



Radisson Blu 1882 Hotel, Barcelona Sagrada Familia – Barcelona, Spain



Radisson Hotel Group’s digital transformation with Tridion

radissonhotels.com

Founded
1960

Headquarters
Brussels, Belgium

Countries serviced
95+

Languages supported
30



Gold winner of two European CXA 23 awards:

- Best Use of Technology
- Customers at the Heart of Everything - Strategy

eurocxa.com/winners-and-finalists-2023

Solution elements

Tridion® Sites

Radisson Hotel Group raises the bar for online experiences with dynamic, personalized, multilingual content.

Radisson Hotel Group has over 1,100 hotels in operation and under development in EMEA and APAC. In 2019, their Global Digital Experience team, captained by its Vice President, Raul Alvarez Barrera, took a huge step towards the future of digital hospitality with the launch of a new multi-brand platform and app.

This strategic decision has completely transformed the Group’s online experience. Before, Radisson Hotel Group’s web presence was spread across 10 distinct websites – one for each of its brands, which all have their own tone of voice, messaging and imagery that serve to create resonant messages with their individual target audiences. The 10 websites were each being separately managed through legacy systems, which were siloed and offered no opportunity to innovate or scale. Managing them was exceptionally challenging. Furthermore, these systems did not offer the advanced capabilities that would allow Radisson Hotel Group to realize their strategic vision for their global brand.

Turning a vision into reality

To consolidate and centralize their content operations, Radisson Hotel Group needed to rethink their content management strategy. The ambition was to create a one-stop shop for their customers, covering all Radisson Hotel Group products and services. They needed a system that allowed them to manage all their brands in one place, as well as enabling the dynamic delivery of content to multiple channels. It needed to support the translation process for content in a record number of languages. And finally, this system had to be user-friendly, easily adaptable, and capable of meeting their ambitious plans for creating more personalized, dynamic and immersive content. Radisson Hotel Group decided to source a new web content management system that could turn their vision into a reality.

After reviewing several proposals, the Group selected Tridion from RWS. A few years later, it's clear that Radisson Hotel Group made the right choice. As of 2023, the number of online bookings has doubled compared to before Tridion was adopted.

“It was strategic for us to have one single user touchpoint maintaining the essence of all our brands. For content efficiency, having all the information in one single source of truth allows us to strongly enhance the user experience, enabling so much more in terms of personalization and localization.”

Raul Alvarez Barrera

VP of Global Digital Experience at
Radisson Hotel Group

Tridion key benefits

- **Scalability:** Craft large-scale, enterprise-level, content-centric experiences
- **Flexibility:** Customize workflows and content types as needed
- **Multilingual support:** Create and manage content in multiple languages
- **Personalization:** Create targeted content based on user behaviour, preferences, and other data
- **Integration:** Integrate with other digital marketing tools and platforms, including analytics, marketing automation, CRM and booking systems

Experience First

Radisson Hotel Group strongly believes in innovation and immersive experiences as a key part of their strategy for the future.

The new experience allows customers to see the Group's hotels as never before via a 3D view. They can interact with a digital hotel replica and learn about the surrounding area, local events, things to do, places to eat and more. Radisson Hotel Group believes that their vision will usher in a new era in hotel booking experiences.

To bring this to life, the Group has implemented a robust content marketing strategy and comprehensive roadmap. The mission statement for this huge project? 'Experience first'.

"I am really proud of how we have elevated the experience for our customers. Everything that the team have achieved in a short space of time is remarkable. The feedback that we received and the level of engagement with our customers is validating our digital experience strategy."

Raul Alvarez Barerra

VP of Global Digital Experience at Radisson Hotel Group



Radisson Collection Hotel, Palazzo Touring Club Milan – Milan, Italy

Elevating online experiences to new heights with Tridion

What Radisson Hotel Group is doing with Tridion is revolutionary. They are leaving behind the old, static, one-size-fits-all model of websites, and are building something that is highly personalized, using tailored content that is curated to meet the specific needs of every type of customer – both consumer and business.

The Group has harnessed the power of Tridion to bring personalized content to their hotel experiences. Webpages dedicated to resorts, serviced apartments, sustainable stays and specialized programmes catered towards families and sports teams are fully tailored to provide targeted booking experiences, with personalized and localized content designed to fulfil each customer's specific needs. They have also brought immersive content experiences to meeting and event planners, allowing them to virtually visit the space, measure the room and check alternative set-ups in advance.

The content transformation is thorough, reaching a wide range of media types. Images and videos are being utilized to curate a more personalized experience for the customer. Pictures can be altered to reflect the time of day the visitor comes to the site or the appropriate season. Videos are displayed in hero banners to make pages more dynamic. And content types with high engagement, such as immersive content and user-generated content, are being incorporated.

With Tridion, Radisson Hotel Group has been able to provide award-winning online experiences across multiple channels – customers can use their computer, they can access the app or scan a QR code to look around on mobile, or they can go fully immersive through a VR headset. They can access interactive virtual tours, floor plans, dollhouse views and 360° images. Not only does this type of interaction elevate the experience for the visitor, but it is also proven to increase engagement and conversion rates.

Since embarking on the digital transformation project, radissonhotels.com is:

- Translated into 30 languages
- Reaching 6 billion people
- In more than 95 countries
- Personalizing content for 60 markets
- Delivering immersive experiences for more than 86 hotels

Think globally, personalize locally

Of course, with personalization being such a large part of Radisson Hotel Group's content strategy, language translation and localization play a huge role in bringing it to life. With their content translated into 30 languages, the Group has the broadest language portfolio in the industry.

Prior to the expansion of their personalization strategy, the Group had personalized home pages for 30 markets. Now, they have expanded this to 60 regions, and their marketing is being customized to reflect the site visitor's geolocation, membership type (B2B or B2C), loyalty tier status and member points, which allows the Group to create highly targeted promotions and offers. They have also seen a huge improvement in the performance of their home page, where the conversion rate has increased by more than 20%, and the bounce rate has reduced by more than 70%.

The content personalization strategy has had similar success for the mobile app. They now have 13 new locally targeted markets, with a total of 21 locally geotargeted markets. The total click-through rate (CTR) on the app's home page increased from 7.7% in January 2022 to 13.2% in November 2022, and there has been a 5.5% increase in conversion on global B2C marketing campaigns using localized imagery.

Key website and app achievements

- +1.3% unique sessions
- +23% conversion rate
- +12% meetings and events conversion rate
- +35% qualified meeting enquiries
- +357% CTR in 2022
- -40% bounce rate overall
- +54% time spent on page



Radisson Hotel & Conference Centre London Heathrow and Radisson RED Hotel London Heathrow – London, United Kingdom

Embracing the future

So, what does the future hold? Aside from continuing to implement their impressive content experience roadmap, Radisson Hotel Group is working on leveraging artificial intelligence to further elevate the experience for their customers. Their ambition is to become one of the three top-of-mind hotel companies in the world.

By leveraging technology and data, Radisson Hotel Group has proven that it's possible to transform the digital experience from static and generic websites to engaging and curated experiences that keep customers coming back for more. With the right digital strategies and a customer-centric approach, businesses can not only meet but exceed customer expectations, ultimately driving revenue and growth.

To learn more visit

rws.com/tridion-sites

About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our unique combination of technology and cultural expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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