

**RED**

*Radisson*

# Radisson Red Brand Overview

## ABC Supplier Product Quiz



- **Complete the quiz for a chance to win a two-night stay!**

# **\_OUR MANIFESTO**

A playful twist on conventional hotel stays, Radisson RED offers hangouts with a casual feel, buzzing social scenes and bold design personality.



**\_ENJOY IT**

**WE BELIEVE THAT LIFE'S TOO SHORT TO BLEND INTO THE BACKGROUND THAT NOTHING SPECIAL EVER CAME FROM CHOOSING TO CONFORM. AND THAT LEAVING THE BEATEN TRACK MEANS BREAKING THE MOLD.**

# **WE ALSO BELIEVE**

We also believe that the last thing the world needs is another hotel that plays it safe or takes itself too seriously

That's why we created Radisson RED: A new breed of hotels that rip up the rulebook, offering a bold and playful alternative.

Hotels with attitude and personality.

United by informal services where anything goes, buzzing social scenes waiting to be shared and bold design that kick-starts the fun we've created. Environments both casual and stimulating.

**VIBRANT &  
STYLISH**





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## OUR AUDIENCE

OUR KIND OF PEOPLE

### \_CLUED-UP

Savvy when it comes to finding what they want vs. what they're paying for.

### \_ALWAYS-ON

Looking to share great travel experiences with their networks.

### \_UNPREDICTABLE

They're happy to alternate between work and leisure on a single trip.

### \_SOCIALLY DRIVEN

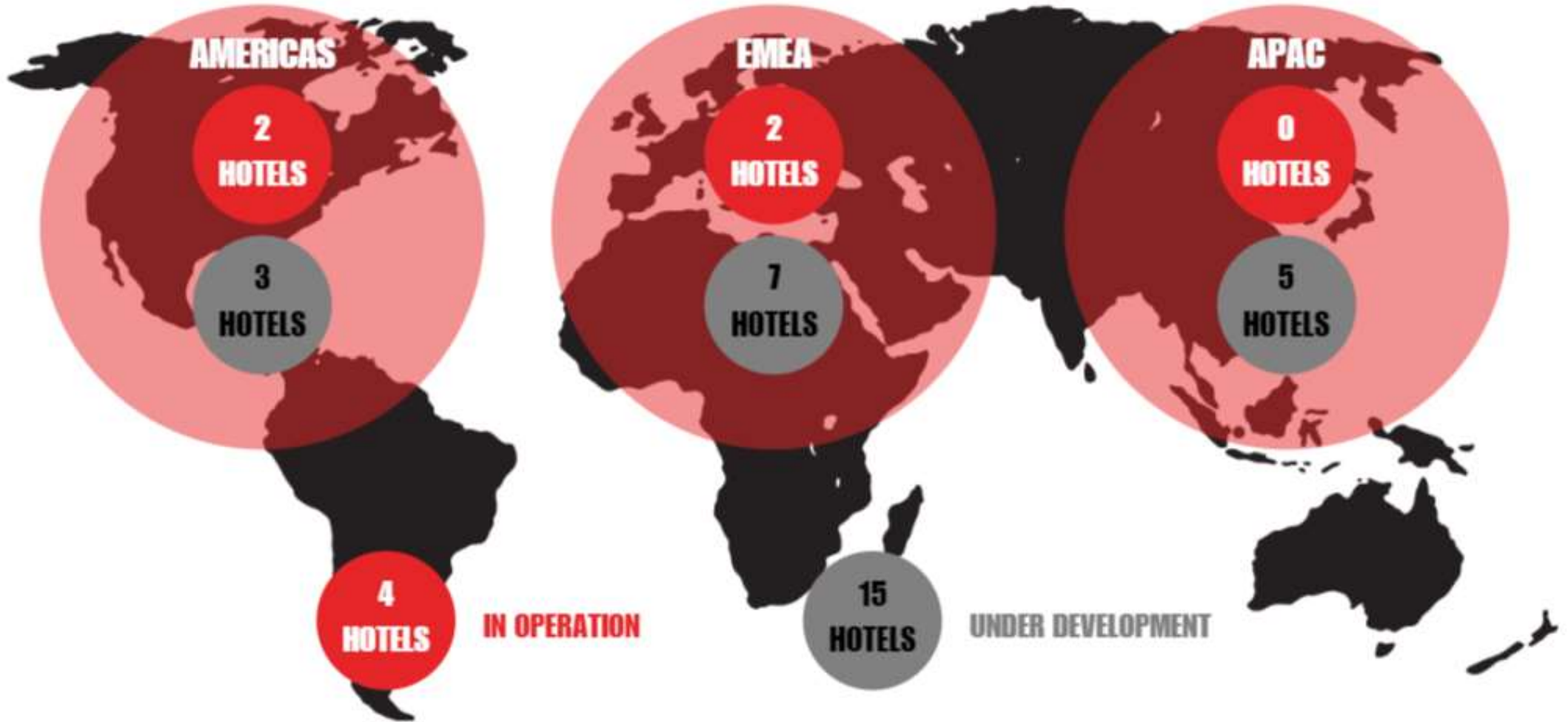
Whether working, dining or catching up, they're drawn to social environments.

### \_STYLE SEEKERS

As a key purchase driver – interior design is critical.



Whilst a young brand, RED has hotels in four continents worldwide. From vibrant, creative districts in global capitals to city centers in emerging destinations, RED is found in only the most exciting urban locations.



# Radisson Red Locations

Located in vibrant, urban destinations, Radisson Red had its first property in Brussels. Now they have locations in Minneapolis, Cape Town, Glasgow, Campinas, and the newest location in Portland, OR. Book ABC rate code with master chain code CW.



The ultimate in flexibility. RED is all about getting access to what you want on-demand. No hanging around.  
No unnecessary formalities. Whatever your lifestyle – simply plug & play.

24/7 FITNESS FACILITIES

24/7 RED F&D, RED KIOSKS, CALL & COLLECT,  
YOU DECIDE WHEN

BLUETOOTH SPEAKERS AND 46" TVS WITH TV MIRRORING

RED APP SUPPORTS DIGITAL CHECK-INS/OUTS

YES I CAN! STAFF PHILOSOPHY

PET PROGRAM

IN-ROOM TEA AND COFFEE MAKING FACILITIES





RED's bold aesthetic is recognizable anywhere – across art, design, music and fashion.  
And, when it all comes together, it's a feast for the senses

**\_BOLD ART-PIECES AND INSTALLATIONS**

**\_LOCAL ART PROGRAM IN GUEST ROOMS, OFFERING FRESH  
ARTWORK ON ROTATION**

**\_MOOD MUSIC IN SOCIAL AREAS**

**\_CASUAL UNIFORM DESIGN**

\*Rollout 2019



**Please make sure you  
take the time to fill  
out the quiz**

**Take the Quiz**

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