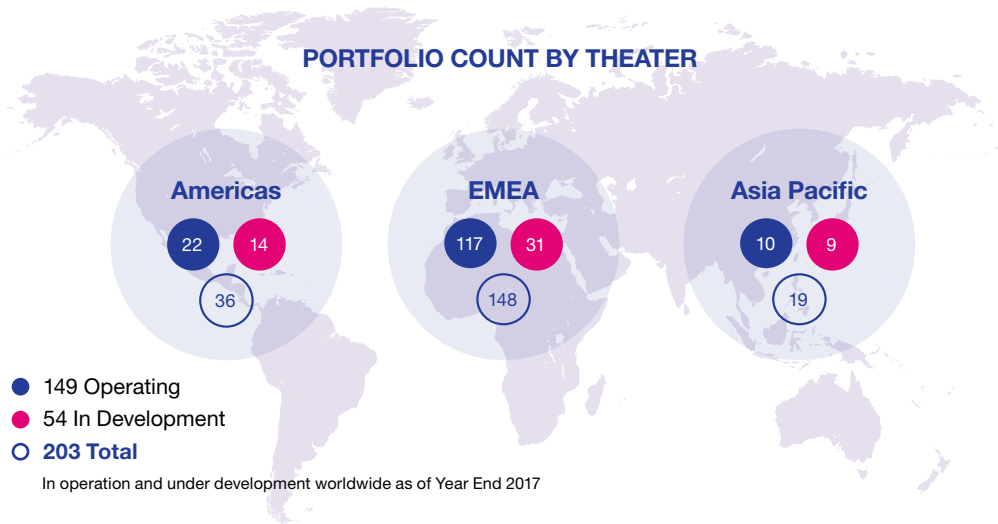


Feel Good



Park Inn® by Radisson delivers stress-free experiences, good food and upbeat environments. We positively lift our guests' moods for a happy stay – with clever use of color, inspired, contemporary design, and friendly, personalized service with surprising, feel-good extras.

Global Brand Presence



Competitive Set

Mecure Hotels
Hilton Garden Inn
Four Points by Sheraton
Holiday Inn
Courtyard by Marriott
Best Western

Owners Proposition

A cost-effective brand with lower capital investment translating into higher returns.

Brand Highlights

Positive. Inviting. Connecting.

Park Inn by Radisson is a mid-market, full-service hotel brand that understands the complexities and dynamics of the modern world and the modern traveler – always connected, always switched on and always on the go. Park Inn's philosophy is simple – we deliver an easy, uncomplicated and relaxed guest experience for today's traveler.

Service Philosophy

Park Inn by Radisson staff are totally tuned in, generous and positive, delivering consistent and personal service. Park Inn by Radisson is a happy place to be where people smile and service is cheerful.

Key Brand Experiences

- › **Sleep well** – A choice of pillows, cozy bedding and flexible surroundings effortlessly work together to help create a stress-free sleep experience.
- › **Energizing Breakfast** – An inviting breakfast buffet with an abundance of choice and healthy options to start the day.
- › **Refreshing Bath** – Bathrooms feel like a sanctuary and revive our guests in surroundings that lift their mood.
- › **All Day Eats & Treats** – Guests never need to worry about being late for dinner. Each of our hotels offer at least one way for guests to eat their heart out anytime.
- › **Be Connected** – We encourage connectivity through our design, seating arrangements and hardware.

Design Style

Park Inn by Radisson is all about clean lines of form and function – sprinkled with a touch of color, the visual world of our brand, for that hip and modern feel.

Adding Value

We add value to your investment with a dedicated and experienced team of in-house specialists that will stand by you from the concept planning stages through the ongoing operations of your hotel:

- › Project Definition and Space Planning
- › Concept Development and Interior Design
- › Engineering Expertise
- › Revenue Optimization

Key Spaces

- › **Guest Rooms:** our fresh and comfortable rooms are designed to provide a good quality sleep ensuring our guests feel good waking up.
- › **Social Spaces:** inviting spaces that allow our guests to mingle, meet, work & relax.
- › **Food & Drink:** restaurant concepts are designed as open spaces that make dining part of a social experience with inviting seating arrangements and accessible and locally relevant dining options.
- › **Meetings & Events:** collaborative environments for groups of all sizes with the signature blackboard wall for group brainstorming and inspiring break out areas.
- › **Wellness:** our fitness areas are inviting and safe, allowing for effective and full body workouts.



Brand Matrix

Number of Keys	150-350
Positioning	Upper Midscale
Product	Urban / Airport / Suburban / Serviced Apartments
Hotel Average Gross (GIA)	40 – 45m ²
FF&E Cost Per Key	12.5 – 16K EUR
O&E Cost Per Key	1.9 – 2.5K EUR
Cost Per Key	92.9 – 110K EUR
Business Model	Mature Markets – Leased / Managed / Franchised Emerging Markets – Managed / Franchised

Room Layout



1. Inviting, comfy beds with white linens
2. Feature headboards framed with integrated lighting
3. Walk in shower with rain-effect showerhead with wand
4. Design desk and comfortable chair
5. Welcome area with wardrobe and floor mirror.



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