

PREPARATION OF DATA FOR RADISSON HOTELS

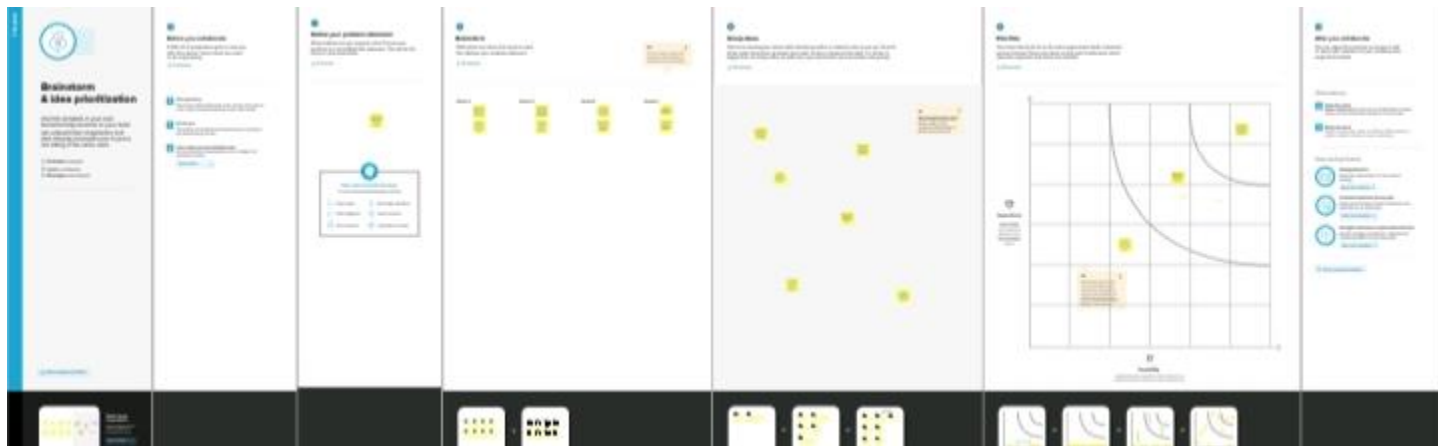
INTRODUCTION

Radisson hotels is an international hotel chain headquartered in the United States. A division of the Radisson Hotel Group. It operates the branches Radisson Blue, Radisson Red, Radisson Collection, Country Inn and Suites, and Park Inn by Radisson among others.

PROBLEM DEFINITION

Radisson means an individual property operated under a license agreement with Radisson Hotel International. Radisson Hotel is a name synonymous with a creative hospitality and innovative spirit. One of the most attractive and respected in the industry.

BRAINSTORM.



EMPATHY MAP.

