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A Case Study of the Radisson Hotel, Agra

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ABSTRACT: Radisson is an individual property operated under a license agreement with Radisson Hotels International, Inc. Radisson hotel is an international group of hotels that is spread across the 420 different locations in 73 different countries of United States, Europe, Africa and Asia. It includes variety of brands like Radisson collection, Radisson Blu, Radisson, Radisson red, Radisson individuals, Park Plaza, Park Inn by Radisson, Country Inn and Suites by Radisson, Prize by Radisson, Art'otel. Radisson works on the simple philosophy - "YES, I CAN".

Radisson Hotel Agra is 5-star luxurious hotel minutes away from the Taj Mahal. They offer variety of cuisines, creative cocktails, and fine wines at their three unique restaurants-Oasis the all-Day dining restaurant, Wonder Terrace –Bar & Kitchen and Henry's Pub. You can relax there with the amazing view of Taj Mahal.

I. INTRODUCTION

1.1) Radisson Group

Radisson is a town in the province of Saskatchewan, Canada. It was named after Pierre-Esprit Radisson (1636–1710), an explorer who was instrumental in creating Hudson's Bay Company.

Radisson Hotels is an international hotel company with more than 420 locations in 73 countries. The first Radisson Hotel was built in Minneapolis, Minnesota in 1909, and was named after the 17th-century French explorer Pierre-Esprit Radisson. The hotel was bought by Curt Carlson (1914–1999) in 1962 and is still owned by Carlson.

Radisson Blu, is the brand name for Radisson hotels outside the United States, including those in Europe, Africa, and Asia. These are operated by Belgian hotel firm Rezidor Hotel Group under a master franchise contract with Carlson. Scandinavian Airlines System (SAS) was previously a major shareholder in Rezidor Hotel Group and licensed its brand for Radisson SAS hotels. Following the withdrawal of SAS from the partnership, the name has been replaced by Radisson Blu, although the new brand is being introduced gradually across the portfolio. The SAS Group, former owner of Rezidor, announced the withdrawal of SAS on February 4, 2009. Radisson Blu operates 158 hotels, with 42 projects in development.

Radisson Hotel Group is proud to provide a dynamic set of hotel brands for a wide range of travellers and budgets. Each of these brands has its own identity. Any traveller can feel at home when they decide to stay with us, because there is always a Radisson Hotel that caters to their needs. We centre and focus our work on delivering memorable moments, acting as a true host by being the best partner.

Over 520 of our hotels in operation are in EMEA, and 290 in APAC*. We have the support of our guests, owners, investors, and talent to continue growing. This is demonstrated by the enormous number of hotels we have under development at the moment.

Radisson Hotel Group signed the Glasgow Declaration and reaffirmed its strong sustainability commitment during COP27 as well as joining the Global Sustainable Tourism Council (GSTC).

1.2) History of the Group

At Radisson Hotel Group we never stop searching for new ways to serve our guests, provide opportunities for our owners and business partners and become leaders. Our company that began in Copenhagen, Denmark with the launch of the world's first designer hotel has grown to span the world and continues to offer new locations every year. Let us look back and get to know our history a little better.

