

# INTRODUCTION

## OVERVIEW

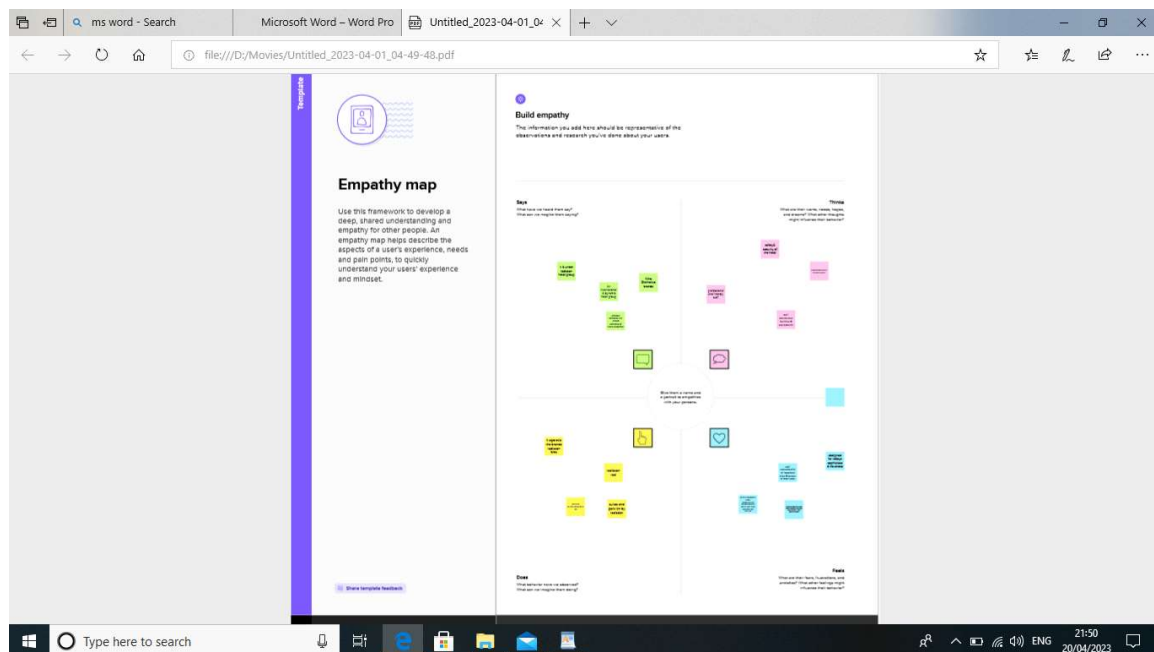
- Radisson Hotels is an international hotel chain headquartered in the United States. A division of the Radisson Hotel Group, it operates the brands Radisson Blu, Radisson Red, Radisson Collection, Country Inn & Suites, and Park Inn by Radisson, among others.

## PURPOSE

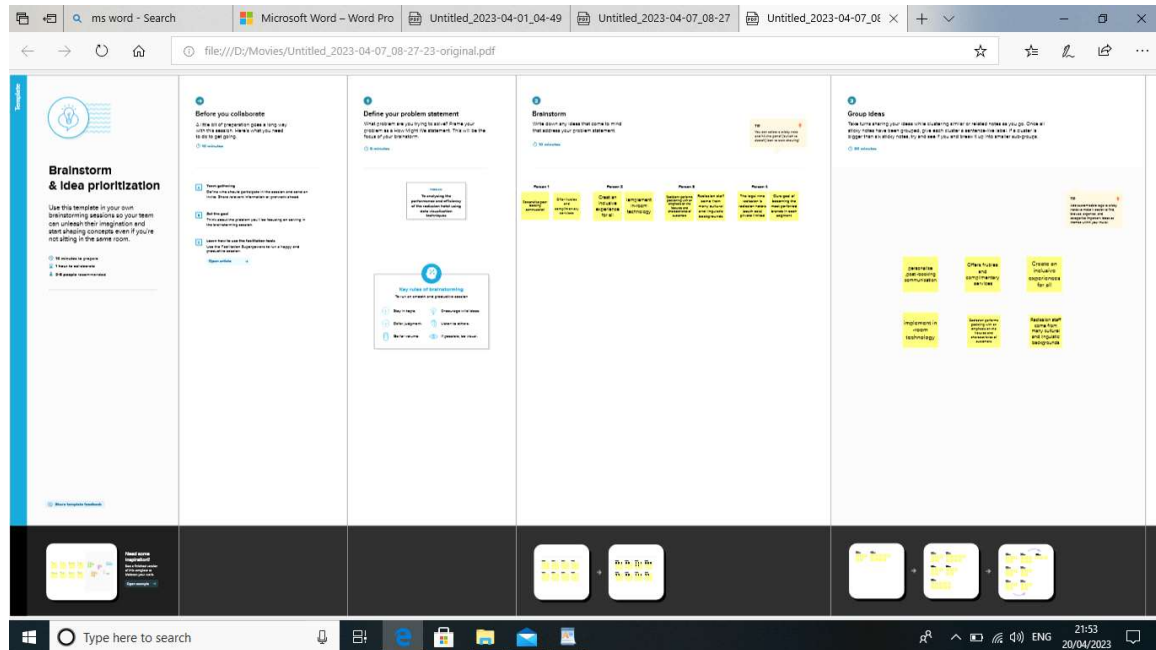
- In 1907, Edna Dickerson came to Minneapolis, Minnesota, from Chicago to collect a substantial inheritance.[4][5] Local business leaders persuaded her to build a hotel in the city, with Dickerson the city where the first Radisson Hotel was built.

