



## HOTELS THAT LOVE TO SAY YES!<sup>SM</sup>



### RADISSON<sup>®</sup> FACTS

Radisson is one of the world's leading global hotel brands. It delivers vibrant, contemporary and engaging hospitality that is characterized by its unique **Yes I Can!<sup>SM</sup>** service philosophy. Radisson hotels are first-class, full-service hotels that offer a range of "World of Radisson" services and amenities that have been created specifically to be empathetic to the challenges of modern travel, including its 100% Guest Satisfaction Guarantee.

#### Service Philosophy

Guests who stay at Radisson can experience its **Yes I Can!<sup>SM</sup>** spirit of service that ensures that they are always greeted, treated and served in a way that exceeds their expectations.

**100% Guest Satisfaction** If guests aren't satisfied with something, the brand will make it right. It's guaranteed.

#### About Carlson Rezidor Hotel Group

The Carlson Rezidor Hotel Group - born in early 2012 – is one of the world's largest and most dynamic hotel groups. The portfolio of Carlson Rezidor Hotel Group includes more than 1,300 hotels, a global footprint spanning 81 countries and territories, a powerful set of global brands (Radisson Blu, Radisson<sup>®</sup>, Park Plaza<sup>®</sup>, Park Inn by Radisson, Country Inns & Suites By Carlson<sup>SM</sup> and Hotel Missoni).

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#### World of Radisson

World of Radisson services have made Radisson one of the world's leading full-service hotel brands. Tailored to the needs of the busy traveler, every service feature is designed to make their stay unforgettably satisfying. Some of the unique World of Radisson services include Business Class rooms that offer upgraded amenities and services, like 3-Hour Express Laundry, high-speed Internet and complimentary breakfast with Grab & Run.

Radisson has also recently created a number of distinctive room styles and restaurant concepts to suit every space, market location and budget. Room styles include Naturally Cool, NY Mansion House, Ocean, And Relax and Urban. Restaurants concepts include Filini, FireLake Grill House & Cocktail Bar, and RBG.

#### Tiered Branding

Radisson is a two-tiered brand offering a choice of an upper upscale hospitality experience at our Radisson Blu hotels or an upscale experience at our Radisson hotels.

Radisson Blu flagship properties can be found globally in prime locations, including major cities, airport gateways and leisure destinations around the world. Look for upscale Radisson hotels in major urban and suburban locations, as well as near airports and business districts around the world.

#### Current Portfolio

As of December 2011, Radisson has 421 hotels operating throughout the world with 94,640 rooms and 111 hotels in the development pipeline with an additional 23,945 rooms.

#### Key Growth Priorities

Carlson's Ambition 2015 growth strategy includes the development of flagship properties in the top five U.S. cities and a global focus on adding key hotels in major cities, airport gateways, leisure destinations and other important locations with plans to grow the portfolio to at least 600 hotels by 2015.