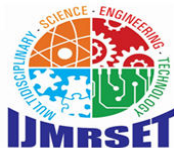


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1960-2023

- 1960, First SAS hotels opened in Copenhagen, the current Radisson Collection Royal Hotel, Copenhagen.
- 1962, Group name changed to Carlson and acquired Minneapolis Radisson Hotels.
- 1986, Carlson Hotels and SAS International Hotels signed a partnership to bring the Radisson brand to Europe.
- 1987, Carlson Hotels launched the Country Inns & Suites by Carlson brand.
- 1989, Headquarters moved to Brussels
- 1994, SAS International Hotels signed a franchise agreement with Carlson Hotels to manage the Radisson brand in EMEA, which would later become Radisson Blu.
- 1999, Carlson Hotels launched the guest loyalty program now known as Radisson Rewards.
- 2002, SAS International Hotels became The Rezidor Hotel Group and bought franchise rights to Regent Hotels & Resorts, Park Inn, and Country Inns & Suites by Carlson.
- 2006, The Rezidor Hotel Group completed a first public offering on the Stockholm Stock Exchange. Carlson bought additional shares, increasing its ownership to 35% 2009 Radisson SAS brand name was updated to Radisson Blu
- 2010, Radisson Blu became the largest Upscale Hotel Brand in Europe, per MKG Park Inn becomes Park Inn by Radisson Rezidor named one of the Most Ethical Companies of the World by Ethisphere Institute.
- 2012, Carlson increased its ownership in The Rezidor Hotel Group to 51%, and the two joined forces in a strategic partnership and went to market as Carlson Rezidor Hotel Group. Carlson Rezidor Hotel Group was named Hotel Group of the Year at the Worldwide Hospitality Awards 2012.
- 2014, Carlson Rezidor Hotel Group announced a new brand in the upscale lifestyle select segment, Radisson RED
- 2016, HNA Tourism Group acquired Carlson Hotels, Inc. The Rezidor Hotel Group entered the economy segment with a 49% stake in prizeotel.
- 2017, Federico J. González became Rezidor's President & CEO and Chairperson of the Global Steering Committee. HNA Tourism Group Co., Ltd. announced a mandatory public offer to acquire all shares in Rezidor.
- 2018, Country Inns & Suites by Carlson became Country Inn & Suites by Radisson. Carlson Rezidor Hotel Group became Radisson Hotel Group, a new global brand architecture, introducing Radisson in EMEA and launching the Radisson Collection brand. Radisson Hotel Group Rebranded Club Carlson loyalty program to Radisson Rewards Rezidor Hotel Group AB (publ) renamed to Radisson Hospitality AB (publ) on 7 May 2018.
- 2019, A consortium led by Jin Jiang International Holdings Co. Ltd. completed the acquisition of the shares in Radisson Hospitality AB. Radisson Hotel Group began the roll-out of its new global Responsible Business training program. Radisson Hotel Group entered the future of digital hospitality with the launch of its new multi-brand platform: Radisson Hotels.com. The first co-branded hotel of Jin Jiang International and Radisson Hotel Group was launched, Radisson Blu Hotel, Frankfurt. Radisson Hospitality AB completed the acquisition of prizeotel. Radisson Hospitality AB's application for de-listing from Nasdaq Stockholm was approved.
- 2020, In response to the COVID-19 pandemic, Radisson Hotel Group announced its Radisson Safety Protocol, a global commitment to cleanliness and hygiene in partnership with SGS. Radisson Hotel Group launched a new brand, Radisson Individuals. Radisson Hotel Group strengthened its extended stay value proposition and started to grow its serviced apartments portfolio across EMEA.
- 2021, Radisson Hotel Group renewed its partnership with SGS and continued global application of the Radisson Hotels Safety Protocol. Radisson Hotel Group and Allego partnered to develop pan-European charging network and infrastructure for electric vehicles and green mobility. Radisson Hotel Group set up a collaboration with Amadeus to integrate its Traveler ID platform into the Group's check-in web portal, making seamless travel and contactless check-in possible for guest. Radisson Collection launched its first global art series with emerging artists to create unique art pieces inspired by each hotel's iconic location. Radisson Hotel Group became the world's first hotel group to offer 100% carbon negative meetings.
- 2022, Radisson Hotel Group set new targets and commitments to decarbonize its business with ambitious emission reduction targets to be net zero by 2050, with approved and validated Science Based Targets, in line