## DEFINITION AND DESIGN THINKING

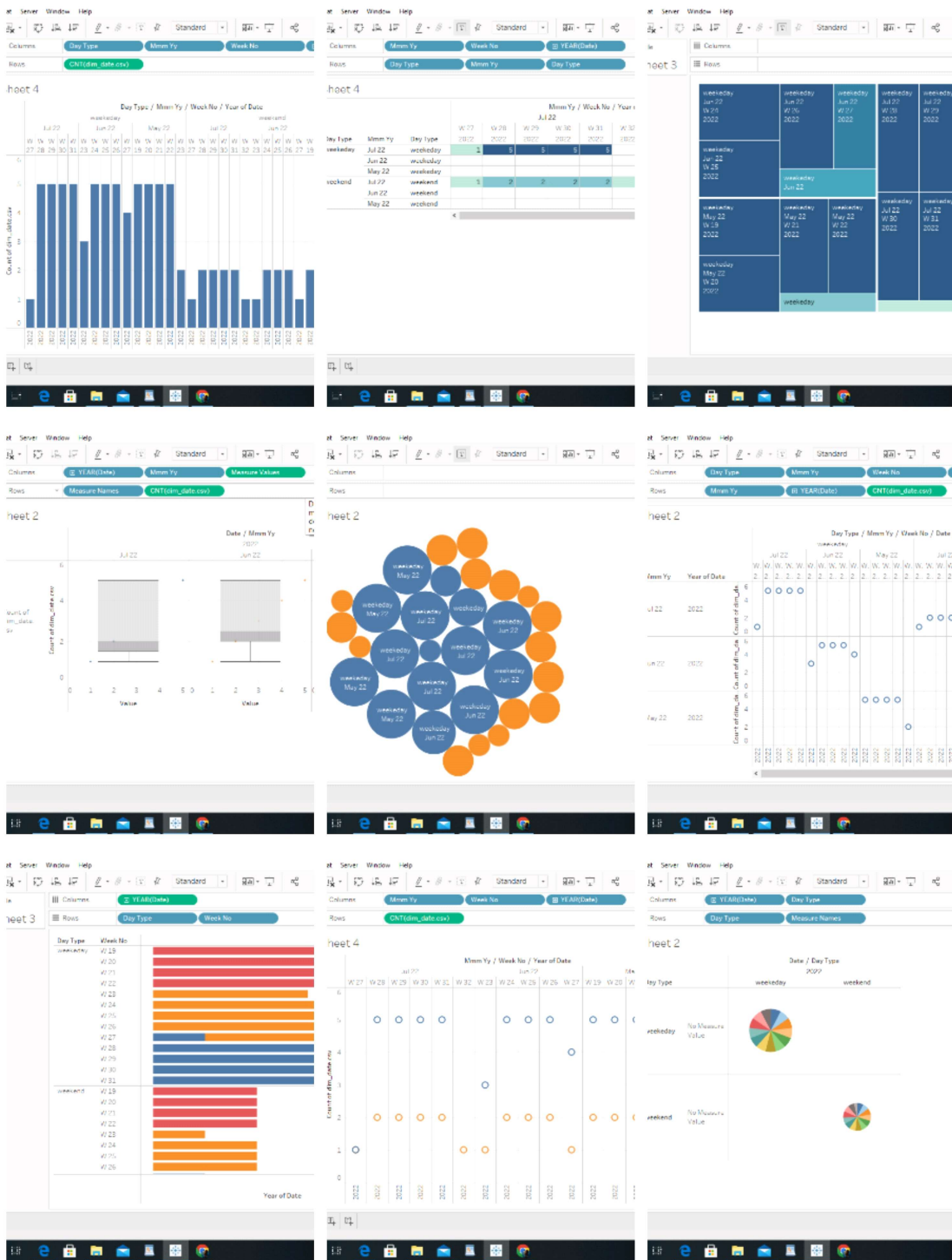
## EMPATHY MAP:



# BRIANSTROMING AND IDEATION MAP



## RESULT



## **ADVANTAGE AND DISADVANTAGE**

### **ADVANTAGE**

- The company's headquarters, as well as the headquarters of the owner, Radisson Hospitality, Inc., are located in Minnetonka, Minnesota, a suburb of Minneapolis

### **DISADVANTAGE**

- The brand name comes with a perception of being expensive Current economic status is bound to take a toll on spending power. Still trying to establish itself in the emerging economies

### **APPLICATION**

- Applicants interested in entry-level hospitality positions should visit the company website or by turning in paper applications at a hotel location.

### **CONCLUSION**

- Radisson Collection was formerly known as Quorvus Collection from 2014 to 2018.[24] Quorvus Collection was introduced in 2014 as a luxury brand. The first hotel of former Rezidor Hotel Group in Copenhagen, was converted to use Radisson Collection brand.[25]

### **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 .

