

Radisson group sparks European tourism revival

- A Monitor Desk Report

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Dhaka : Radisson Hotel Group is building on a record-breaking 2024, its strongest year ever for signings and openings, with the successful (re)opening of the Radisson Collection Hotel, Berlin, and a strong start to 2025.

The Group plans to add over 37,000 rooms to its portfolio through new signings, continuing its expansion across key European markets, where it is reinforcing its presence to drive tourism, as well as in the Middle East, Africa, and Asia.

Elie Younes, Executive Vice President and Global Chief Development Officer at Radisson Hotel Group says: "'From good to great' best describes the evolution of our European Network. We continue leading the upper-upscale segment on the continent in both urban and resort segments. Radisson Blu remains the largest upper-upscale brand in Europe for over a decade alongside Radisson Collection and Radisson

RED.

Many new destinations and collaborations reflect our commitment to drive further value to our guests and owners such as our partnerships at the Porsche Design Tower in Stuttgart and with Manchester City Football Club in UK as well as many new additions in places like Barcelona, Madrid, London, Paris, Berlin, Rome, Milan, Zurich, Amsterdam, Athens, Mykonos, Santorini, Canary Islands, Cortina, Sardinia, and more. We are grateful for the trust of our owners and the generosity of our people”.

The year began with the grand opening of the Radisson Collection Hotel in Berlin. This new lifestyle luxury landmark in the heart of the vibrant Mitte district is located close to iconic monuments such as the Berlin Cathedral or Museumsinsel.

Described as “the new icon of Berlin” it offers an exceptional experience for business and leisure travelers alike. The property has been transformed following the incident in December 2022 and now houses a spectacular “Living Tree” in its lobby.

This opening is followed by the signing of a Radisson RED Hotel in Berlin and a Radisson property in Krefeld. The new hotel in Krefeld will be part of a newly built mixed-use development, while the RED Hotel in Berlin is currently undergoing extensive modernization prior to its opening in late 2026. Later this year, a Prize by Radisson hotel in Osnabrück will open its doors, along with two new Radisson properties.

“Next to these additions, we further also just announced the signing of three new Radisson Individuals hotels, adding an additional 314 rooms to our German portfolio, and confirming our commitment to Germany as a strategic and key focus market for Radisson Hotel Group”, added Elie Younes.

HARBR. Hotel Heilbronn, a member of Radisson Individuals offers 127 rooms and is centrally located in Heilbronn’s business district next to the ‘Wissenschafts- und Technologie-Zentrum’, a technology park which hosts several companies, making it an ideal location for business travelers. HARBR. Hotel Konstanz, a member of Radisson Individuals, 76 keys, is situated near Lake Constance and close to the border of Switzerland.

As to the central location and close proximity to the old town, the hotel is the ideal venue for both leisure and business travelers. HARBR. Hotel Ludwigsburg, a member of Radisson Individuals consists of 111 rooms and offers close access to the city center, the train station and the main points of interest of the city.

Upon opening later this year, the three Radisson Individuals hotels bring the Group's portfolio in Germany to 64 hotels in operation and under development with 14,648 rooms - spanning 9 of the Group's brands and representing the biggest Radisson Hotel Group portfolio in a European country.

Building on its strategy of relevant brands for every market, and strong in conversion as well as new-built projects, Radisson Hotel Group continues to expand in tier-1 markets in Europe and other regions. Today 65pc of RHG's owner base holds more than one hotel with the Group and 50pc of owners keep their properties for 20 years or more.

Radisson Hotel Group's growth in Europe has been marked by signings and openings across the continent. The recent signing of four new properties in Norway, including the first ever Radisson Individuals and Prize by Radisson hotels in the Nordic region. The hotels are set to open later this year, with a total of 519 hotel rooms near the UNESCO World Heritage city of Bergen.

In the United Kingdom, Radisson Hotel Group announced the new Medlock Hotel, to be opened in late 2026 on the world-famous entertainment destination Etihad Campus, home of Manchester City Football Club.

The hotel will boast over 400 rooms, including a luxury penthouse suite, as well as access to the Campus' range of facilities. This followed the announcement of a Prize by Radisson hotel in Glasgow, the first within UK. The Group has since announced a 180-key new-build Radisson hotel, located at the new home of Oxford United Football Club, the UK's first all-electric stadium.

In Iberia, Radisson Hotel Group has reached over 10 hotels and expanded into new regions in Spain with the signings of Radisson RED Malaga and Radisson Resort & Residences Tenerife, as well as growing its presence in the capital with the new Radisson Collection Madrid. In Portugal, the Group also announced the signing of the Radisson RED

Porto Gaia and refurbished Radisson Blu Hotel, Lisbon.

In Paris, two amazing flagship hotels are under development: Maison Rivoli Paris, A Radisson Collection Hotel and Radisson Blu Hotel, Paris Porte de Versailles whereas the doors of Le Relais de La Malmaison, a member of Radisson Individuals, recently opened to offer guests a tranquil retreat near Paris.

Elsewhere, in the Middle East, the Group has announced two new Park Inn by Radisson properties in Madinah, Saudi Arabia, which will host 587 hotel rooms and 146 serviced apartments in partnership with the Knowledge Economic City. In the United Arab Emirates, the signing of the Radisson RED Marjan Island in Ras Al Khaimah will bring 285 rooms, event spaces, and spectacular design to the rapidly growing city.

With new signings and openings in the Philippines, Vietnam as well as Sri Lanka, Radisson Hotel Group is a major player in Asia Pacific, entering the top 5 of fastest growing hotel groups. Finally, in India alone, the Group is about to cross the mark of 200 hotels (in operation and under development) and announced two new properties in Bengaluru, and flagship properties in other key cities such as Ludhiana and Jaipur.

Radisson Hotel Group is on track for another record-breaking year in 2025, with a strong pipeline of openings and signings supporting its global growth strategy.

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