

RADISSON HOTEL

INTRODUCTION

OVERVIEW

Radisson Hospitality, is an American multinational hospitality company. It started as a division of Carlson companies, which owned Radisson Hotels, Country Inns & Suites and other brands. In 1994, Carlson signed a franchise agreement with SAS International Hotels (SIH), after which SIH started to use the brand Radisson SAS in the Europe, Middle East and Africa markets. In 2005, Carlson acquired 25% of the shares of SIH, at that time known as Rezidor SAS Hospitality. In 2010, Rezidor Hotel Group (formerly Rezidor SAS) became a subsidiary of Carlson. The enlarged hotel group adopted a new trading name, Carlson Rezidor Hotel Group, which was one of the top hotel corporations in 2013. In 2016, Carlson Companies sold Carlson Rezidor Hotel Group to Chinese conglomerate HNA Group. In the fourth quarter of 2017 Carlson Hotels, was renamed Radisson Hospitality was renamed as Radisson Hospitality AB. In 2018, HNA Group resold Radisson to consortium led by a Chinese government – owned hospitality company, Jin Jiang international. As of 2021, Radisson Hotel Group owns or operates nine hotel brands: Radisson Collection, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson and Prizeotel. The loyalty program is known as Radisson Rewards.

PURPOSE

The long-term vision is to be the company of choice for guests, owners and talent. Whenever a guest plans a trip, or an investor or owner is thinking of a partner, or whenever someone is looking for a career in the hospitality industry, they will all think of Radisson Hotel

Group first. At the heart of Radisson Hotel Group is the brand promise., Every Moment Matters. More than signature. It is how do business and who we are at the core. It creates memorable moments and company success by inspiring the team members with core beliefs. It deliver memorable moments every day, everywhere, every time. It grow talent, talent grows us. We are many minds, with one mindset. It value open and direct interactions to build trust.

