

# 1. INTRODUCTION

## 1.1 OVERVIEW

Radisson Hotel Group (RHG) is one of the world's largest hotel groups with nine distinctive hotel brands, and more than 1 500 hotels in operation and under development in 120 countries. The Group's overarching brand promise is Every Moment Matters with a signature Yes I Can! Service ethos. 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.

Radisson Rewards is our global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners. Radisson Meetings provides tailored solutions for any event or meeting, including hybrid solutions placing guests and their needs at the heart of its offer.

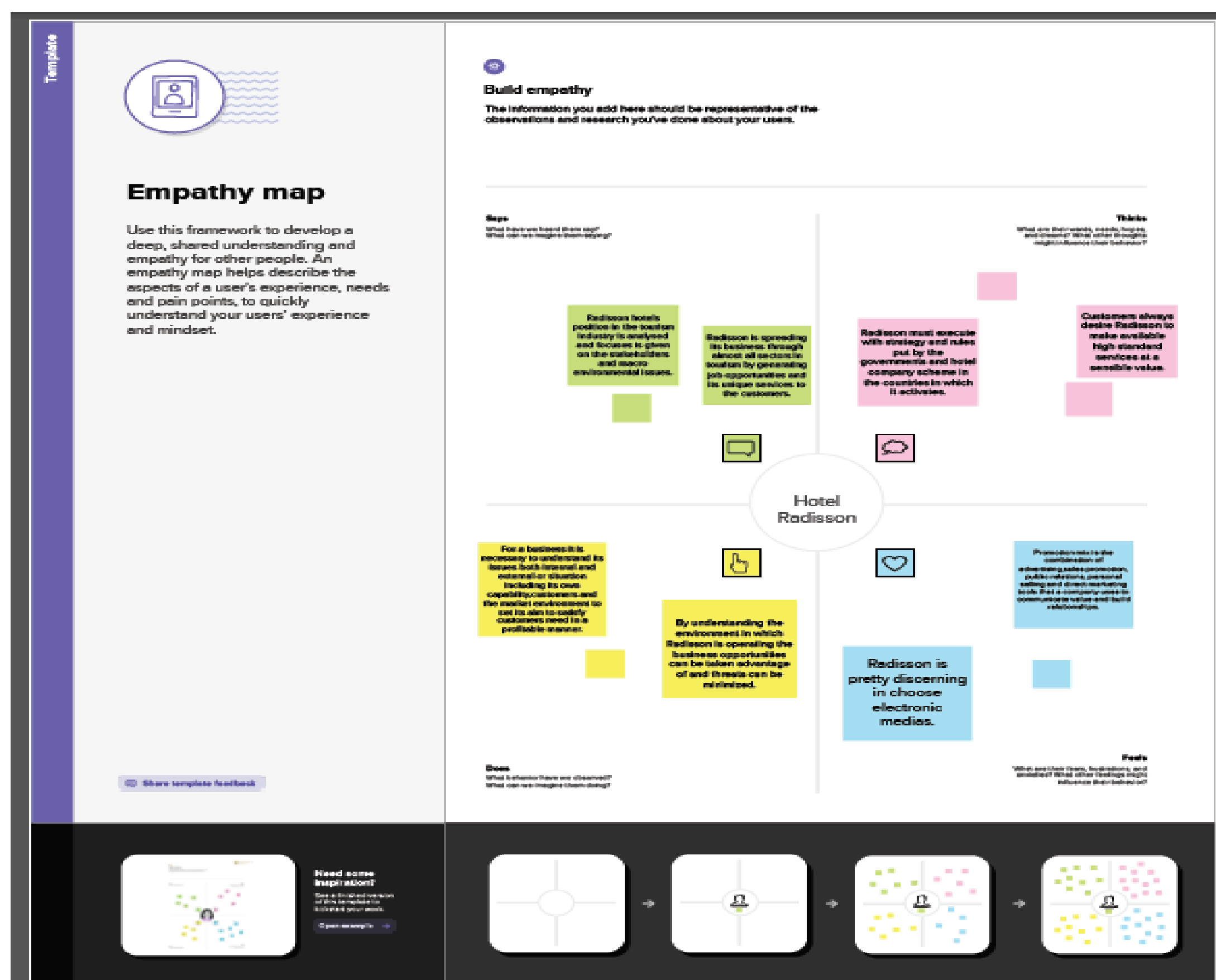
## 1.2 Purpose

In this project we analyze the Radisson hotel in recent years. The purpose of this program is to know how Radisson hotel works, how to book rooms, number of successful bookings in city wise, revenue and income of Radisson hotels per annum. 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. The main objective and long-term vision is to be the company of choice for guests, owners and talents.