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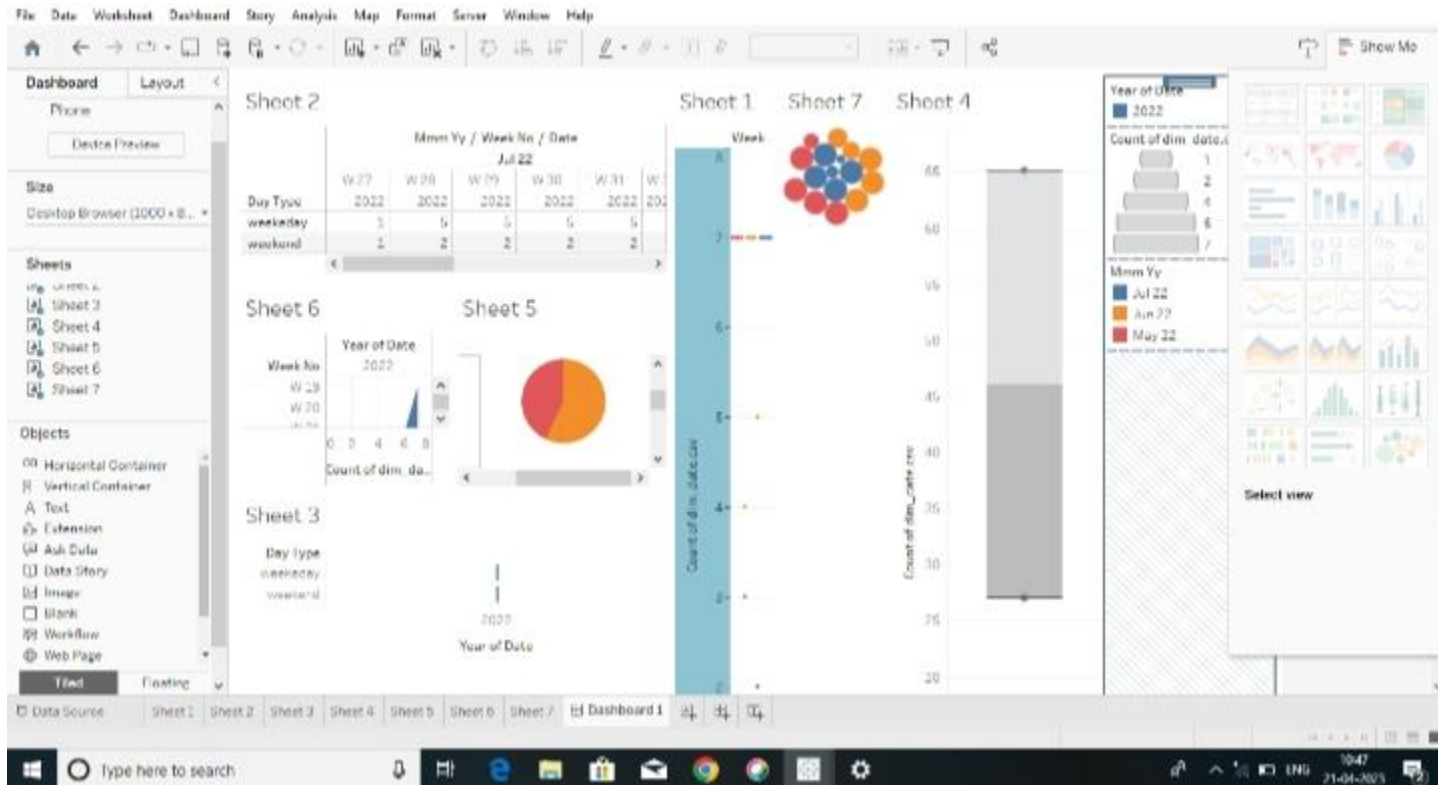


What are your needs, motivations, and attitudes? What other feelings might influence your behavior?



RESULT FOR RADISSON

As a member ,you will receive a upto 35 points per us dollar spent on radisson hotel groups americas states.Radisson hotels as an overall product quality score of 3.9 out of 5 stars rated by its users and customers .



ADVANTAGES AND DISADVANTAGES

ADVANTAGES

Located next to the presidential palace in maitammaa district ,one of the most south after and exclusive areas in abuja,the hotel will be a 45 min drive from the nnamdi azikiwe international airport, the country's second busiest airport after lagos,in proximty to the hotel is the cities most popular market.

Our long term vision is to be the company of coice of guests,owners and talents.

DISADVANTAGES

The common weaknesses for the hotels include budget limitations, lack of in room technology ,poor onlinr reviews ,lacking certain facilities or an outdated website.Take a hard look at what your competitors do better than you,and areas that guests have flagged in negative feedback.

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APPLICATION

- **Free upgrades for the guests,next visit**
- **complimentary foods and bevarge items at the hotel**
- **exclusive discounts on future stays**

CONCLUSION

While announcing the deal, choice hotel stated that adding these 624 hotels and more than 68000 rooms from radisson 9 brands would expand its presence in core upper -mid scale and upscale hospitability segments especially in the region.

FUTURE SCOPE

Threats in swot are areas with the potential to cause problems. Different from weaknesses ,threats are external and out of your control .This can include anything from a global pandemaic to a change in the competitive landscape.

APPENDIX

Total revenue increased by 133.5 % to \$330.1 million (2021:\$141.4 million),exceeding previopusly upgraded market exceptations ,as demand for lesure and coporatae travel and meetins and events continued to strengthen across all markets ,despite on going macro economic challenges globally.