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with the SBTi Net-Zero Standard. Together with top brands, associations and destinations in the industry representing over 50,000 hotels, Radisson Hotel Group launched the Hotel Sustainability Basics, including the definition of 12 criteria and actions, which all hotels should implement as a minimum on their road to sustainability. Radisson Academy's third anniversary was celebrated with 1.5M hours (about 171 years) spent in training and development. Radisson Hotel Group sold the franchise business, operations, and intellectual property of Radisson Hotels Americas to Choice Hotels International. Radisson Hotel Group announced its Asia Pacific Expansion Plan including the establishment of new dedicated Business Units in Thailand, Vietnam, Indonesia, and Australasia. Radisson Rewards relaunched its loyalty program offering the fastest route to top tier in the industry, new benefits, and the opportunity to make their stays carbon compensated, making green stays easier. Radisson Hotel Group launched a new midscale brand, Park Inn & Suites by Radisson in India and signed a strategic partnership with Ruptub Solutions to add 150 hotels in India. Radisson Hotel Group signed the Glasgow Declaration and reaffirmed its strong sustainability commitment during COP27 as well as joining the Global Sustainable Tourism Council (GSTC). Radisson Hotel Group ranked fourth in Forbes Best Employer ranking in the travel and leisure category globally for the second consecutive year.

- 2023, Book it Easy, a real-time instant online booking platform for meetings and events in EMEA was launched. Radisson Hotel Group, together with the WTTC, top brands, associations, and destinations in the industry, launched the Hotel Sustainability Basics verification scheme, in partnership with Green Key and SGS. Prizeotel launched its prize Promise sustainability commitment, a comprehensive approach to sustainability, from construction and design to a fully responsible travel guest experience with carbon compensated stays. Radisson Hotel Group accelerated the roll out its Rad Family kids' program. Radisson Hotel Group was a winner at the CXA 23 Awards in two categories with the "Immersive experience to drive customer engagement and booking conversions" and "Localization at the heart of our digital experience" projects. Radisson Hotel Group expanded its partnership with SM Hotels & Conventions Corp. and signed a Master Development Agreement to reach 20 hotels in the Philippines by 2028. Radisson Hotel Group signed an agreement with La Vie Hotels & Resorts to add over 30 hotels to Group's portfolio in APAC. Radisson Hotel Group and PPHE Hotel Group accelerated the global growth of the premium lifestyle art'otel brand, with the inclusion of art'otel in the Group's portfolio of bold, art and design-inspired hotels, growing the portfolio to ten distinct brands under an overarching umbrella. Radisson Hotel Group's Board of Directors appointed Federico J. González as Executive Vice Chairperson.

Having more than 75 years of hospitality experience, they have grown to become one of the largest and most dynamic hotel groups in the industry with a powerful set of brands that deliver world class hospitality and excellent service.

1.3) Radisson Brands

Radisson Hotel Group has wide range of brands. Those brands are:

- **Radisson Collection**

Radisson Collection is a unique collection of iconic properties. While the character of each hotel feels authentic to its locality, all offer the ultimate template for contemporary living; united by bespoke design and exceptional experiences across dining, fitness, wellness, and sustainability.





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- **Radisson Blu**

Radisson Blu creates memorable experiences in stylish spaces. By paying close attention to the minute details that make an enormous difference, we inspire unforgettable experiences with every stay.



- **RADISSON**

Radisson enables guests to find harmony in their hotel experience – with relaxing natural spaces, thoughtfully considered details and unexpected delights.



- **RADISSON RED**

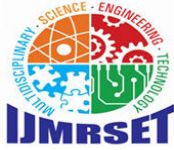
Radisson RED presents a playful twist on conventional hotel stays, injecting new life into hotels through informal services where anything goes, a social scene that is waiting to be shared and bold design.



- **RADISSON INDIVIDUALS**

Radisson Individuals brings together hotels that have unique characteristics and personalities, offering guests an opportunity to discover new locations whilst knowing that they will always receive the exacting standards of quality and service they rely on from Radisson Hotel Group.





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- **PARK PLAZA**

Park Plaza delivers authentic, genuine service which is inspired by the personality of each locale. The contemporary design brings vibrancy to every aspect of the experience offered. Park Plaza connects the places and people for a truly authentic experience.



- **PARK INN BY RADISSON**

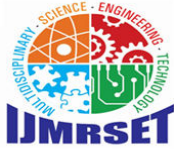
Park Inn by Radisson delivers stress-free experiences, decent food, and upbeat environments. We positively lift our guests' moods for a happy stay – with clever use of colour, inspired, contemporary design, and friendly, personalized service with surprising, feel-good extras.