## 2. Problem Definition & Design thinking

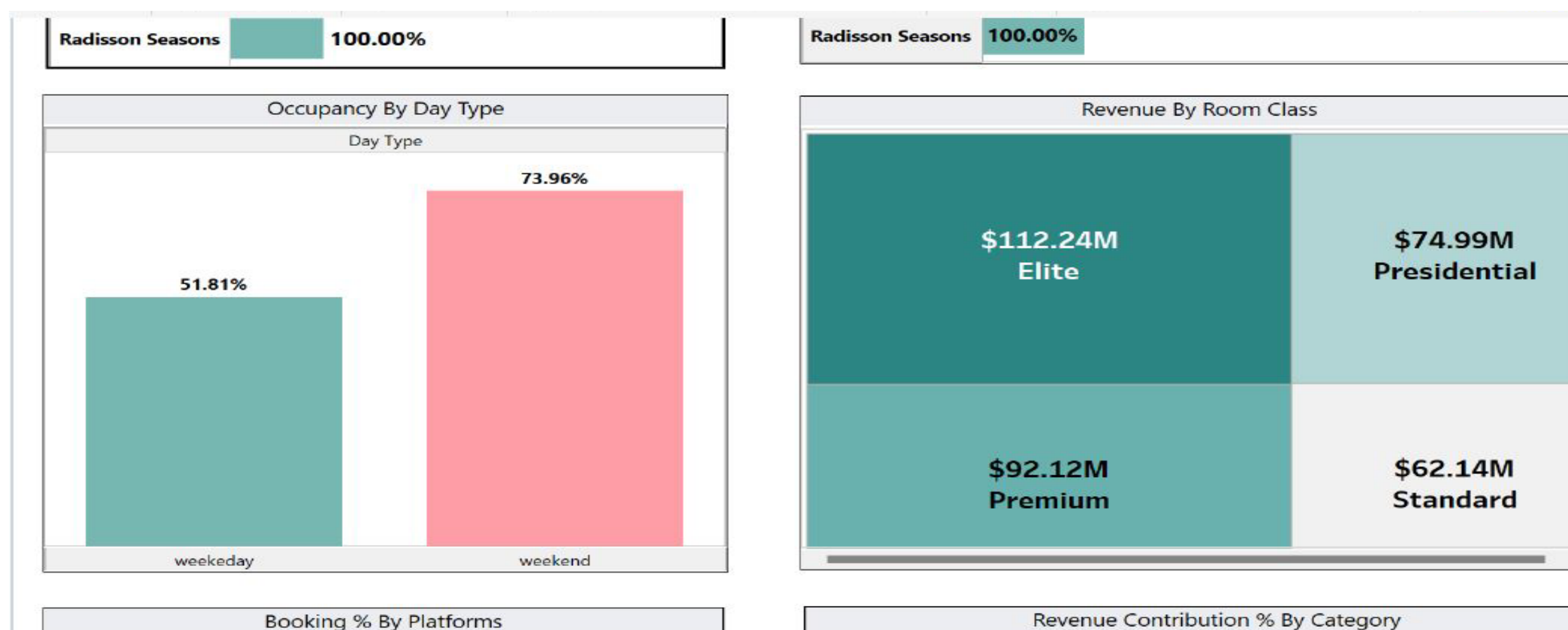