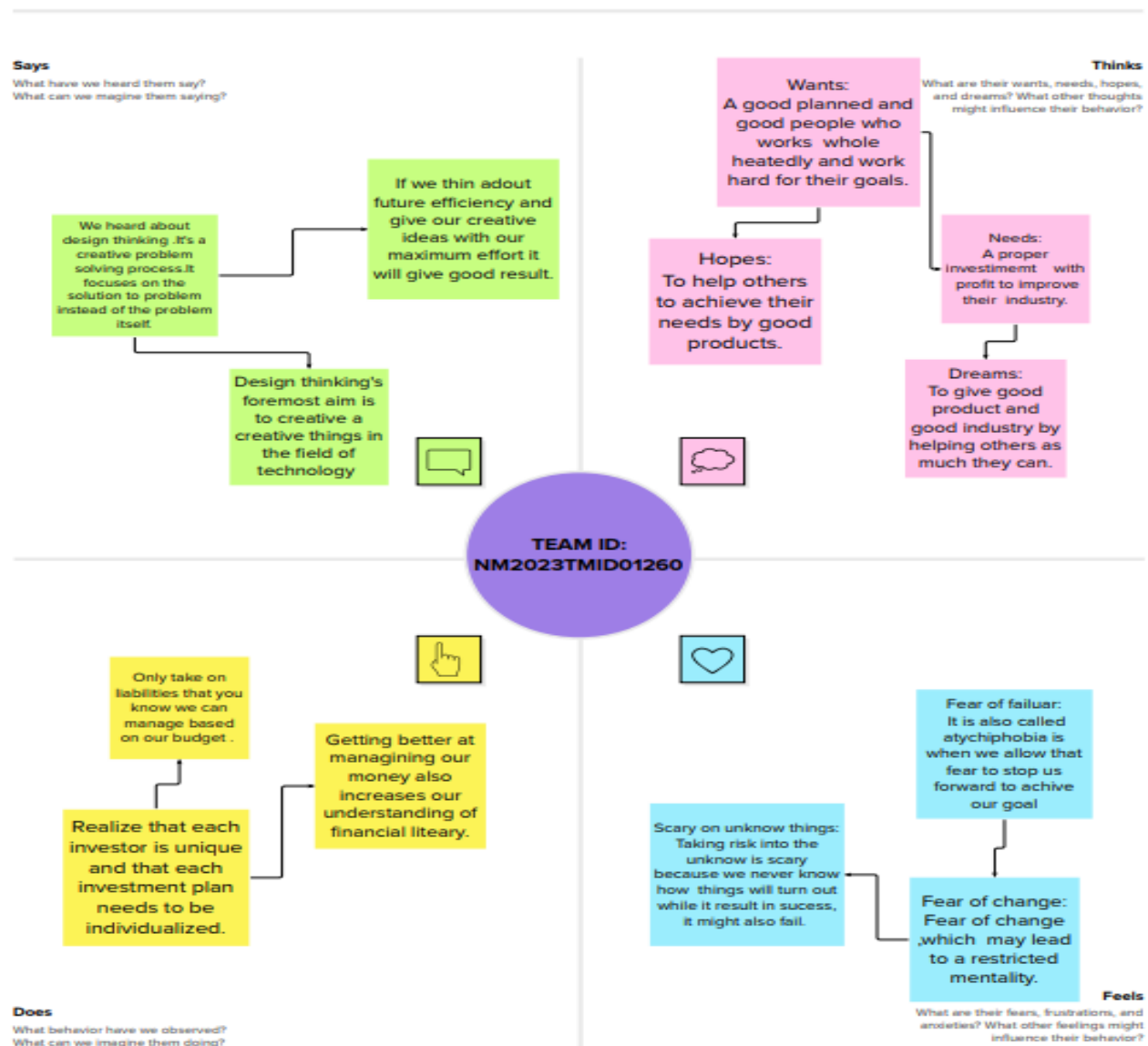
PROBLEM DEFINITION & DESING THINKING

EMPATHY MAP



Build empathy

The information you add here should be representative of the observations and research you've done about your users.



IDEATION & BRAINSTORMING

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

- 1. [Set the goal](#)
- 2. [Learn how to use the facilitation tool](#)

[Open article](#)

Define your problem statement

What problem are you trying to solve? Frame your problem as a "How Might We" statement. This will be the focus of your brainstorm.

[Facilitator](#)

How might we [your problem statement]?

Key rules of brainstorming

- 1. [Encourage wild ideas](#)
- 2. [Welcome criticism](#)
- 3. [Generate a lot of ideas](#)
- 4. [Stay focused](#)

Brainstorm

Write down any ideas that come to mind that address your problem statement.

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Any idea is a good idea.

It's important to have a good idea to start with.

When an idea is a good idea, it's important to have a good idea to start with.

The intended audience of the data may have been distorted.

It might be too confusing or complex to be interpreted by the intended audience.

If the audience is too small, the data may be too small to be meaningful.

The mapping process leads to miscommunication and loss of trust.

It's easy to understand reports, also important how you share information with other people in your company.

To make informed decisions, you need accurate data. Make sure you're getting the data you need.

A visual representation of numerical data can be more effective than a table.

You can solve for this by ensuring that you explain your viz.

The data visualization can be used to summarize a large amount of data in a way that is easy to understand and share.

The visualization is the important tool for effective communication with customer.

The inherent risk of creating an in-sight is that the data is too complex to be understood.

The ensuring of explain vizs provide a proper way for the viewer to understand.

Group ideas

Take turns sharing your ideas with clustering similar or related ideas as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

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Prioritize

You have shared all the ideas on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

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Importance

Feasibility

Repeating this exercise with data owners helps the client (and the client's company, etc.)

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After you collaborate

You can export the model as an image or pdf to share with members of your company who might find it helpful.

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Quick add-ons

- 1. [Share the model](#)
- 2. [Export the model](#)

Keep moving forward

- 1. [Bring insights](#)
- 2. [Customer experience jumping map](#)
- 3. [Strength, weakness, opportunity & threat](#)

