



Adding Color to LifeSM

Brand Highlights

- › Net Promoter Score (NPS) YOY improvement of 3.2%, 2015 vs. 2016 (Americas)
- › Club Carlson member average length of stay was 11% higher than non-member, 2015 vs. 2016 (Americas)
- › Strong portfolio distribution in Europe, Middle East and Africa with 147 hotels in operation and 65 hotels under development worldwide
- › Dedicated global sales team

Brand

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, colorful 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.

Design Attributes

- › Park Inn by Radisson is known for its vibrant and colorful spaces which are informal, friendly and welcoming.
- › Color is used to make bold, fresh statements, add personality and soul, introduce connectedness, animate space and differentiate areas.
- › Hotels have open lobby spaces, open restaurants, and open areas surrounding our meeting rooms which result in brighter atmospheres and better lighting.
- › The Park Inn by Radisson "Signatures" is a selection of product and service offerings that provide a more recognizable and consistent guest experience across the portfolio. They include a full spectrum of deliverables for the guest room, public areas and meeting rooms.

Key Brand Components

- Park Inn Signatures
- F&B concepts
- Adding Color to Life service program
- Happiness Guarantee
- Smart Meetings & Events - Meet-inn boxes
- Adding Color to Lives responsible business program
- Healthy breakfast
- Free Internet
- Park Inn by Radisson App
- RunInn Routes





Revenue Optimization Tools

- › Revenue Management System – Industry leading automated system provided by IDEaS.
- › Revenue Optimization Support – Two levels of support available, based on a hotel's needs, including a revenue specialist for hire program.
- › Reporting – Suite of interactive reports that assist in understanding and dissecting a hotel's business.
- › Rate shopping tool – A full user interface is available for all hotels, provided by OTA Insights.
- › Redirected Call Program (RCP) – Optional call forwarding program that captures and helps maximize revenue opportunities.

Cost Per Key*

- › Starting at \$8,242 (approximate cost, excluding real estate and improvements)

Fees*

- › Initial License Fee: the greater of \$35,000 or \$350 per guestroom (\$10,000 is the Application Fee)
- › Royalty Fee: 4.5% of Gross Room Revenue
- › Marketing Fee: 2% of Gross Room Revenue
- › Reservation Fee: 1.25% of Gross Room Revenue plus \$3.75 per third party delivered reservation

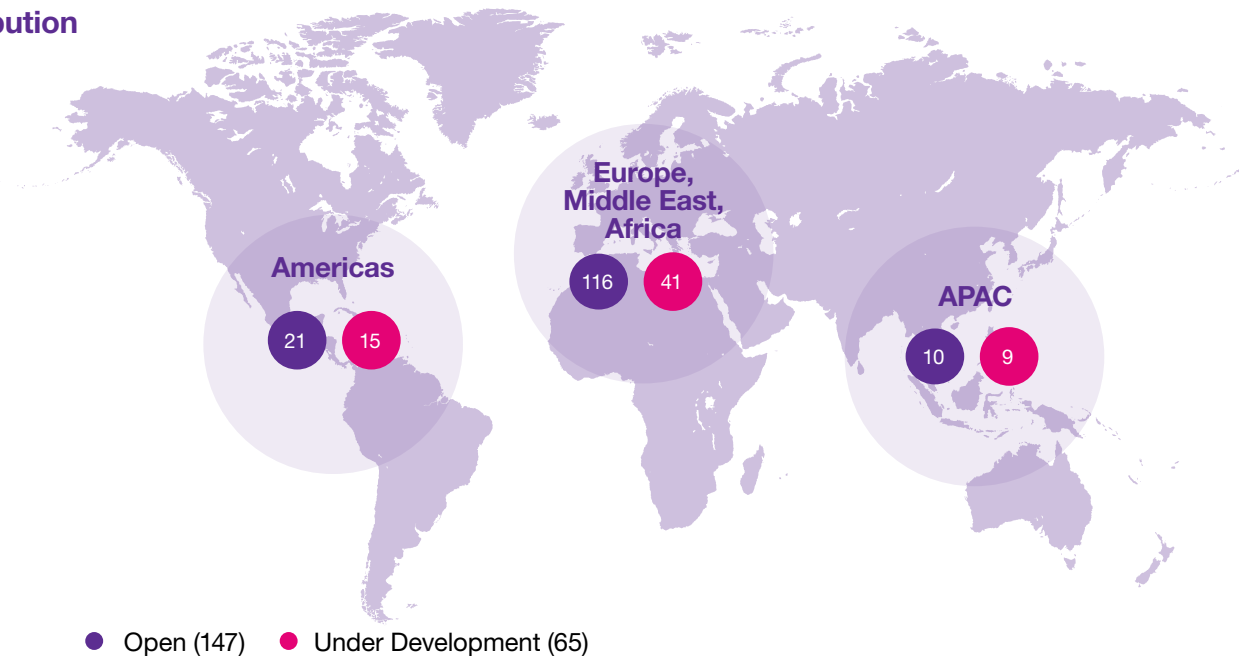
"We LOVED this hotel. Front desk staff were fabulous! Super friendly and helpful! Our room was spotless and the beds/pillows were very comfy! ... Having fresh coffee available early in the morning made crawling out of the warm cozy bed a little easier. This hotel had everything that I look for in a 1 night "home away from home!"

Erin K, Guest,
Park Inn® by Radisson, Clarion, PA

"Park Inn by Radisson, and its sleek RBG restaurant concept, are an ideal fit as we continue to upgrade our full-service portfolio."

Matthew Shollar, Partner,
Reception Hotels and Resorts LLC

Distribution



* See 2017 Park Inn by Radisson Franchise Disclosure Document.

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