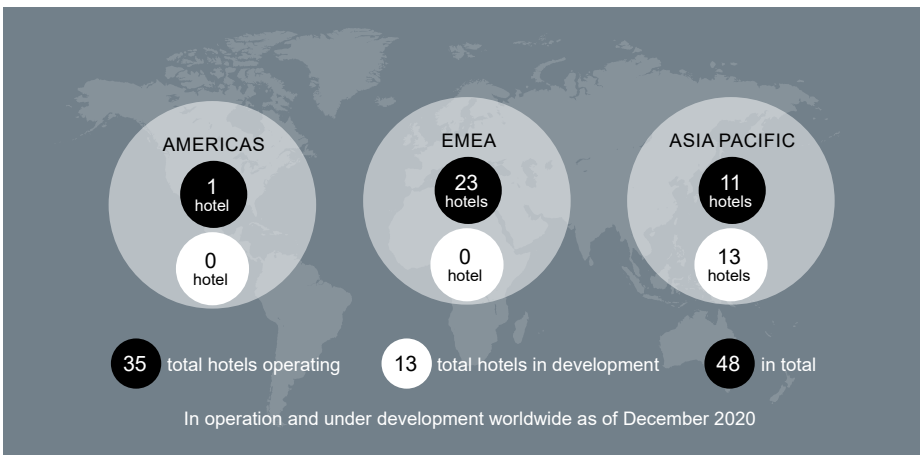


## FACT SHEET

Park Plaza hotels' trend-setting designs capture the energy and style of each individual location. An upscale hotel brand for business and leisure travelers, offering stylish guest rooms, outstanding meeting spaces and dedicated staff who provide reliable service that is flawlessly delivered.

### GLOBAL BRAND PRESENCE



### OWNERS PROPOSITION

Recognized as the third largest international upscale / upper upscale brand in London

### BRAND HIGHLIGHTS

Authentic service, contemporary spirit & local hotspots.

- Park Plaza is an upper upscale brand that prioritizes authenticity in its service and captures the essence of each locale, creating elegant and contemporary spaces where guests enjoy meaningful interactions with the team members.
- Located in capital cities and key business and leisure destinations, the elegantly appointed hotels act as focal points for the local community as well as guests, offering genuine experiences in a vibrant social atmosphere.

### COMPETITIVE SET

Crowne Plaza, Double Tree by Hilton, Millennium, Swissôtel, Renaissance, Marriott.

### BRAND PRESENCE

China, India, Thailand

### KEY BRAND EXPERIENCES

- Eat When You Want (24h room service to fit your needs)
- Breakfast To Savor (the perfect start to the day, have it in bed or enjoy in one of our restaurants)
- Social Spaces (restaurants and bars buzzing with conversation and live events)
- Rest Assured (comfortable mattresses, crisp bedding and sleeping kit)
- Wellbeing (invigorating shower and towel, distinctive amenities)
- In The Loop (free high-speed WiFi, casual work spaces, simple device connection to TV and USB ports)

### 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 designers to engineers and functional specialists we can support with everything from concept planning, throughout the construction, up to the grand opening of your hotel:



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

### DESIGN & SPACE PLANNING

Authentic, Elegance and Engaging.

Park Plaza seek to create distinctive spaces that invite guest to immerse, reflect, refuel and reconnect including lively F&D settings that are dynamic and vibrant, with rooms that

### CONTACT DETAILS

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2020 Radisson Hotel Group

*Feel the authentic*

## BRAND MATRIX

NUMBER OF KEYS (min.)	180 in China 120 in India 150 in South East Asia Pacific
POSITIONING	Upscale
LOCATION	Key locations in capital cities, airport gateways and major leisure destinations
PRODUCT	Urban / Airport / Resorts
NET INTERNAL AREA PER KEY (+/- 10%)	32 sqm in City / 38 sqm in Resort
BUSINESS MODEL	Mature Markets - Leased / Managed / Franchised Emerging Markets - Managed / Franchised
ROOM TYPE	Standard / Superior / Junior Suite / Suite / Presidential Suite (market demand)

## KEY SPACES

### SOCIAL SPACES

- Welcome Corner
- Internet / Connectivity Station (with Printing & USB Charging Facilities)

### FOOD & BEVERAGE

- Lobby Lounge / Bar
- Restaurant (All Day Dining)
- Specialty Restaurant
- Executive Floor / Lounge

### GUESTROOMS

- Guestrooms and Suites
- Bathrooms

### MEETINGS & EVENTS

- Boardrooms and Meeting Spaces
- Function and Ballrooms
- Pre-function Areas
- Business Center

### WELLNESS

- Fitness Room
- Swimming Pool
- Spa

## ROOM LAYOUT



- |   |  |  |   |                    |
|---|--|--|---|--------------------|
| <b>1. Sleeping Area</b> <ul style="list-style-type: none"> <li>• Bed</li> <li>• Headboard</li> <li>• Artwork</li> <li>• Bedside table</li> <li>• Pendant lamp</li> <li>• Reading lamp</li> <li>• Rug</li> </ul> | <b>2. Desk &amp; TV</b> <ul style="list-style-type: none"> <li>• Desk</li> <li>• Desk chair</li> <li>• Table lamp</li> </ul> | <b>3. Reading Area</b> <ul style="list-style-type: none"> <li>• Armchair</li> <li>• Auxiliary table</li> <li>• Floor lamp</li> </ul> | <b>4. Other Elements</b> <ul style="list-style-type: none"> <li>• Standing mirror</li> <li>• Wardrobe</li> <li>• Mini bar</li> <li>• Bench</li> <li>• TV</li> </ul> | <b>5. Bathroom</b> |
|---|--|--|---|--------------------|

