

Radisson Hotel Group launches Creator Hub

Radisson Hotel Group has introduced Creator Hub, an innovative platform that connects nano creators with Radisson Hotels & Resorts worldwide. Designed for today's evolving creator economy, the initiative transforms traditional influencer marketing by offering personalised hotel stays in exchange for authentic, brand-aligned content — making travel storytelling more inclusive, accessible, and community-driven.

Targeted at creators with 1,000–30,000 engaged followers on Instagram or TikTok, the platform enables eligible participants to access Radisson's global portfolio through non-monetary collaborations. Instead of financial compensation, creators receive curated stay experiences, which they can blend with leisure travel while producing high-quality visuals and narratives rooted in Radisson's pillars of design, wellbeing, local culture, and gastronomy.

Participants enjoy VIP perks through Radisson Rewards — including upgrades, early check-ins, and personalised experiences — while an integrated gamification system inspires creativity and sustained engagement.

Already active in over 210 hotels, Creator Hub strengthens Radisson Hotel Group's year-round creator strategy, elevating both authenticity and accessibility in its global brand storytelling.

Roberto Tamayo, Director of Global PR, Social Media & Influencer Marketing, said,

“With Creator Hub, we're unlocking a new era of collaboration — more inclusive, more authentic, and aligned with how people discover and share travel today. This platform is about building relationships and empowering a new generation of storytellers to bring our brand to life in meaningful ways.”

Creator Hub seamlessly blends technology, storytelling, and loyalty, offering creators clear briefs and creative direction while allowing room for personal style. For hotels, it ensures a steady stream of high-quality, locally contextual content for regional and global use.

Sandie Jacques, General Manager of Radisson Blu Hotel, Paris Marne-la-Vallée, added,

“Creator Hub allows us to showcase the soul of our hotel through genuine storytelling. It’s a powerful way to connect with new-age travellers seeking real, memorable experiences.”

Travellers today gravitate toward relatable, creator-driven perspectives over polished advertising — a shift the platform is primed to capture. Influencers Theo and Rodrigo (@theoandrodrigotravel) shared,

“Our collaboration with Radisson through Creator Hub was exceptional. The platform felt truly innovative, and the hotel offered the perfect canvas for authentic content creation.”

Co-developed with strategic communications consultancy Apple Tree, the platform will expand to additional markets in 2026, with themed activations and brand partnerships adding new layers of creativity.

Creator Hub is now live, inviting creators across the globe to join the movement and shape the next chapter of hospitality content.