



Radisson RED Brussels & Minneapolis

Millennial-facing hotel brand gives mobile-oriented travelers seamless control over their hotel stay with keyless technologies via hotel app.

Customer:

Radisson RED, a new hotel philosophy connecting with the ageless Millennial mindset through art, fashion and music, recently opened its first hotel properties in Brussels and then in Minneapolis. The unique model of these hotels put guests in control of their stay through the brand's proprietary RED app. From keyless guestroom entry to easily requesting items from hotel staff, the RED app supplies what guests need and what they want.

Challenge:

Looking to maximize efficiency and boost guest experiences at its flagship properties in Brussels and Minneapolis as well as at future locations, Radisson RED decided to integrate innovative technological solutions into its brand app to meet growing guest demands for more control over their hotel stay and autonomy in using personal devices for seamless and secure access.

Solution:

With so many of today's travelers being part of the always on, always connected millennial generation, it was important to the Radisson RED leadership team to create a dedicated hotel app that would enable all guests to manage their bookings and hotel stays from start to finish in the most seamless way possible. With ASSA ABLOY Hospitality Mobile Access integrated into the RED app everything a guest might need before, during and after their stay is centralized on a single, easy-to-use platform.

ASSA ABLOY Hospitality Mobile Access operates with secure Seos technology delivering high-level security, working within the RED app to assign guestrooms and generate encrypted digital keys. These keys are securely delivered to guests' smartphones where they are placed in a secure digital key vault within the app, and can only be accessed when presented to the appropriate lock. This technology ensures that only authorized users can access digital key information to unlock specific guestroom doors.

Radisson RED is also implementing ASSA ABLOY Hospitality's VingCard RFID door locks with state-of-the-art security technologies and powerful anti-cloning features. This prevents unauthorized duplication of digital keys and unauthorized guestroom access. These door locks are compatible with ASSA ABLOY Hospitality Mobile Access for added security and ease-of-use with keyless entry.

Results:

- New hotel concept boosts guest experiences and satisfaction with innovative mobile access technologies and app.
- ASSA ABLOY Hospitality Mobile Access and VingCard RFID door locks work in tandem to provide unprecedented security, preventing unauthorized access to guestrooms and common-area hotel amenities.
- Guests at all Radisson RED properties can enjoy the quick functionalities of the brand's RED app for a more convenient and streamlined hotel experience.

"The new Radisson RED hotel concept is very focused on using technology that makes life easier for our guests. Our aim through our mobile app was to provide our guests with an omnipresent digital approach that fits our guests' wants and needs when it comes to available technology."

- Christel Cabanier, Radisson RED Curator

ASSA ABLOY Hospitality

CASE STUDY

ASSA ABLOY