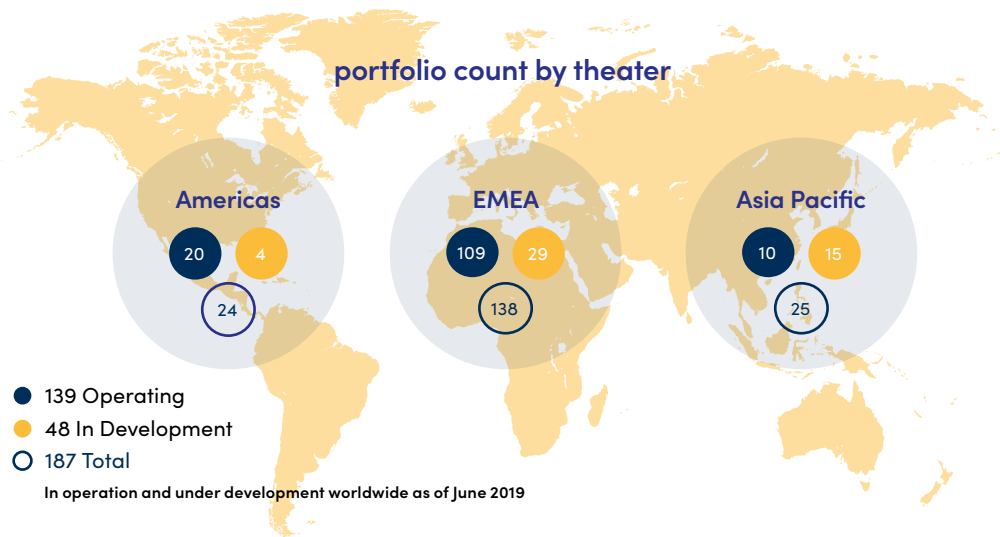




Mastering the essentials, Park Inn by Radisson delivers stress-free experiences, good food and vibrant environments. We positively lift our guests' moods for a happy stay – with a touch of color; fresh, contemporary design; and friendly, personalized service with surprising, feel-good extras.

## Global Brand Presence



## Competitive Set

Mercure 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 results.

## Brand Highlights

**Connected. Positive. Contemporary.**

Park Inn by Radisson is an upper midscale 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.

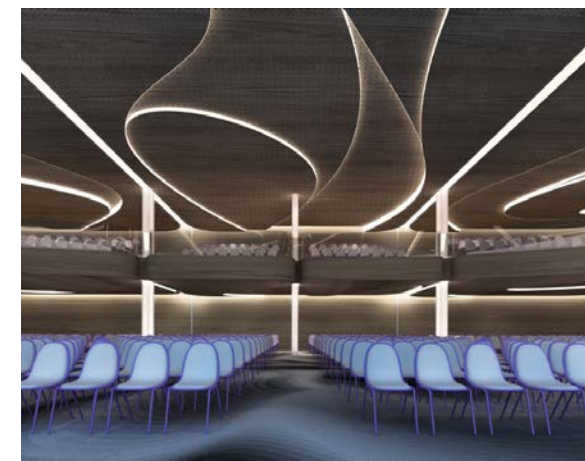
## Adding Value

With the backing of a dynamic, global hotel group, we add value to your investment by putting teams of experienced experts at your fingertips. From in-house architects and surveyors to engineers and functional specialists we can support with everything from concept planning, throughout the construction, up to the grand opening of your hotel and its ongoing operational success:

- Project Definition & Space Planning
- Revenue Optimization Tools
- Safety & Security
- Responsible Business
- Procurement
- Pre & Post Opening Support
- Owner privileges

## Latest Openings & Signings

Amsterdam, Istanbul Airport, Oslo Airport, Vilnius, Katowice, Tunis, Lagos, Lusaka, Rostov-on-Don & more to come!

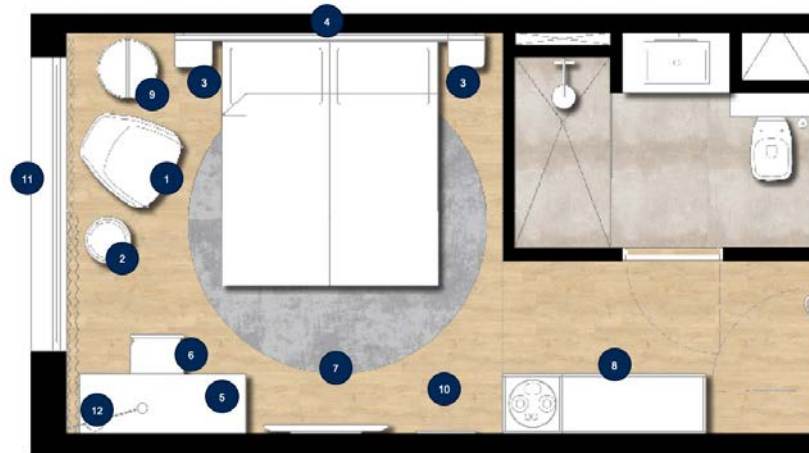




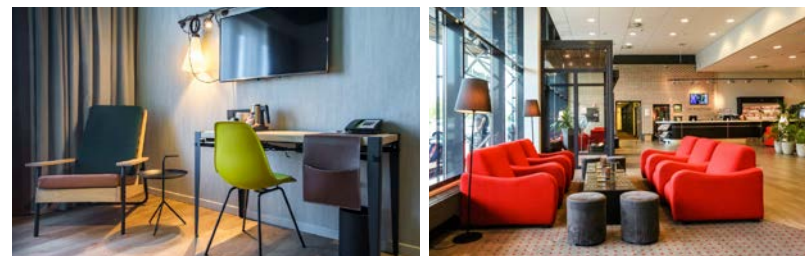
## Brand Matrix

Number of Keys	150-350
Positioning	Upper Midscale
Location	Conveniently located in capital and secondary cities, near airports and railway stations
Product	Urban / Airport / Suburban / Serviced Apartments
Gross Internal Area Per Key	33 sqm – 45 sqm
Cost Per Key	EUR 92.9K – 110.0K (excluding land and developer's fees)
FF&E Cost Per Key (incl. IT/kitchen)	EUR 12.5K – 16.0K
OS&E Cost Per Key	EUR 1.9K – 2.5K
Business Model	Mature Markets: Managed/Franchised Emerging Markets: Managed/Franchised

## Room Layout (sample room 18 sqm)



- |                    |              |                  |                  |
|--------------------|--------------|------------------|------------------|
| 1. Armchair        | 4. Headboard | 7. Rug           | 10. Mirror       |
| 2. Auxiliary table | 5. Desk      | 8. Wardrobe      | 11. Curtain cove |
| 3. Bedside table   | 6. Deskchair | 9. Standing lamp | 12. Table lamp   |



## Design & Space Planning

Park Inn by Radisson design has a simple and dynamic style, it believes that clean lines of form and function. Our style deeply stands on a clean design and a transparency through our public spaces and operational efficiency. A complete design character, we want our guests to get a truly great first impression, a sense of anticipation and the expectation of good times to come in order to help people feel good due to our contemporary and dynamic interior design.

## Contact Details

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