

Radisson to bring new luxury brand to India

Radisson Hotel Group, which operates 89 hotels in India, is planning to bring its latest luxury brand Radisson Collection to the country, introduced globally on Monday as part of a brand makeover. It is also planning to put greater focus on its mid-scale brands in India.

US-based Carlson Rezidor Hotel Group, which operates 1,400 hotels worldwide under eight brands, on Monday rebranded itself as Radisson Hotel Group, taking the name of its most-recalled brand.

Radisson, which is already present in the upscale, midscale and economy segments in India across five brands, will mark its entry to the luxury segment with Radisson Collection, a top company executive said. Some of the hotels in this range will be upgraded from existing upscale Radisson Blu properties, while others will be either built ground up or conversion of other hotel brands. The move is expected to strengthen its brand recall in India and push growth in the mid segment where most international hospitality firms have a strong presence.

Radisson is one of the largest hotel chains in India, alongside Taj Group and Marriott Inc. The company is focused on pushing growth in the mid segment, and associating with the Radisson brand will help achieve it.