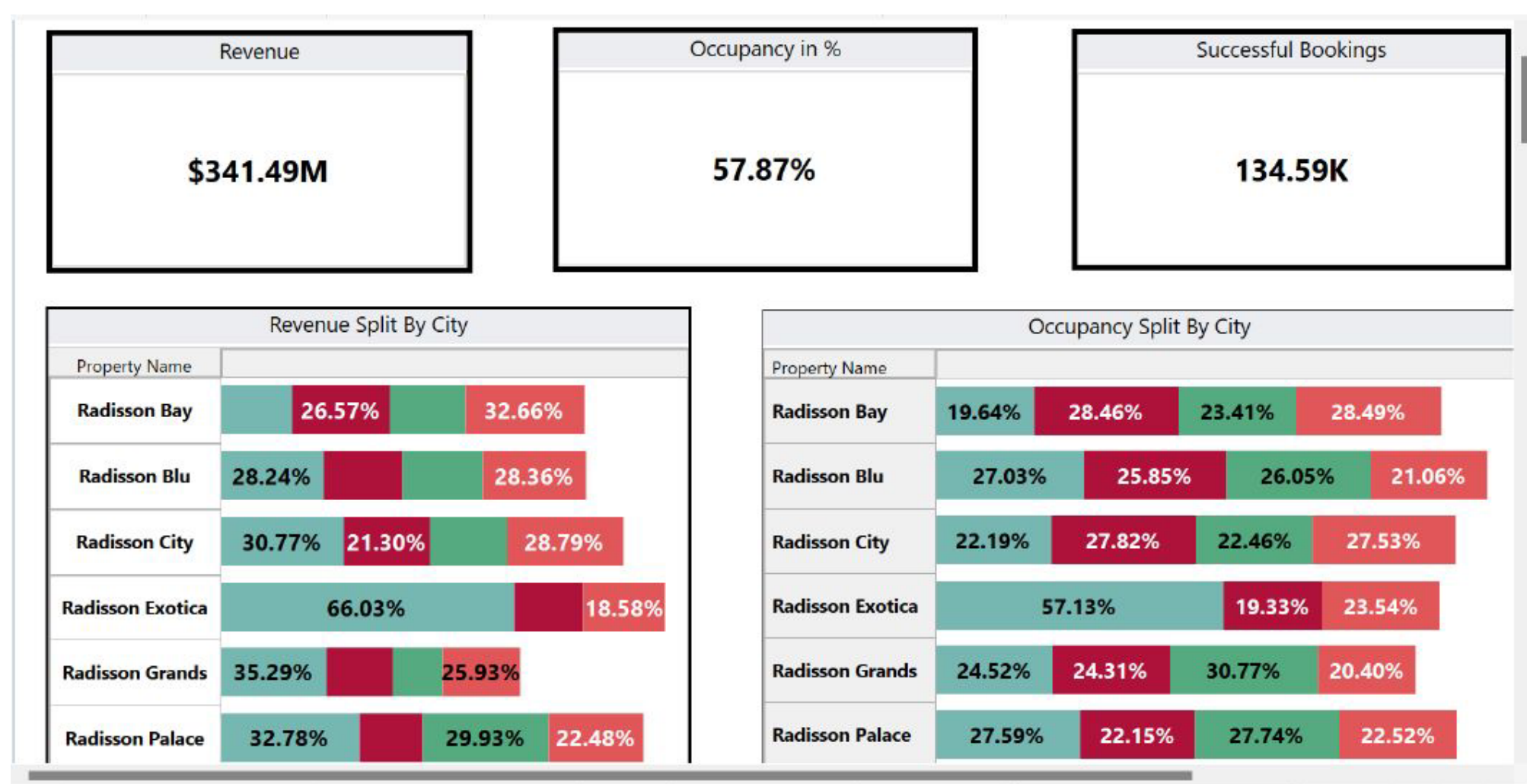
### 2.1 Empathy map



