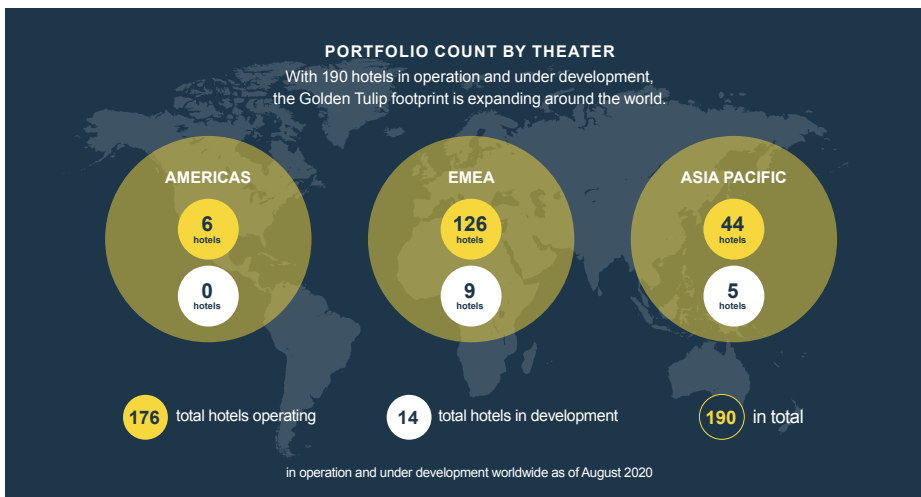


FACT SHEET

Golden Tulip, an upscale brand, gives today's travelers a unique experience through an uninhibited approach on business travel. Inspired by the spontaneous and open attitude of Dutch culture and reinforced by the new modes of consumption, Golden Tulip provides a playful outlook on life, work and travel. Every day, the brand reinvents hospitality PREMIUM CODES with a CREATIVE, PLAYFUL AND STYLISH spirit.

GLOBAL BRAND PRESENCE



OWNERS PROPOSITION

Soft-controlled brand with hard guest markers, strong F&B concepts, non-standardized design but with ready-to-use room model, the concept is cost-efficient and can be easily adaptable to the local needs.

BRAND HIGHLIGHTS

Playtime. Anytime.

Tandem: As lobby decoration or rental services

Body care bar: Original experience

Impactful local game: Local culture delivery

Food truck: Original food-to-go proposition

Playful meetings: Creative MICE experience

Bath foam: Surprising souvenir to be shared

COMPETITIVE SET

Hyatt Place / Novotel / Holiday Inn / Doubletree by Hilton

BRAND PRESENCE

China, India, Indonesia, Thailand, South Korea

FOOD & BEVERAGE

Golden Tulip restaurants are just like a good meal: they mix local flavors, comfort food, surprising ingredients and healthy products. They attract both hotel guests and locals.

All three concepts may be implemented in one hotel or simply choose one that best fits the local market and hotel!

Our three restaurants concepts:

- Relaxed coffee lounge: Coffee&Co
- Affordable gastronomic restaurant: L'Atelier
- Contemporary brasserie: Tulipe

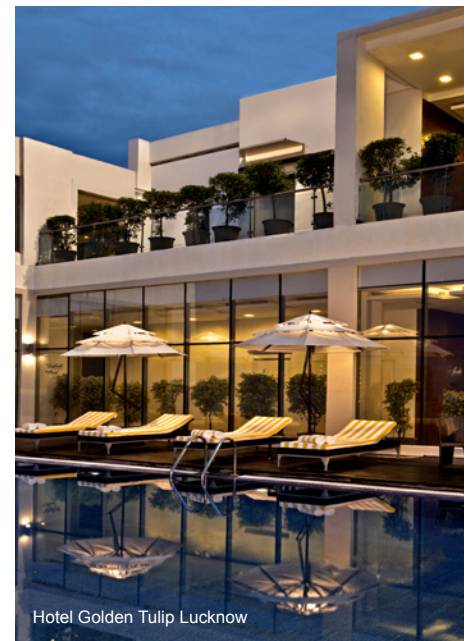
DESIGN & SPACE PLANNING

Golden Tulip is a non-standardized brand, its design philosophy is to perfectly be adapted to each city while offering an international brand experience. The brand's iconic design style is applied to architectural elements such as linear spaces, beams, industrial glass and metal structures, brick work and large windows, from the domain of private homes to hotel design. It aims to offer ready-to-use signature Golden Tulip design models to investors.

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



CONTACT DETAILS

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2021 Radisson Hotel Group

BRAND MATRIX

NUMBER OF KEYS	>120 keys
POSITIONING	Upscale
LOCATION	Immediate proximity of business center, city center or transportation hub.
PRODUCT	Urban / Airport / Resort Conversion friendly
NETT INTERNAL AREA PER KEY (+/- 10%)	Standard room ≥ 24 sqm Executive room ≥ 33 sqm
BUSINESS MODEL	Managed & Franchised
ROOM TYPE	Standard / Executive

KEY SPACES

SOCIAL SPACES

- Decorative tandem
- Impactful local game
- Body care bar (Optional)
- Food truck (Optional)
- Rooftop bar (Optional)

FOOD & BEVERAGE

- At least 1 out of the 3 restaurant concepts
- Central Bar

GUESTROOMS

- Guestrooms
- Bathrooms

MEETING & EVENTS

- MICE area with creative meeting rooms

WELLNESS

- Fitness
- Swimming Pool (Optional)
- Spa Area (Optional)

ROOM LAYOUT



1. Sleeping Area

- Bed headboard and decorative frames
- Wall reading lamp
- Quality bedding
- Black-out curtains

2. Desk & TV

- Desk
- Desk pouf
- Min 40" TV screen
- Adapted connectivity (Plugs, USB, WIFI)

3. Reading Area

- Armchair
- Table

4. Other Elements

- Glass and metal partition
- Wall decorative lamp
- Courtesy tray
- Mini refrigerator

5. Bathroom

- Wash basin
- Spacious shower

