

Radisson Hotel Group launches NIVA, its new in-house guest magazine

Radisson Hotel Group has unveiled NIVA, its new in-house guest-facing magazine, at its annual business conference held at Radisson Blu Resort, Temple Bay Mamallapuram. Designed to elevate the in-room experience, the magazine offers guests curated stories, insights, and inspiration that deepen their connection with the destinations they explore.

Enhancing the guest experience through storytelling

Conceptualised as an extension of the guest journey, NIVA will feature thoughtfully curated content that blends travel inspiration with insider perspectives from across Radisson Hotel Group's South Asia portfolio. Through engaging narratives, rich visuals, and destination-driven insights, the magazine aims to inspire guests while showcasing the breadth of experiences available across the region.

Celebrating destinations, people and culture

The magazine will spotlight destination-led features, cultural guides, and curated travel inspirations, alongside stories of the people and communities that shape the hospitality landscape—from chefs and hoteliers to local artisans and changemakers. With a strong emphasis on authentic storytelling, NIVA positions Radisson Hotel Group's properties as gateways to discovering the cultural richness and evolving travel narrative of South Asia.

Leadership perspective

“Hospitality today is about fostering meaningful connections between guests and the destinations they visit. With NIVA, we aim to extend the guest journey beyond the stay by offering stories and insights that celebrate the culture and communities that make each destination unique. This initiative reflects our commitment to delivering immersive, thoughtful experiences while strengthening the emotional connection guests have with Radisson Hotel Group,” said Nikhil Sharma, Managing Director and COO, South Asia, Radisson Hotel Group.

“NIVA is envisioned as a storytelling platform that captures the spirit of travel and the vibrancy of the destinations within our portfolio. By bringing together destination features, people-centric narratives, and curated experiences, the magazine allows us to celebrate the diversity of South Asia while showcasing the distinct character of our hotels. It marks an important step in building a strong and differentiated brand voice,” added Sakshi Sehdev Dogra, Director – Area Marketing & Communications, South Asia, Radisson Hotel Group.