- **COUNTRY INN & SUITES BY RADISSON**

Inspired by a sense of belonging, community and shared experiences, Country Inn & Suites by Radisson delivers a heartfelt experience through inviting design, products, and services, so that all guests feel that they are welcome and that they matter.





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• PRIZE BY RADISSON

Focusing on lifestyle design at an affordable price point, Prize by Radisson’s eclectic character combines comfortable accommodation in an informal social setting and service culture. With inviting, multipurpose social spaces in central locations, each hotel becomes a hub for work and play.



• ART’OTEL

Art’otelis a contemporary collection of premium arts and lifestyle hotels, designed to deliver a distinctive guest experience. Each art’otel is curated with signature quality standards that provides flexibility, a bespoke fit for your property and drives owner returns.

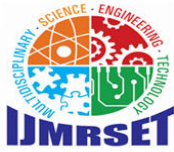


1.4) RADISSON, AGRA

A Radisson hotel Agra is a 5-star spacious hotel minutes away from the Taj Mahal. The Hotel offer an upscale accommodation and Resort-style amenities, it includes 165 luxurious rooms. Here you can savour variety of cuisines, creative cocktails, and fine wines at their three unique restaurants included Oasis the all-Day dining restaurant, Wonder Terrace –Bar & Kitchen which offers view of the Taj Mahal and Henry’s Pub. You can relax in their Rooftop swimming pool with the amazing view of Taj Mahal.

Radisson Hotel Agra has a magnificent view of the Taj Mahal, offering a comfortable stay near Agra’s city center. Once the seat of the Mughal Empire and now home to three UNESCO World Heritage sites, Agra is teeming with lush gardens, historic mausoleums, and bustling marketplaces offering local products such as textiles, spices, and leather goods.





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Once you have checked in, settle into your spacious room and recharge with a meal from room service. When you are not exploring the city’s many attractions, you can unwind with a dip in our outdoor pool or make an appointment at our on-site spa. A fitness center lets you keep up with your exercise routine during your stay.

Four main railway stations and two major bus terminals make city-wide travel a breeze, while the nearby Expressway provides a convenient link to Delhi and Jaipur, the two other major cities that make up the Golden Triangle tourism circuit.

1.4.1) Location

Radisson Hotel Agra is in the midst of the city which gives the view of the beauties of Agra. The Taj Mahal is at the distance of 1.8kms, Agra Fort at the distance of 5kms & Fatehpur Sikri is at the distance of 43kms (about 26.72 mi).

The Hotel is 11kms (about 6.84 mi) from the Kheria Airport and 7kms from the nearest Railway Station (Agra Cantt) which makes it attractive for the guests. The tourists from the different states and countries also visit as it is near to the New Delhi International Airport at the distance of 228km (about 141.67 mi) from the Agra. The faith and heart of peoples, the religious spot Mathura/Vrindavan is 80km (about 49.71 km) from the Agra.

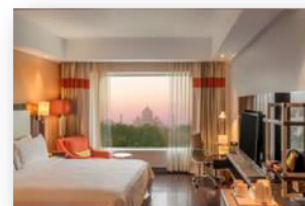
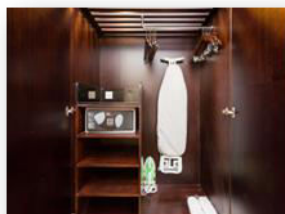
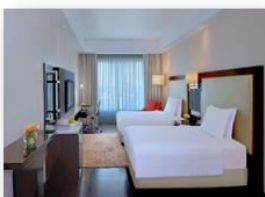


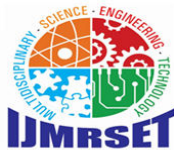
Address: C-1, 1, Fatehabad Rd, Taj Nagari,
Agra, Uttar Pradesh 282004.
Phone: 0562 233 3333

1.4.2) Rooms

Radisson hotel Agra has 165 luxurious and spacious rooms out of which 51 rooms offer iconic view of Taj Mahal.

