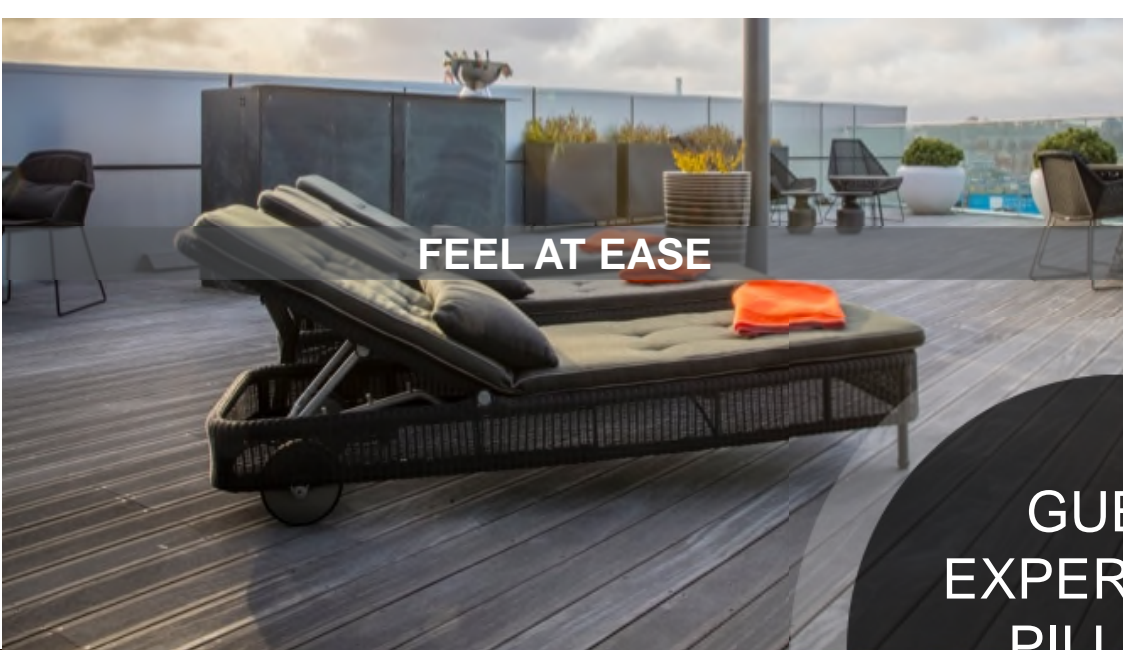
## SCALE

- Development plan
- Owners value proposition



A modern outdoor lounge area at night. The scene is illuminated by warm, ambient lighting. In the foreground, there are several dark wicker armchairs and a sofa with white cushions and orange throw pillows. A low, dark wooden coffee table holds three small, glowing lanterns. To the left, a planter box is filled with various green plants and flowers, with several large, ornate lanterns placed around it. In the background, a large, illuminated archway with a geometric pattern is the focal point, set within a dark, rectangular frame. The archway is lit from within, casting a warm glow. To the right, a swimming pool reflects the lights. The overall atmosphere is sophisticated and relaxing.