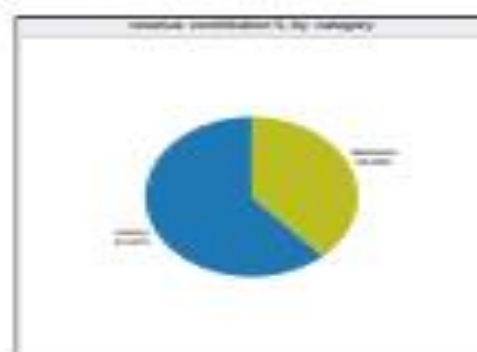
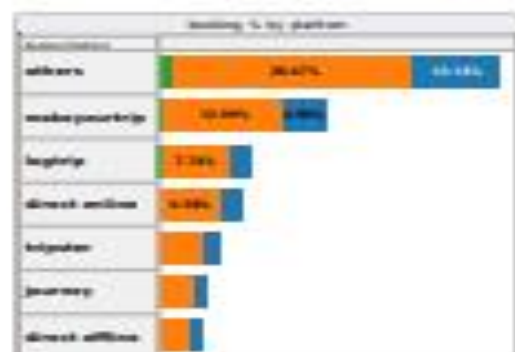
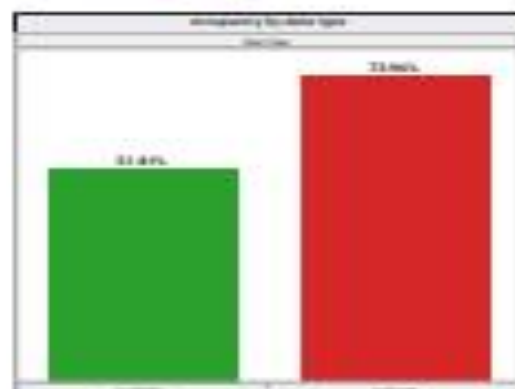
[Share insights feedback](#)