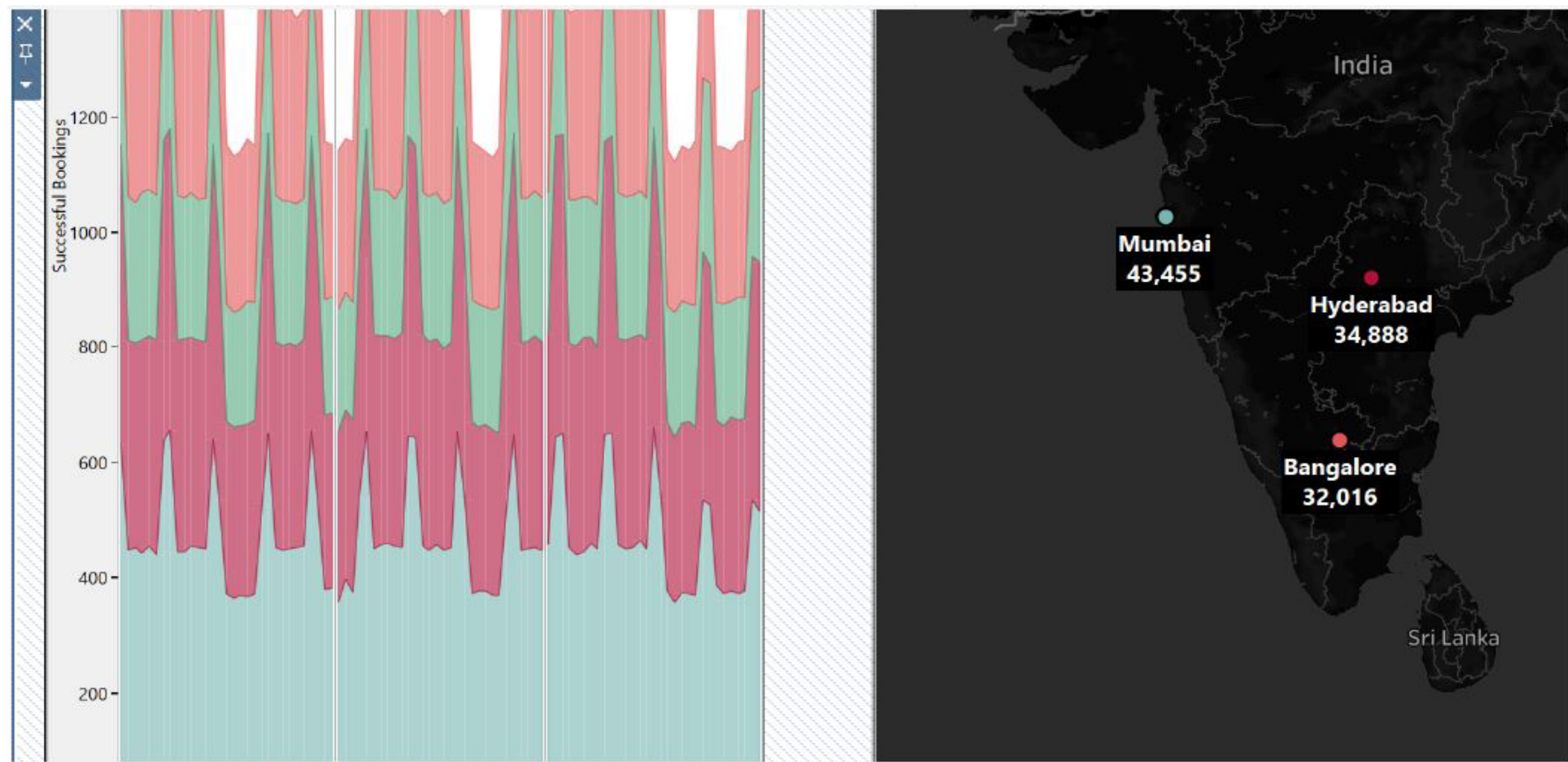
### 2.2 Ideation & Brainstorming map



### 3. Result







## Radisson Analysis Story

Mumbai has made highest No of successful bookings- 43,455

Elite and Premium room classes are the top 2 highest revenue contributors

Other Platforms and make your trip contributed 42% of the total checked out bookings

All properties have average 25% cancellation rate and 50% occupancy rate

Property Name	Property I..	Revenue	Capacity	Successful ..	Occupancy ..	Cancelled Bookings %
Radisson Bay	16562	\$10.93M	9,016	4,820	53.46%	28.47%
	17562	\$10.30M	7,636	3,424	44.84%	26.52%
	18562	\$13.84M	11,132	7,333	65.87%	26.59%
	19562	\$17.01M	8,832	5,812	65.81%	22.05%
Radisson Blu	16561	\$11.45M	6,716	4,418	65.78%	26.47%
	17561	\$14.77M	7,820	5,183	66.28%	22.92%
	18561	\$11.26M	9,844	6,458	65.60%	25.55%
	19561	\$14.84M	10,764	5,736	53.29%	25.17%
Radisson City	16560	\$11.00M	8,740	4,693	53.70%	24.26%
	17560	\$17.69M	11,316	6,013	53.14%	24.21%
	18560	\$12.25M	10,028	6,638	66.19%	24.31%
	19560	\$16.55M	9,108	5,979	65.65%	23.52%
Radisson Exotica	16559	\$23.34M	11,132	7,338	65.92%	24.93%
	17559	\$18.67M	9,292	6,142	66.10%	24.02%
	18559	\$9.79M	11,776	5,256	44.63%	24.28%
	19559	\$11.82M	8,740	4,705	53.83%	26.06%
	16558	\$7.19M	4,784	3,153	65.91%	24.28%