# NEW BRAND ARCHITECTURE



**FEEL AT EASE**



**EXPERIENCE THE LOCALE**



**ENJOY MEMORABLE MOMENTS**



**BRILLIANT BASICS**

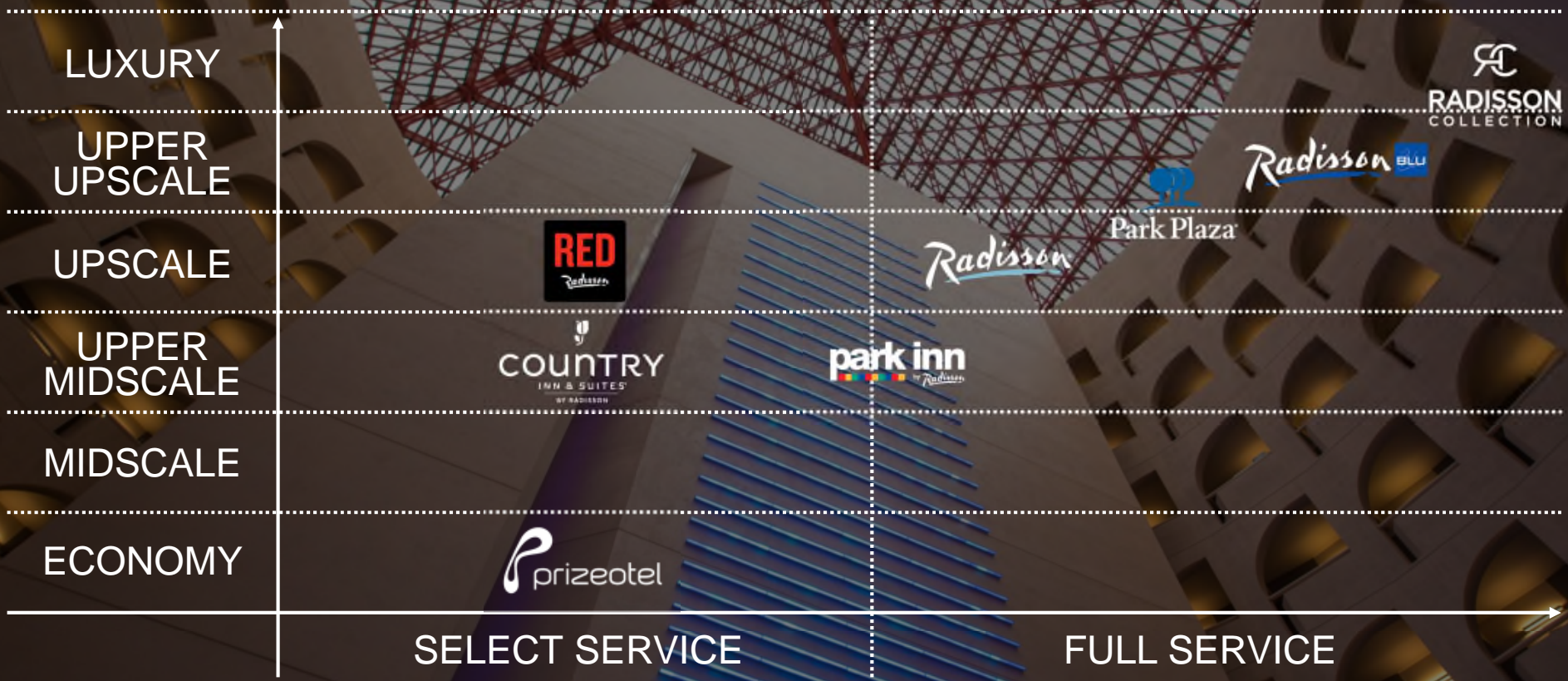
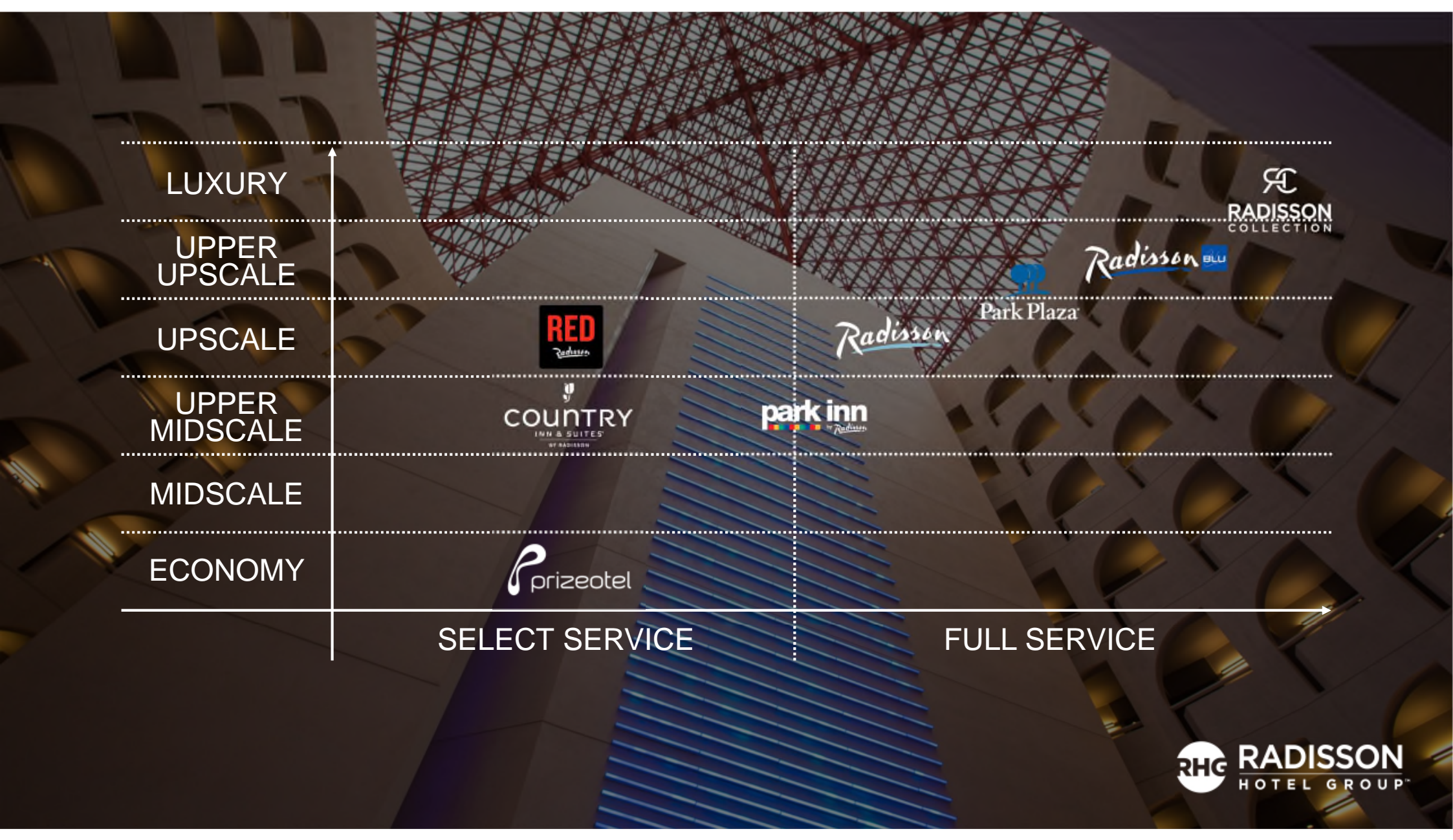
**GUEST  
EXPERIENCE  
PILLARS**

