



Please fill out the following questionnaire to give Content Lab the information needed to build your site. Our team of professional copywriters will create the copy based on your input in order to achieve the highest success rate for your hotel.

At the moment, for new hotels and hotel conversions only content included in the minimum content requirements will be created and implemented due to time and resource restrictions.

- Overview page
- Rooms page
- Meetings & Events page
- Nearby Attractions page
- Contact page

(+ Deals page and Reviews page - when needed)

This means new hotel websites will be created without F&D content, Spas, Weddings or any other special landing pages.

New hotel copy will be written according to the new digital tone of voice applicable to the radissonhotels.com platform. All brands will utilize the same tone on radissonhotels.com.

The new hotel websites will only be built in English. The hotels will be able to sign up for additional languages.

OVERVIEW PAGE

Please provide general information about the hotel for the overview page.

Full name

URL

Address

Email

Phone

SITACODE

Contact
Person

Opening
date

Please select max. 10-12 of the most relevant hotel services.

Please add the relevant times (e.g. 12:00)

Check-in time

Check-out time

Please add any other basic information or unique characteristics of the hotel.

ROOMS

Total number of rooms:

BODY COPY

Add intro text, describing the design style of the rooms - color, style, ambiance.

Describe what unique features are available.

ROOM TYPES

List the Room Types with their key features available at your hotel. For each room type, provide the basic informations below together with the key features. If there's any special feature of the room (balcony, view over city/sea/garden) please specify.

ROOM TYPE 1

Room type name

Select key features (add as many as needed - max 12)

Room size (m²)

Maximum number
of guests

Bed type

View

Short description

ROOMTYPE 2

Room type name

Select key features (add as many as needed - max 12)

Room size (m²)

Maximum number
of guests

Bed type

View

Short description

ROOMTYPE 3

Room type name

Select key features (add as many as needed - max 12)

Room size (m²)

Maximum number
of guests

Bed type

View

Short description

ROOM TYPE 4

Room type name

Select key features (add as many as needed - max 12)

Room size (m²)

Maximum number
of guests

Bed type

View

Short description

ROOM TYPE 5

Room type name

Select key features (add as many as needed - max 12)

Room size (m²)

Maximum number
of guests

Bed type

View

Short description

ROOM TYPE 6

Room type name

Select key features (add as many as needed - max 12)

Room size (m²)

Maximum number
of guests

Bed type

View

Short description

ROOM TYPE 7

Room type name

Select key features (add as many as needed - max 12)

Room size (m²)

Maximum number
of guests

Bed type

View

Short description

ROOM TYPE 8

Room type name

Select key features (add as many as needed - max 12)

Room size (m²)

Maximum number
of guests

Bed type

View

Short description

ROOM TYPE 9

Room type name

Select key features (add as many as needed - max 12)

Room size (m²)

Maximum number
of guests

Bed type

View

Short description

ROOMTYPE 10

Room type name

Select key features (add as many as needed - max 12)

Room size (m²)

Maximum number
of guests

Bed type

View

Short description

ACCESSIBILITY FEATURES

Please provide information about the accessibility features in your hotel.

MEETINGS & EVENTS

Please provide all relevant information about the hotel's meetings & events facilities. Include number of meeting and conference rooms, sizes, maximum capacity, usable technology available, catering options and any other unique identity or characteristic.

Contact email

Total number of
meeting rooms

Contact phone

Please select max. 8-10 of the most relevant key features.

MEETING & EVENT FACILITIES

Please list the different meeting and event spaces and give necessary details/description (e.g. room names, types, number of guests, ect.)

MEETING PACKAGES

Please list the different meeting packages or deals and give necessary details/description.

CATERING OPTIONS

Please list the different food or catering options relevant for meeting & events and give necessary details/description.

OTHER

Please add any other relevant key services that needs to be highlighted in this section and give necessary details/description. (e.g. weddings)

NEARBY ATTRACTIONS

Please provide us hotel coordinates.

Latitude

Longitude

Hint: To find the exact GPS coordinates of a point on Google maps, simply enter the location name or address on the following link: <https://www.gps-coordinates.net>

NOTABLE SIGHTS AND ATTRACTIONS

What notable sights/locations located near the hotel? Please provide distances.

NEIGHBORHOOD

*In what kind of neighborhood is the hotel located in? (city center, business district, countryside, etc.)
Please describe the local ambiance, include details about cultural venues, nightlife scene, etc.*

CONTACT

Please add necessary contact information you want to display on the Contact page. (e.g. general contact, Reservations, M&E, Restaurants, Spa, ect.)

HOW TO GET TO THE HOTEL

Please choose which transportation options are available near the hotel, include distances: (e.g. the train station is 1 km from the hotel. The city center is a 5-minute car ride from the hotel)

| | Distance | | Distance |
|------------|----------|-----------|----------|
| Parking | | Taxi stop | |
| Car rental | | Train | |
| Public Bus | | Metro | |

Please add details - How to get to the hotel from the airport? (e.g. by train, by bus, by taxi, on foot)

Please add details - How to get to the hotel from the train station? (e.g. by train, by bus, by taxi, on foot)

Is there any other recommended option to get to the hotel?