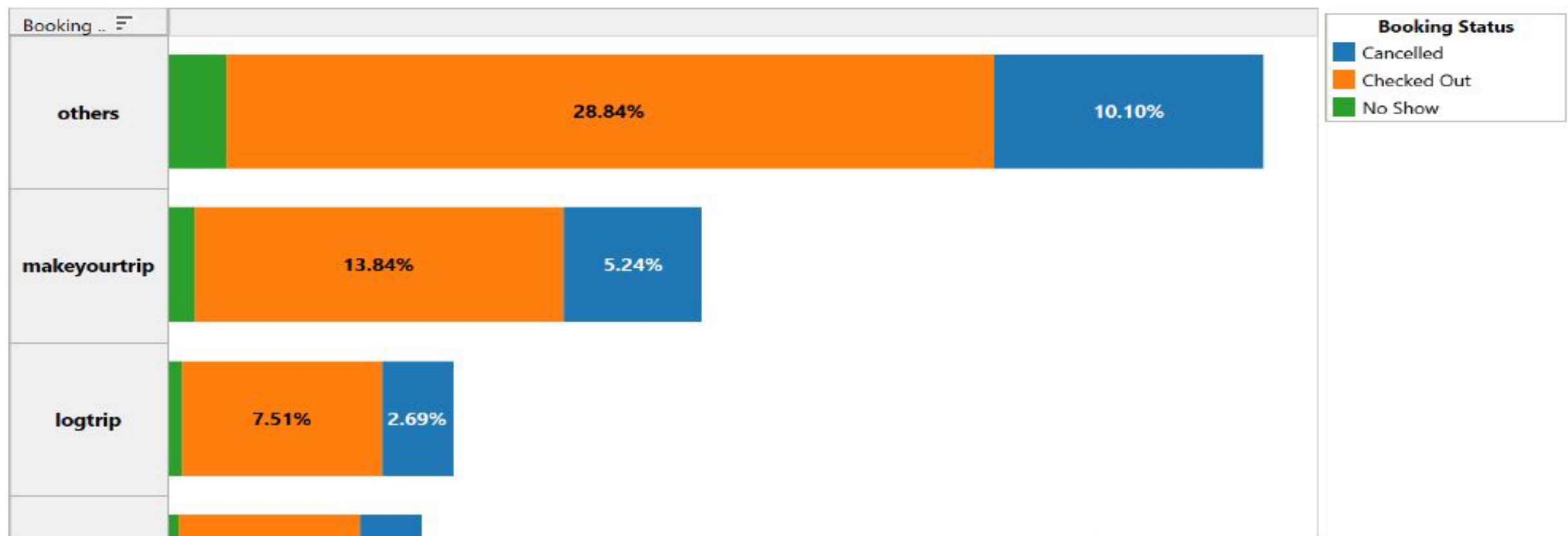
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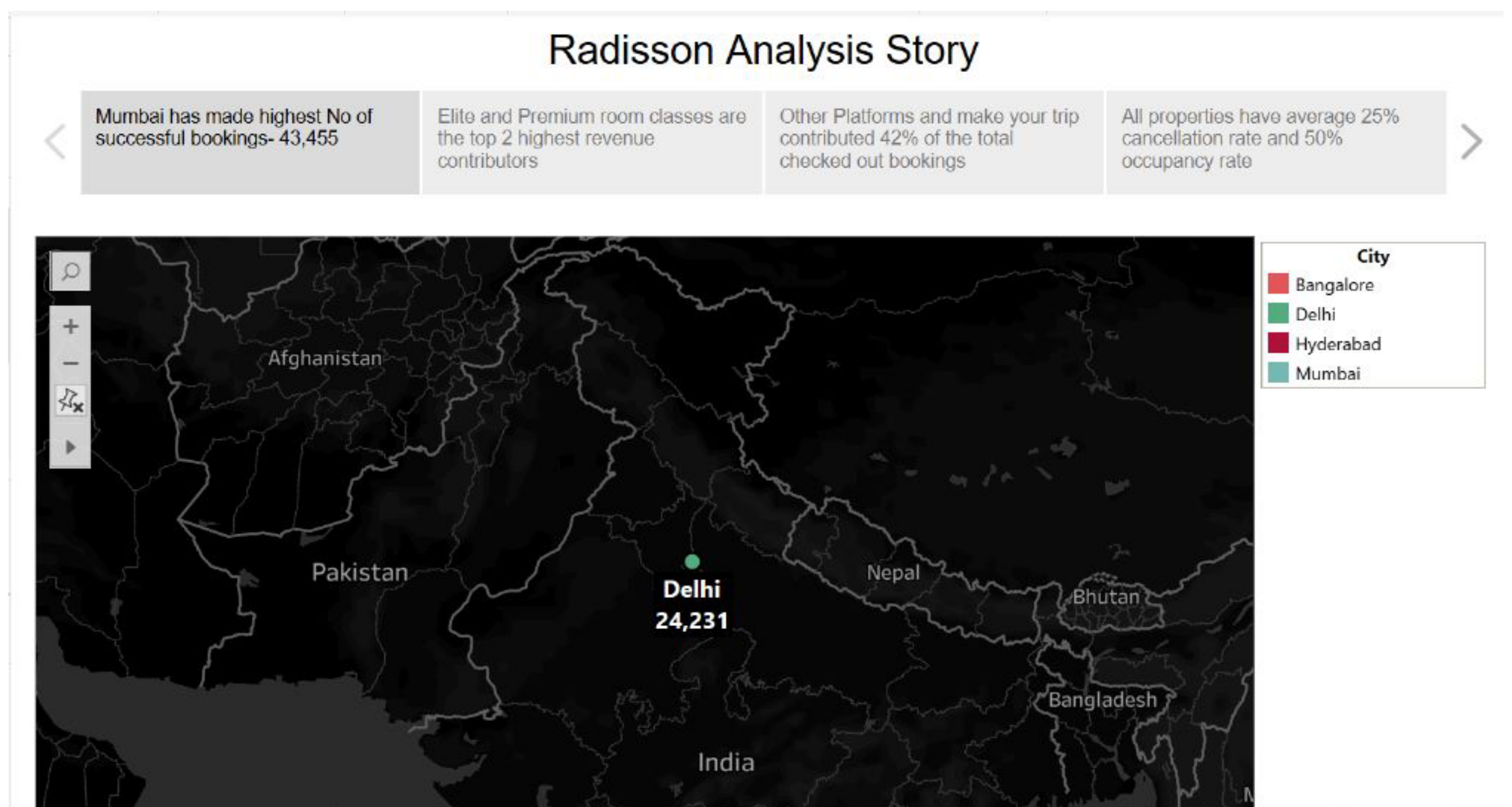