BRINGING CONSISTENCY  
ACROSS ALL BRANDS,  
ALL MARKETS



BRAND &  
PRODUCTS

RHG



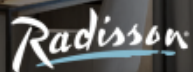
# OUR BRAND PORTFOLIO



WELCOME TO THE  
EXCEPTIONAL



FEEL THE  
DIFFERENCE



SIMPLY  
DELIGHTFUL



ENJOY IT!



SMART, ENGAGING  
SERVICE



FEEL GOOD



I LOVE THIS  
COUNTRY<sup>SM</sup>



AFFORDABLE  
HIGH DESIGN





NEW  
COMMERCIAL  
DRIVERS

**RADISSON**  
REWARDS™

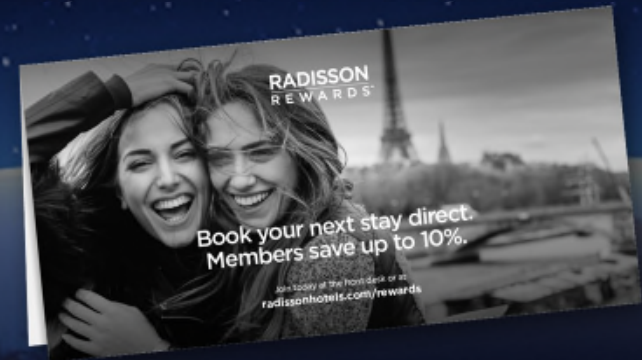
**RADISSONHOTELS.COM**

**RADISSON**  
MEETINGS™

**RHG** **RADISSON**  
HOTEL GROUP™

# RADISSON REWARDS™

We have relaunched our loyalty program leveraging on the new umbrella brand as well as our improved IT capabilities and systems





A rooftop lounge at night, featuring a bar with various bottles, a long counter with stools, and a view of a city skyline with illuminated skyscrapers. The interior is lit with blue and purple lights, and the ceiling has a decorative, perforated pattern. The text "LAUNCH EVENT & PRESS CONFERENCE" is overlaid in the center.