RESULT DASHBOARD

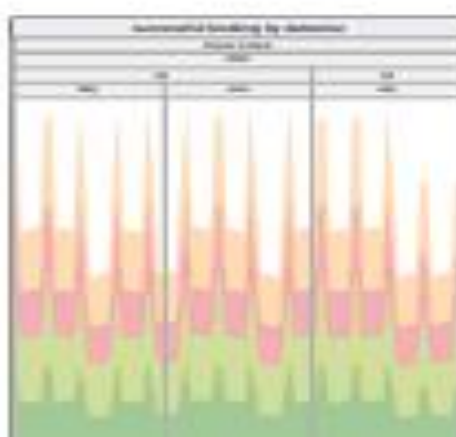
RADISSON HOSPITALITY ANALYSIS



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1999
2000



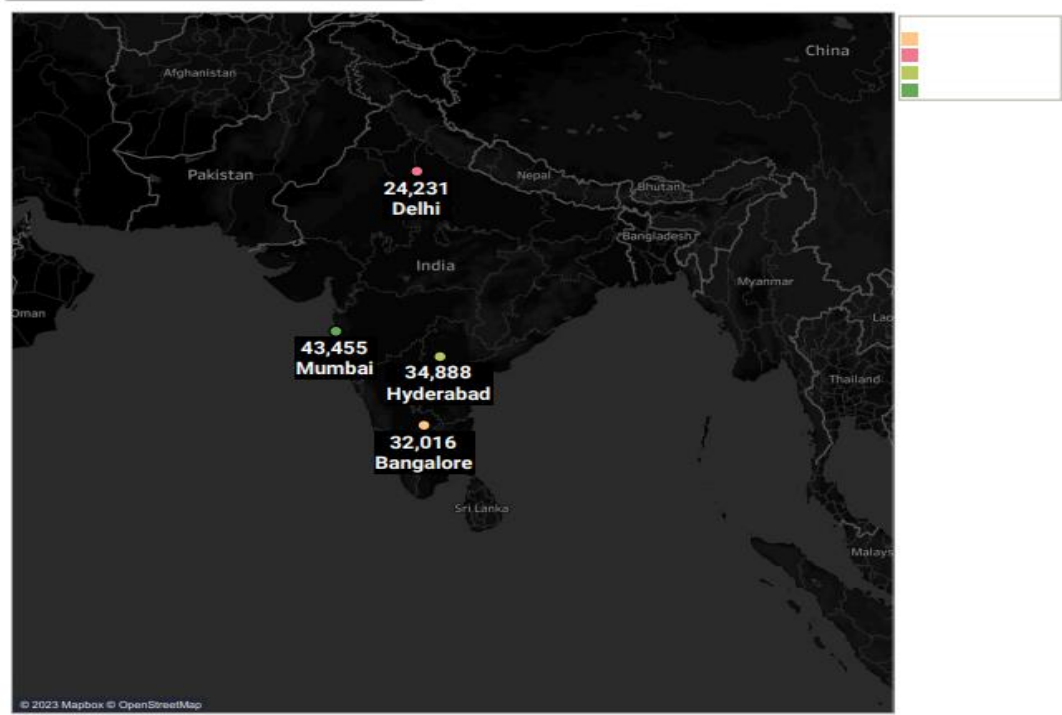
Property Name	Property ID	Category	Revenue	Occupancy %	Roomnight Bookings	Revenue %	Roomnight Bookings %
Radisson Bay	10001	10001	1,000,000	87.87%	100,000	100.00%	100.00%
	10002	10002	1,000,000	87.87%	100,000	100.00%	100.00%
	10003	10003	1,000,000	87.87%	100,000	100.00%	100.00%
Radisson Blu	10004	10004	1,000,000	87.87%	100,000	100.00%	100.00%
	10005	10005	1,000,000	87.87%	100,000	100.00%	100.00%
	10006	10006	1,000,000	87.87%	100,000	100.00%	100.00%
Radisson City	10007	10007	1,000,000	87.87%	100,000	100.00%	100.00%
	10008	10008	1,000,000	87.87%	100,000	100.00%	100.00%
	10009	10009	1,000,000	87.87%	100,000	100.00%	100.00%
Radisson Exotica	10010	10010	1,000,000	87.87%	100,000	100.00%	100.00%
	10011	10011	1,000,000	87.87%	100,000	100.00%	100.00%
	10012	10012	1,000,000	87.87%	100,000	100.00%	100.00%
Radisson Grande	10013	10013	1,000,000	87.87%	100,000	100.00%	100.00%
	10014	10014	1,000,000	87.87%	100,000	100.00%	100.00%
	10015	10015	1,000,000	87.87%	100,000	100.00%	100.00%
Radisson Palace	10016	10016	1,000,000	87.87%	100,000	100.00%	100.00%
	10017	10017	1,000,000	87.87%	100,000	100.00%	100.00%
	10018	10018	1,000,000	87.87%	100,000	100.00%	100.00%
Radisson Se.	10019	10019	1,000,000	87.87%	100,000	100.00%	100.00%



STORY

Radisson Analysis Story

Mumbai has made highest No of successful bookings -43,455	Elite and Premium room classes are the top 2 revenue contributors	Other platform and mae your trip contributes 42%of total checked out bookings	All properties has average 25% cancellation rate and 50%occupancy rate	Majority of occupancy in weekends
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ADVANTAGES & DISADVANTAGE

ADVANTAGE

- ❖ Silver status in the Radisson Rewards Americas program, which members achieve after 9 nights or 6 stays, comes with the following benefits:
- ❖ 10% Bonus Points
- ❖ At the Silver level, earn 10% more points during stays than regular Club members. This amounts to 2x additional points per \$1 spent, for a total of 22x points per \$1 spent on your Radisson Hotels Americas stays. This represents a 6% return on spending based on our valuation of Radisson Rewards Americas points.
- ❖ 10% Discount on Food and Beverages
- ❖ When you dine at a Radisson Hotels Americas restaurant during stay, the customer receive a 10% discount on the price of meal. However, the discount is not applied to tax or tip, alcoholic beverages, room service or in-room dining, catering or banquets, or groups or parties of 6 or more.
- ❖ Rollover Nights
- ❖ With rollover nights, the excess nights stay each year past a certain elite tier will rollover towards helping you qualify the year after. For example, if you spent 20 nights at Radisson Hotels Americas properties in 1 year, 9 of those nights would go towards qualifying for Silver status, and the other 11 would rollover into the following year — meaning you'd need to just stay 19 nights the following year in order to reach Gold status.

DISADVANTEGE

- ❖ Common weaknesses for hotels include budget limitations, lack of in-room technology, poor online reviews, lacking certain facilities, or an outdated website.

- Take a hard look at what your competitors do better than you, and areas that guests have flagged in negative feedback.
- Weaknesses can also include areas where you have a lack of resources, time, or personnel.

