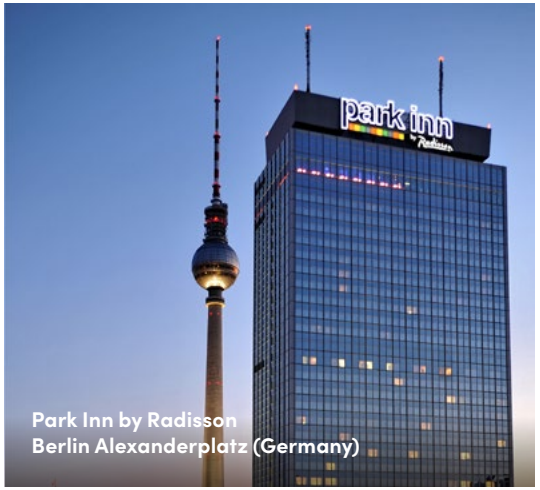
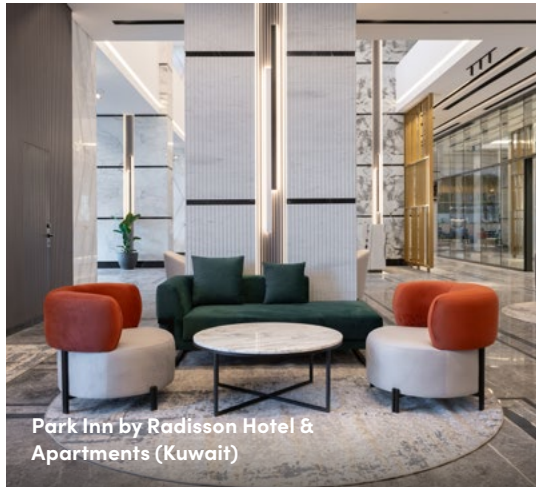
park inn by Radisson

feel good

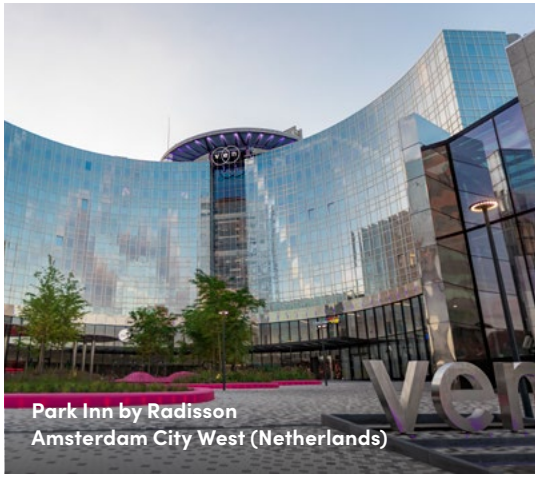
A cost- effective brand with lower capital investment translating into higher returns.



Park Inn by Radisson
Berlin Alexanderplatz (Germany)



Park Inn by Radisson Hotel &
Apartments (Kuwait)



Park Inn by Radisson
Amsterdam City West (Netherlands)

Park Inn by Radisson
Dubai Motor City (UAE)

Adding Value

With the backing of 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 maximization based on best-in-class revenue management tools
- State of the art IT infrastructure
- Award winning safety & security and responsible business programs
- Global procurement platform
- Pre & post opening support
- Owner privileges

Brand Highlights

Connected. Positive. Contemporary.

Park Inn by Radisson is a midscale/upper midscale hotel brand that understands the complexities and dynamics of the modern world and the modern traveller – always connected, always switched on and always on the go. Park Inn by Radisson's philosophy is simple – we deliver an easy, uncomplicated and relaxed guest experience for today's traveller.

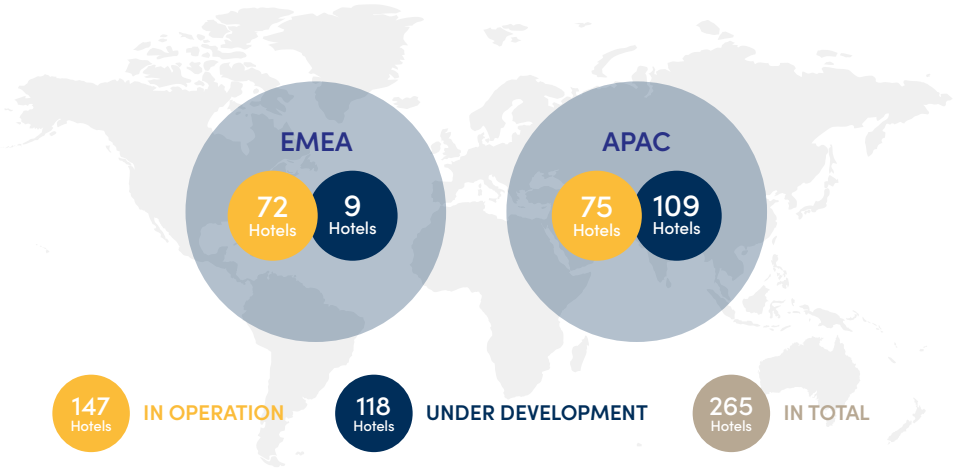
Latest Opening & Signings

Riyadh, Jeddah, Vilnius, Wismar, Liege, Tunis, Makkah, Lusaka, Durban, Antwerp, Kuwait, Muscat and more to come!

Comparable brands

Mercure / Hampton by Hilton / Holiday Inn Express / Ibis / Campanile

Global Brand Presence



park inn by Radisson

Brand Matrix

Number of Keys	150-350
Positioning	Midscale/Upper Midscale
Location	Conveniently located in capital cities, around economic and tourist hubs, or situated near airports and railway stations.
Product	Urban / Airport / Suburban / Serviced Apartments
Gross Internal Area Per Key	29 sqm – 45 sqm
Cost Per Key	EUR 95K – 120K (excluding land and developer's fees)
FF&E Cost Per Key (incl. IT/kitchen)	EUR 15K – 21K
OS&E Cost Per Key	EUR 1.9K – 2.5K
Business Model	Mature Markets: Leased/Managed/Franchised Emerging Markets: Managed/Franchised

(costs are based in Central Europe - fees and contingencies excluded)

Room Layout (16 sqm)

Serviced Apartment Option (26 sqm)

Park Inn by Radisson Jeddah Madinah Road (Kingdom of Saudi Arabia)

Park Inn by Radisson Vilnius Airport Hotel (Lithuania)

Design & Space Planning

Park Inn by Radisson design has a simple and dynamic style, built on the belief that clean lines enhance both form and function.

Our style deeply stands on a clean design and 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

Radisson Hotel Group – EMEA
Avenue du Bourget 44
B-1130 Brussels
Belgium
Tel: +32 2 702 9200

emeadevelopment@radissonhotels.com
www.radissonhotels.com/development

© 2026 Radisson Hotel Group.