# LAUNCH EVENT & PRESS CONFERENCE

**RTG**





# **MEDIA & SOCIAL MEDIA IMPACT**

# TOP COVERAGE VISIBILITY ALL OVER THE GLOBE: IN BUSINESS & TRADE MEDIA

**DN** Dagbladet Næringsliv

Prøv DN Helg i tre måneder for kun 399,-

**Rezidor blir Radisson**

Nyheter Reiseliv

The Telegraph

Business

Economy Companies Opinion Open economy Markets Alex Telegraph Co

Business

### Radisson owner rebrands as part of £160m five-year overhaul plan

The hotels behind the Radisson brand has changed its name as part of a major strategy overhaul

Expansión

EL PRESIDENTE DE BANKIA ABRE LA PUERTA A FUSIONES

VALER: 0,2% de los turistas prefieren gastar sus días en experiencias.

DET FØRSTE: På infomessene holder det for trettio SAS-hoteller, men heretter holder hotelketten på å skifte navn i alle Radisson Hotels i Norge.

### Rezidor skifter navn

REZIDOR Hotelkonsernet  
Radisson Hotel Group skifter navn etter kinesisk oppkjøpsraid.

OLIVER ORSKOV

Heretter skal selskapet hete Radisson Hotel Group, og konserngruppen får dermed samme navn som hotelkjeden de er mest kjent for.

Det var under en kapitalmarkedsdag i januar i år at selskapet annonserte om en sammenslåing med SAS. Det var da at selskapet ble omdøpt til Rezidor Hotel Group til 70 prosent, gjennom kjøp av aksjer i hotelkonsernet på børsen i Stockholm.

**Oppprofilering**

I forbindelse med sammenslåingen skal fire nye selskaper i Norge og Sverige bli etablert. Det nye selskapet i Norge heter Rezidor Hotel Group, og skal ta over de tidligere SAS-hotellene i Norge. I tillegg skal det etableres fire nye selskaper i Sverige, som skal ta over de tidligere SAS-hotellene i Sverige.

**Fra SAS til kinesisk eier**

De er nå eier av 10 Hoteller i Norge, 10 Hoteller i Sverige og 10 Hoteller i Danmark, men det nye selskapet har allerede kjøpt seg inn i 10 Hoteller i Danmark og 10 Hoteller i Sverige.

**Radisson blir Radisson**

Radisson blir Radisson, og SAS blir SAS. Det nye selskapet har allerede kjøpt seg inn i 10 Hoteller i Danmark og 10 Hoteller i Sverige.

Skift

Every One of Radisson's 8 Hotel Brands, Explained

Deanna Ting Skift - Mar 06, 2018 1:00 pm

W

The Business Times

Carlson Rezidor rebrands itself as Radisson Hotel Group

CHINA DAILY

China's HNA renames Carlson Rezidor as Radisson Hotel Group



BHN at IHIF: Chema Basterrechea, Radisson Hotel Group

27 views

Like 0 Comment 0 Share

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**Do you work in wood sector?**  
Need to be the 1st Arab to know and explore the latest technology and new products available from the 1000 wood manufacturers and trade by visiting GlobalWood Show

**Radisson Hotel Group announces Radisson Collector**  
WASH DC, June 14 (GlobeNewswire) - The newly announced Radisson Hotel Group has announced the launch of Radisson Collector, a premium collection of residential hotels in business districts.

Driven by customer demand for additional and more personalized experiences, Radisson Collector brings together the best talent in the Radisson Hotel Group portfolio. A total of 14 hotels are confirmed to join the collector following the launch.

Each hotel feels authentic to its location and offers the unique appeal, the signature style, Radisson Collector hotels are defined by exceptional design and bespoke service (strong, fitness, wellness and sustainability). All hotel properties are situated in prime locations, close to top leisure attractions and create an individual and locally authentic atmosphere.