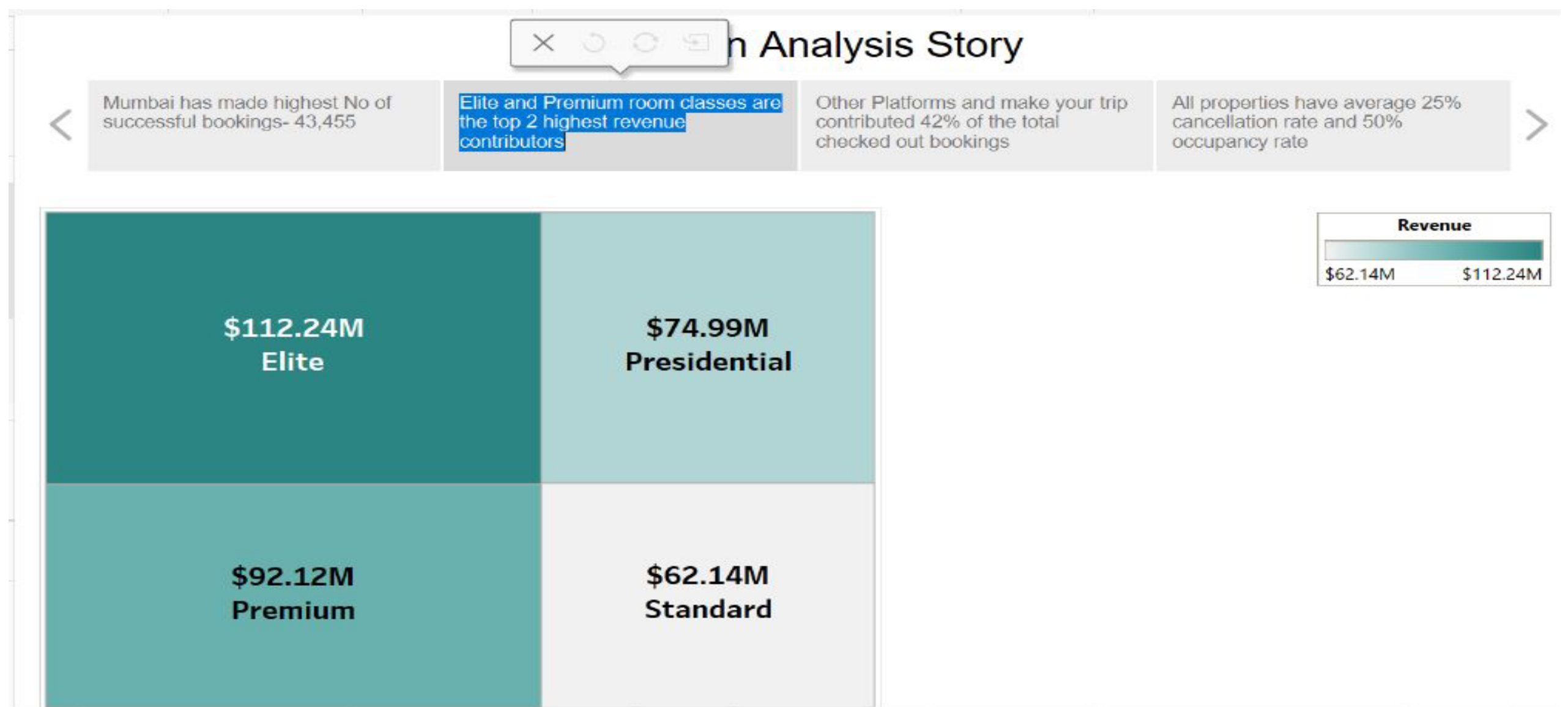
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