

JUST THE FACTS



BRAND HIGHLIGHTS

- + A new lifestyle select brand inspired by art, music, and fashion.
- + Unique and bold design that inspires individual expression.
- + Caters to a DIY experience driven by technology.

BRAND

Radisson RED is a new hotel philosophy that connects with an ageless millennial mindset and believes that hotels can enhance their world via **ART, MUSIC, FASHION**.

SERVICE PHILOSOPHY

RED's service philosophy is called Flow. This means working together, to create a singular but authentic experience. Flow creates an experience without barriers and motivates everything we do.

INNOVATIVE SERVICES AND AMENITIES

- + RED App
- + OUIBar + KTCHN
- + Events & Games Studio
- + RED Fitness

RED APP

- + Keyless Entry
- + Check In/Out
- + Order Food
- + Guest Chat
- + Staff Requests



OUIBAR + KTCHN

The hotel's signature food and beverage outlet is the OUIBar + KTCHN. The bar and restaurant serves locally sourced, sustainable food inspired by global street-fare done simply and efficiently.



DESIGN ATTRIBUTES

Radisson RED features bold art with touches of Scandinavian design highlighted by efficient, modern, yet functional furniture pieces like the picnic table. The design will build flow between spaces, breaking down walls and hotel barriers to create a free-flowing social hive.



CONTACT

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RADISSON RED...

...has developed a comprehensive range of industry leading tools designed to drive and capture hotel level revenue per available room (RevPAR) and maximize individual property market share. These include:

REVENUE OPTIMIZATION SUPPORT

Two levels of support available, based on a hotel's needs, including a revenue specialist for hire program.

REPORTING

Suite of interactive reports that assist in understanding and dissecting a hotel's business.

REDIRECTED CALL PROGRAM (RCP)

Optional call forwarding program that captures and maximizes revenue opportunities.

REVENUE MANAGEMENT SYSTEM

Industry leading automated system provided by IDEaS.

COST PER KEY*

Starting at \$15,270 for conversion, and \$128,365 for new construction (approximate cost, excluding real estate, varies by market)

FEES*

- + Initial License Fee: \$75,000 plus \$450 per guest room over 150 (\$10,000 is the Application Fee)
- + Royalty Fee: 5% of Gross Room Revenue
- + Marketing Contribution Fee: 2% of Gross Room Revenue
- + Reservation Fee: 2% of Gross Room Revenue plus \$3.75 per third party delivered reservation

DEVELOPMENT INCENTIVES

- + Flexible prototype that can adapt to multiple geographic locations
- + Key money loans for qualifying hotels*

DISTRIBUTION

International in operation:	1
Americas in operation:	1
International under development:	10
Americas under development:	3
TOTAL:	15

* See 2017 Radisson RED Franchise Disclosure Document.

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