"The core goal of travelers is to spend their money on experiences rather than merely things and the Radisson Collector comes to the forefront," said Federico J. Gonzalez, president and CEO of the Radisson Hotel Group and chairman of the Global Steering Committee, Radisson Hotel Group. "The hotels that have already joined the Radisson Collector are the perfect examples of what the concept represents: authenticity, design and results are always at the forefront. The launch of the collector will be defined by the people who will join and those who serve it from. We are immensely proud of our global talent and look forward to the continued growth of our residential collection globally."

Radisson Collector will benefit from the concept of the Radisson Hotel Group with a strategic market positioning, members of the IHIF group, the portfolio of the IHIF Group, and an extensive network of experienced, professional

**H HOTEL MANAGEMENT**  
OWN OPERATE TECH DESIGN PROCURE

Attend the 21st International Hotel Investment Forum  
2-7 March 2018 at the Grand Hyatt Hotel, Dubai | United Arab Emirates | 14000+ guests | 100+ exhibitors | 100+ speakers

**Carlson has a different future now as Radisson Hotel Group, says new CEO**

By Anna Tsvetkov | Mar 5, 2018 2:10pm

Photo: © iStockphoto.com/Andreas Schaefer

**BusinessLine**

Carlson Reizidor rebrands as Radisson Hotel group

SARADISH

Radisson Hotel Group

Radisson Hotel Group

Plans to launch 100 operational hotels mark this year

**NEW DEAL, WARRIOR**  
Global hospitality firm Carlson Reizidor Hotel Group, an affiliate, rebranded itself as the Radisson Hotel Group. The group said the decision to rebrand to 100+ hotels, including more than 100 hotels in the United States.

**TRENDING:**  
1. Hotels pay 74% more for corporate travelers  
2. The Chinese New Year is the best time to visit



# Radisson Hotel Group

## Åpen for ulike typer avtaler

Vi har et bredt utvalg av avtaler som passer for alle typer hoteller og markeder. Vi er villig til å diskutere ulike typer avtaler som passer for dine behov. Vi er villig til å diskutere ulike typer avtaler som passer for dine behov.

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**RADISSON HOTEL GROUP**

1-800-333-3333 | RADISSONHOTELS.COM | RADISSON

### MARKETINGTELLEK

## Aus Carlson Rezidor wird Radisson

Königlich zum International Hotel Investment Forum und zur ITB startet die Radisson Hotel Group mit neuer Marktstruktur.



Radisson Hotel Group CEO Federico J. González. Zum International Hotel Investment Forum (IHIF) in Berlin stellte er die neue Dachmarke Radisson Hotel Group vor.

Montag, 5. März 2016

Wieder, auch in ein offizielles Logo, das den Namen Radisson Hotel Group enthält. Der neue Markenname Radisson Hotel Group wird ab dem 1. April 2016 für alle Radisson Hotel Group Hotels weltweit verwendet.

**Neue Markenstruktur**

Die neue Markenstruktur der Radisson Hotel Group wird ab dem 1. April 2016 für alle Radisson Hotel Group Hotels weltweit verwendet. Der neue Markenname Radisson Hotel Group wird ab dem 1. April 2016 für alle Radisson Hotel Group Hotels weltweit verwendet.

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**新丽笙出世剑指全球前三**

丽笙酒店集团 (Radisson Hotel Group) 宣布推出全新品牌，剑指全球前三。该品牌将整合丽笙酒店集团旗下的多个品牌，包括丽笙酒店、丽笙精选酒店、丽笙酒店集团等。

丽笙酒店集团 CEO Federico J. González 表示，新品牌的推出是集团战略调整的重要一步，旨在提升品牌竞争力，满足全球市场的需求。

## Carlson Rezidor diventa Radisson Hotel Group; l'annuncio all'IHIF di Berlino

and who we see at the time - a glow of grassroots excitement. For everyone. Everybody. Everywhere. Every time. On a weekend in part the beginning. In cooperation with the alignment around the Radisson brand system, the Radisson Hotel Group has announced its brand architecture and redefined guest experience plan to be implemented across all eight brands: (1) Radisson Design (2) Marquette Moments (3) Level Expressions (4) Fair at Ease. The brand portfolio ranges from upscale luxury to modern economy. Radisson Hotel Group intends to invest significantly over the next five years into platforms and technology, including a comprehensive IT program for integration, new property management and distribution platforms along with core CRM, loyalty and campaign management platforms. It will also make significant investments in advertising or approximately more than 500 hotels globally.

