

2016 KEY MILESTONES

105,000+

rooms in operation and under development in **80+** countries across **3** continents

A solid pipeline of

20,000+

rooms

8th

consecutive year world's most ethical hotel company

Opening the world's first **Radisson RED** hotel in Brussels, Belgium

49%

acquisition of **prizeotel**, to enter the economy segment

Safehotels Alliance accreditation given to

160+ hotels

across EMEA

Asset management initiatives deliver savings of

ca. **€2 million**



EUROPE'S 10 LARGEST UPSCALE BRANDS

RANK	BRAND	GROUP	HOTELS	ROOMS
1	Radisson Blu	The Rezidor Hotel Group	186	44,717
2	Hilton	Hilton	126	35,719
3	Marriott	Marriott	100	25,261
4	Crowne Plaza	IHG	79	17,640
5	Melia	Melia Hotels International	60	16,048
6	Clarion	Choice	103	15,554
7	Sheraton	Marriott	53	15,247
8	Thon	Thon Hotels	76	10,969
9	Maritim	Maritim	36	10,189
10	Eurostars Hotels	Hotusa	78	8,572

EUROPE'S 10 LARGEST MIDSCALE BRANDS

RANK	BRAND	GROUP	HOTELS	ROOMS
1	Best Western	Best Western	1,104	79,936
2	Mercure	Accor	544	62,682
3	Holiday Inn Hotels & Resorts	IHG	279	45,587
4	Novotel	Accor	251	43,171
5	NH Hotels	NH Hotel Group	286	43,000
6	Scandic	Scandic	216	39,078
7	Park Inn by Radisson	The Rezidor Hotel Group	95	18,827
8	Ramada Hotel	Wyndham Hotels	124	17,894
9	Quality Inn/Quality Hotel	Choice	115	15,545
10	Sol	Melia Hotels International	49	14,877

SOURCE: Global Hotel Ranking by MKG Hospitality ON January 2017