Room Category	Room Size	Number of rooms
Standard Room	Approx. Size 28 sq mt	63 (36 twin rooms)
Deluxe Room	Approx. Size 30sq mt	30 (20 twin rooms)
Superior Taj View Room	Approx. Size 28 sq mt	27 (11 twin rooms)
Executive Taj View Room	Approx Size 36sq mt	44 (07 twin rooms)
Taj Presidential Suite	Approx Size 90sq mt	01 Room





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1.4.3) Food & Beverage

Radisson hotel Agra has 3 luxurious Food Service outlets.

❖ Henry's Lawn

Henry's Pub is a popular pub and bar which known for its lively atmosphere and wide selection of drinks. It typically serves a variety of cocktails, beers, and spirits, along with a selection of appetizers and snacks. The pub is well-regarded for its vibrant setting, making it a popular spot for both locals and tourists looking to relax and socialize.

Service Time: It gives service only from 12 noon to 12 am.

Area: It made in 4100 sq. ft.



❖ Oasis Alfresco:

Oasis alfresco offers a delightful dining experience with a variety of cuisines in a relaxed, open-air environment. It offers a `la carte as well as buffet featuring fresh ingredients and exotic flavours of the Indian and International cuisine for All-Day dining.

Service Time: It gives service only 6:30 am to 11 pm.

Area: It made 1300 sq. Ft



❖ Wonder Terrace:

Wonder Terrace is another popular dining venue at the **Radisson Hotel Agra**. It is known for its relaxed outdoor setting, offering guests a chance to enjoy a variety of dishes and perfectly poured cocktails while experiencing the beautiful views of the city in open air environment, especially the iconic **Taj Mahal**.

Service Time: It provides services from 11 am to 11 pm.

Area: It is made in 2060 sq. Ft.





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1.4.4) Meetings & Events

Radisson Hotel, Agra has 3 indoor and outdoor banquet venues for meetings and events spread across the area of 18,000 sq. Ft.

- **Sapphire** (4530 sq. Ft)
- **Amber** (1950 sq. ft)
- **Ruby** (1070 sq. Ft)



1.4.5) Recreational and Wellness:

❖ The Rooftop Swimming Pool (Taj Mahal View)

The hotel Radisson, Agra has a beautiful rooftop swimming pool which overlooks the iconic **Taj Mahal**. Providing the comfortable and relaxing space to the guest.



❖ Fitness Centre

The **Hotel Radisson, Agra** provides a perfect Fitness centre for their health and fitness followers' guest during their stay. It is fully equipped with latest machines and training equipment's.



❖ Spa and Salon

The **Akasa Spa at Radisson Hotel Agra** offers a relaxing and rejuvenating experience for guests looking to unwind and pamper themselves. It helps you relax by off variety of treatments and therapies designed to promote relaxation and well-being.





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❖ The Shopping Arcade

The Radisson, Agra has a shopping arcade in their premises offering wide range of handicrafts, marble inlays and handloom stores for their guest to collect from the variety of their collection. Whether to buy for yourself or to gift to your friends, family, or your loved ones the Radisson Arcade has the Radisson Arcade has got you covered.



II. FINDING

Radisson hotel Agra enables guests to find harmony in their hotel experience – with relaxing natural spaces, thoughtfully considered details and unexpected delights. There are various facilities like dining, room, spa, salon, swimming pool, fitness centre, shopping arcade etc. That is being offered by them to their guests. They have magnificent view of Taj Mahal from their 51 rooms.

III. CONCLUSION

The Radisson Hotel Agra is a wonderful place, offering comfort and pleasure to their guests, it is an ideal place for both the businessman and the tourists. As its located at the prime location near the taj mahal it gives the beautiful view of it, and it's also near the other historical places. The hotel ensures a memorable stay by providing a rooftop pool, relaxing spa treatment, or by enjoying their specialities. Guests discovers the perfect balance between the exploration and relaxation in the heart of Agra. The Radisson hotel Agra is the perfect blend of traditional elegance and modern hospitality.

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