**Source: Company**



**Federico J. González, President & CEO**



## EXECUTIVE POSTS

### RADISSON HOTEL GROUP LAUNCHES AT IHIF

Published on March 5, 2018



Federico J. González ✓ Following

President & CEO, Radidor & Chairman Global Steering Committee, Rad...

4 articles



319



12



86

### Radisson Hotel Group launches at IHIF, Berlin

Published on March 5, 2018



Eric De Neef ✓ Following

Executive Vice President & Global Chief Commercial Officer at Radisson...

14 articles



194



5



29

### A new era for the company I love.

Published on March 5, 2018

[Edit article](#)

[View stats](#)



Renu Hanegreefs-Snehi

Vice President, Corporate Communications, PR & Reputati...

25 articles



381



194



6



16



Gerard Kelly

General Manager, Radisson Blu, Berlin, Berlin

1d

Every real runner knows that hours after finishing, you know that there is more to come. You don't stop after one big run. You know that you will continue and head for some, bolder and bigger. Launching Radisson Hotel Group is just like that.

We did good yesterday morning, announcing our new name, our new rewards scheme and our new luxury hotel brand. Last night we celebrated that magic event here in the Radisson Blu Hotel Berlin again with all of our friends. You want to know what we will do tomorrow? Stay dreaming again!

Go bigger, bolder and bolder. It's a genetic thing, we can't help ourselves: Radisson 'bills' is a species on its own. We are passionate.

We are surprised!

We are crazy about our job.

We want to get it right - not 99%, but 101%.

I do hope that you will not believe me though: the proof of the pudding is in the eating. Try us - and you'll experience what I am talking about. Are you up for it? I know we are.

Thank you to all my colleagues who supported, worked hard and got the blisters this morning, delivering this truly amazing launch party.



18 Likes · 8 Comments



Chema Bastierchea

Executive Vice President & Chief Operating Officer (COO) at The Radisson Hotel Group

1d

Today is the day that we set one of the biggest milestones in the history and future of our great company. I am proud and privileged represent the newly launched Radisson Hotel Group at the launch night in Berlin, at IHIF. As of today, v...see more

Press Release

radissonhotelgroup.com

A new brand identity heralds a new era for the company Carlson Radisson Hotel Group announces its reb...

82 Likes · 2 Comments



Like



Comment



Share



Inigo Capeli

Global Chief Resources Officer at Radisson Hotel Group

2d



Radisson Hotel Group is here

Inigo Capeli on LinkedIn

232 Likes · 3 Comments



Like



Comment



Share

Yilmaz Yildirimlar liked Ulucak Akler's comment on this



Yilmaz Yildirimlar

Area Senior Vice President for Central and Southern Europe at Radisson Hotel Group

1d

Yesterday, we were presenting to the world the new Radisson Hotel Group, celebrated in the Radisson Blu Hotel, Berlin with amazing show-acts and true hosts. I am very proud of our professional hotel team, thank you [Gerard Kelly](#) ...see more



138 Likes · 6 Comments



# REACH AND MEDIA VALUE ON MAY 23<sup>rd</sup> AND COUNTING



## PRINT + ONLINE MEDIA

REACH OF +8 MILLION PEOPLE

MEDIA VALUE ESTIMATION: 2.100.000 € (MINIMUM)

## INFLUENCERS

REACH OF +4.7 MILLION PEOPLE

MEDIA VALUE ESTIMATION: 1.200.000 € (MINIMUM)



# SOCIAL MEDIA OVERVIEW ON MAY 23<sup>rd</sup> AND COUNTING



451,382

LINKEDIN & TWITTER  
IMPRESSIONS



4,070

LINKEDIN & TWITTER  
SOCIAL ACTIONS

# LinkedIn

GENERATED THE MOST  
LAUNCH STORY IMPRESSIONS



1,762

MOMENTUM  
PAGE VIEWS




123%

INCREASE IN COMPARABLE  
MOMENTUM DAILY ACTIVITY

# RHG

 **RADISSON**  
HOTEL GROUP

  
RADISSON  
COLLECTION

Radisson 

Radisson

 RED

  
Park Plaza

park inn 

  
COUNTRY  
INN & SUITES

 prizeotel

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MEETINGS