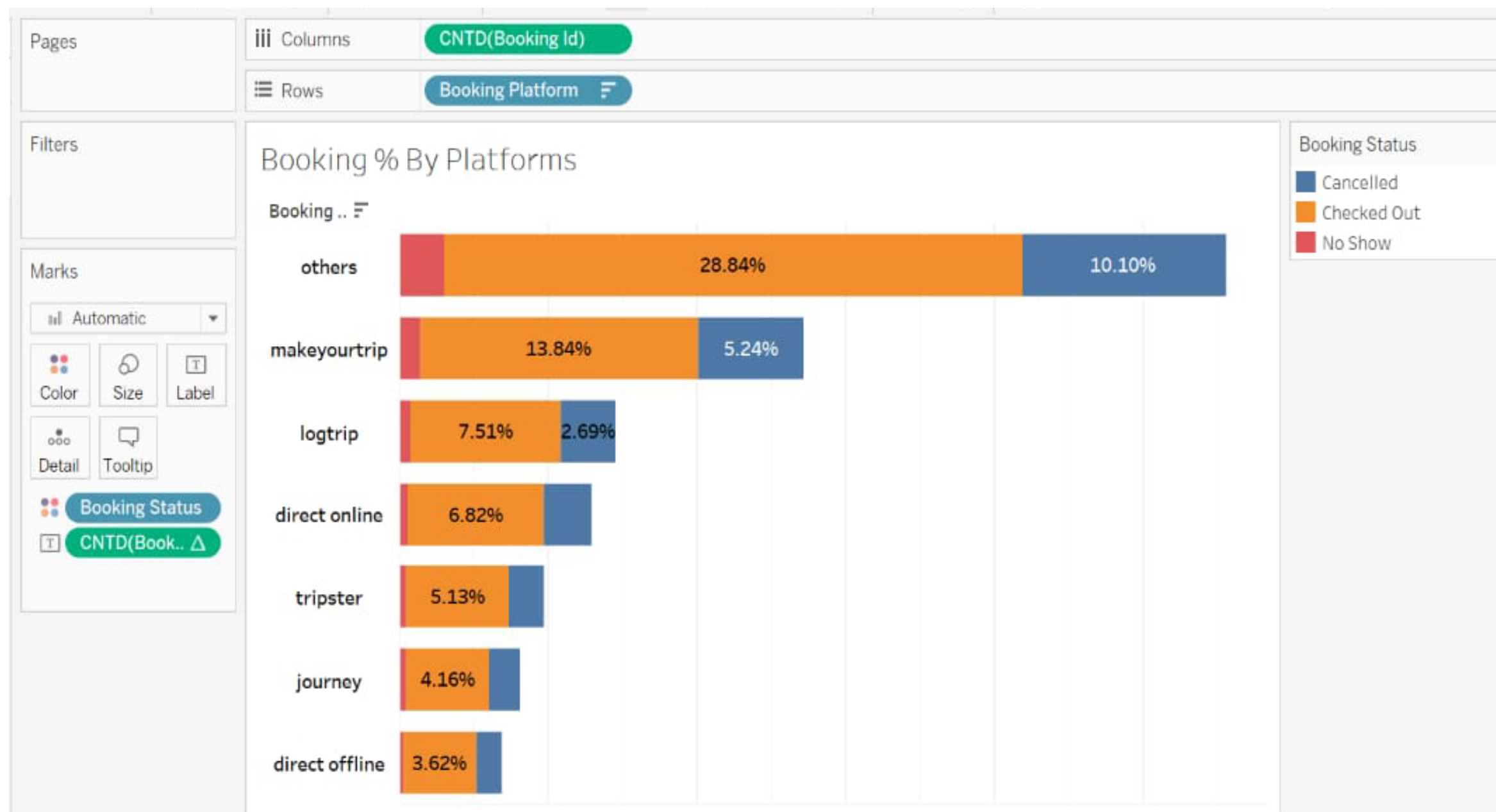
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## 4. Advantages & Disadvantages