APPLICATION

- ✓ Housekeeping employees prepare and change bed linens, bath towels, and other necessary toiletries.
- ✓ Housekeepers must also remove trash, restock supplies used to clean rooms, and report deficiencies or issues in guest rooms and common areas. Other responsibilities include ensuring the cleanliness of hallways, common areas, elevators, and service corridors.
- ✓ These associates should possess extraordinary attention to detail, abilities to multitask, and strong team spirit as well as flexible scheduling, i.e. availability to work nights and weekends, if needed.
- ✓ Housekeepers typically earn minimum hourly wage and may make up to \$9.00 an hour with experience.
- ✓ Door Attendant Also known as bell persons, door attendants act as the first and last impressions guests receive upon arrival and departure from hotels.
- ✓ Employees must assist travelers with luggage, hotel amenities, and room information, as necessary.
- ✓ Door attendants may also serve as delivery persons, taking guests messages, packages, flowers, and other items arriving during patron stay.
- ✓ Bell persons must possess the ability to stand for long periods of time and the capability for lifting and moving repeatedly. Door attendants typically earn minimum wage but maintain the capacity to earn tips, as well.

- ✓ Front Desk Associate Front desk associates retain the responsibility for receiving and processing incoming and departing patrons. Additional responsibilities include keeping track of hotel accommodations, handling guest needs accordingly and in timely fashions, and making reservations as necessary.
- ✓ Employees in the position must hold strong attention to detail, excellent verbal, interpersonal, and written skills, and adherence to confidentiality necessities.
- ✓ Front desk associates also must maintain schedule flexibility, with working holidays, nights, and weekends possible obligations.
- ✓ Average hourly compensation rests around \$8.00 to \$9.00.
- ✓ Concierge a concierge acts as a guest service agent in charge of ensuring travelers receive all necessary information pertaining to hotel stays as well as area attractions, restaurants, and travel accommodations to and from the hotel.
- ✓ These crew members must greet guests in warm, friendly, and professional manners at all times.
- ✓ Further responsibilities include serving patrons on a one-to-one basis, working closely with vendors to satisfy guest needs, and continual research to ensure up-to-date knowledge of hotel amenities and nearby offerings.
- ✓ Concierge employees generally earn between \$8.00 and \$9.00 in hourly wages.
- ✓ Management the hotel chain operates with a management structure of department supervisors, assistant hotel managers, and general managers.
- ✓ Department supervisors lead subordinate employees in separate departments, each servicing a different aspect of guest relations. Strong emphasis on customer service prevails, as each manager must stand as representative of the hotel chain, answering guest requests, comments, and complaints.

- ✓ Assistant hotel managers and general managers typically retain responsibility for hiring new staff, assuring proper training takes place to ensure all patron needs continually get met, and various administrative tasks to meet corporate goals.
- ✓ Department supervisors typically earn hourly wages of around \$11.00 to \$12.00, while assistant hotel managers may make annual salary options around \$40,000.
- ✓ Hotel general managers earn salaries of up to \$80,000 with regularity, with specific pay usually resting on elements of tenure, hotel location, and any added bonus structure.

CONCLUSION

Radisson Rewards is designed to guarantee memorable moments by rewarding loyalty with truly relevant benefits every day. As a Radisson Rewards member, customer unlock a world of exclusive benefits across a wide range of our hotels and destinations. As a Radisson Rewards member, enjoy access to exclusive offers and promotions that can accelerate earning potential, give more redemption opportunities, partners offers, and so much more. Radisson Rewards members get access to a wide range of truly relevant member only benefits. Enjoy easy earning and the flexibility to choose how and when want to be rewarded. Getting rewarded has never been easier.

FUTURE SCOPE

Radisson Hotel Group plans to add 100 hotels in India by the end of 2025 as part of its ambitious plans for expansion in the Asia-Pacific region, according to its CEO Federico Gonzalez. Radisson group has 1,200 hotels in operation worldwide and 400 are coming up, Gonzalez said. By 2025, that number will double, In the last two

years, we have had the largest number of signings ever in the company. Last year, we signed over 200 hotels. Our plan is to double this size of 1,600 hotels by 2025. The company said the first property under the new ZANA brand will be a 30 rooms lakeside resort in Udaipur. Akhil , Arora, chief operating officer, Espire Hospitality Group said the domestic travel market is buoyant and therefore the chain is expanding in India. "We are all geared up for this significant launch of our novel brand 'ZANA' which will be positioned among very few players in the Indian market offering intimate experiential luxury.