

PROJECT REPORT TEMPLATE

1 INTRODUCTION

1.1 Overview

With nine distinctive brands and more than 1500 hotels worldwide in operation and development, Radisson Hotel Group is one of the largest hotel chains in the world. As part of its strategic five-year plan, the company is in the midst of a transformation, in which a number of key functions are being unified in centers of excellence. One of those centers of excellence focuses on revenue management. The Revenue Systems Hub for 400 hotels in Europe and Africa is located in Madrid. It has recently started working with Fresh service to manage the team's workflow in an efficient manner

The hotel industry is a broad category of businesses that provide lodging services for travelers and tourists. This can include a wide range of establishments, from luxury resorts to budget-friendly motels, as well as extended stay hotels, boutique hotels, and more. Hotels can be found in nearly every corner of the world, and are often a major component of the tourism and travel industry in a given area.

Radisson owns multiple five-star hotels across India. They have been in the hospitality industry for the past 100 years. Due to strategic moves from other competitors and ineffective decision-making in management, Radisson is losing its market share and revenue in the luxury/business hotels category. As a strategic move, the managing director of Radisson wanted to incorporate Business and Data Intelligence in order to regain their market share and revenue. Our task is to create an analytics dashboard & story to provide them insights to make better business decisions.

1.2. Purpose

Our 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.

2 Problem Definition and Design Thinking

2.1 Empathy Map



EMPHATHY MAP
(1).pdf

2.2 Ideation and Brainstorming map



BRAIN STORM.pdf

3. Result



4. Advantages

- **Service:** As the tagline of Radisson indicates, the service motto of the hotel chain is “Yes I Can.” The employees are trained to never say no or show disapproval for customer requests, always positive pleasant and willing to serve. This ensures that their service is top grade and consistent across their properties in various parts of the world.
- **Wide network:** The Radisson Group has the presence in almost 73 countries across the world and has around 1000 properties. Though the majority of their hotels are in the United States where they have a wide network, the hotel chain has a strong presence in most of the
- **Service:** Shangri-La Hotels & Resorts are famous for the top service quality and customers are given a lot of personal attention. The decor of the restaurant is imperial and the architecture inspirational and the service quality is consistent across all its properties.
- **Radisson Rewards:** Radisson is popular for their rewards program which has often been considered as an industry benchmark. Their rewards scheme consists of member rates which are lower than the standard room rates for regular customers. Personalised service options, discounts on food and drink and free award nights. The points can be collected for stay across any Radisson Hotel and can be redeemed in any of their hotels as well.
- **Wide target segments:** The hotel chain owns prestigious hospitality brands like Radisson, Radisson Blu, Radisson Red, Country Inns and Suites by Radisson and Park Inn by Radisson. While Radisson Blu refers to hotels outside the United States which cater to luxury travelers, Radisson Red is for young customers while Park Inn is for economy segment. Thus the hotel chain has something for all income customers which in turn helps them target larger audiences.
- **High brand recall:** Radisson is a group of hotels with a unique brand identity which is synonymous with high-end service quality. Through their every moment matters tagline, which also reflects their service philosophy, the group has been able to emotionally connect with their customers.

Disadvantages

- **Expansion plans:** Radisson Group is planning to expand further into the Asia Pacific and this will also be backed by a restructuring and leadership change. This change will come with a lot of expenses and, may prove to be costly for the company. The restructuring and

leadership change may also mandate the need for a change of culture which may be challenging.

- **High promotions costs:** The Radisson Group is planning to reposition and rebrand itself for which the budget assigned is 200 million USD. At an age where the hotel business is facing cost management challenges, it may not be the right move.
- **Too much spread:** Radisson Group has under its portfolio eight different hotel brands across eight segments and operations in more than 73 countries across various continents. This huge spread is creating a disconnect between the hotel categories and sub-brands. This is also confusing the customer who expects the same service quality in all Radisson hotels and does not realize that it may vary depending on which segment the sub-brand caters to.

5.Applications

Book your stay quickly

Manage your bookings

Never miss out on offers

Make your stay count with Radisson Rewards

6. conclusion

This was our last hotel stay in Ireland before returning home. Our rooms were very nice and comfortable. Room was clean and roomy. The bathroom was especially nice. We had a very restful night. Continental breakfast was good. Check-in was quick without any hassles. We attended an Irish dinner show in town, so we were not able to eat in the restaurant. Location was great, even though we did not have time to see any of the local sights before departing.

7. Future scope

Location is not that much impressive but the Business Class rooms are. Elegantly decked up, large rooms with spacious area if you are staying here in any of the Business Class rooms. Breakfast spread is highly impressive, like any other prominent Radisson properties and you will love it. Staff members in front office except Mr. Aakash are not professional enough, need to be trained further. Travel desk is efficient and fast.

8.Appendix

INDIA

- Country Inn & Suites by Radisson – Gurugram,
- Radisson Blu Faridabad
- Radisson Goa Candolim
- Radisson Gurugram Sohna Road City Center

- Radisson Gwalior
- Radisson Hotel Khajuraho
- Radisson Hotel Noida
- Radisson Mumbai Andheri MIDC
- Radisson Shimla
- Radisson Udaipur