- At Radisson Hotels, Every moment matters, so why wait to receive your benefits? Become a Radisson Rewards member and enjoy benefits right from day 1.
- Take advantage of our exclusive benefits like Member Only Rate, Priority Line, Discounted Food and Beverages, and much more from the first day.

Radisson Rewards Americas offers 4 membership levels:

- Club member- the starting tier of the program
- Silver status- reachable after 9 nights or 6 stays
- Gold status-reachable after 30 nights or 20 stays

- Platinum status-reachable after 60 nights or 30 stays

Employees at Radisson Hotels rank their Perks and Benefits lower than most, ranking them in the bottom 5% of all similar sized companies with 501-1,000 Employees on comparably.

The operation department and African American/Black employees at Radisson Hotels rank their Perks and Benefits the highest, while Caucasian employees and employees with over 10 years experience rank the Perks and Benefits at Radisson Hotels the lowest against other demographic groups at the company.

## 5. Applications

The data analysis is used to calculate the role of Radisson Hotels in India, property by key metrics, bookings by daywise, total occupancy in %, revenue, annual income per annum.

In this project data analytics with tableau is used to easy understanding visualizations through pie, bar, maps, etc.

## 6. Conclusion

Making improvements involve working together measuring employee and customer satisfaction. To increase customer satisfaction, the management of Radisson Hotels needs to focus on the satisfaction of employees. To do so, the management needs to implement several programs that will ensure the satisfaction of employees so that efficiency and performance of the organisation can be enhanced. The management of the company needs to understand that employee should better understand the Radisson's vision and mission to be aligned with the firm. Radisson can do that by motivating its employees through Rewards and Incentives which in turn will present a chance for advancement.



## 7. Future Scope

One of our highest priorities is the health, safety, and security of our guests, team members, and business partners. COVID 19 has fundamentally changed the way we work and operate our hotels, and we are adjusting our daily operations to fit within the new normal. In response to the development of the COVID 19 pandemic, RHG continues to follow the latest advice and recommendations from the Centre for Disease control (CDC), World Health Organization (WHO) and the local authorities in the countries we operate in.

Despite the operational impact of the pandemic, our hotels were in operation approximately 80% of the year. The overall business volume reduction has been in line with industry performance. Due to business disruptions caused by the COVID 19 pandemic, the Responsible Business performance of 2021 is irregular. Therefore the 2019 metrics are more representative of our performance indicators.