prize BY RADISSON

AFFORDABLE HIGH DESIGN

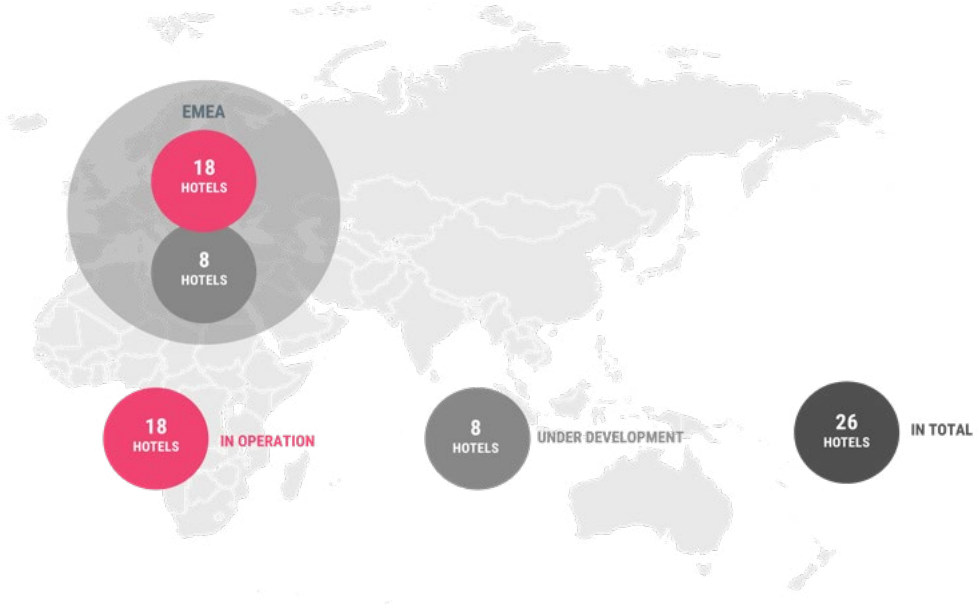
A lifestyle midscale experience with a unique and eclectic personality, at the investment cost of an economy hotel.

A compelling design proposition, efficient to build and conversion friendly, with high GOP margins (+50%) and a lean operating model.

Bonn City

Dresden Mitte City

PORTFOLIO

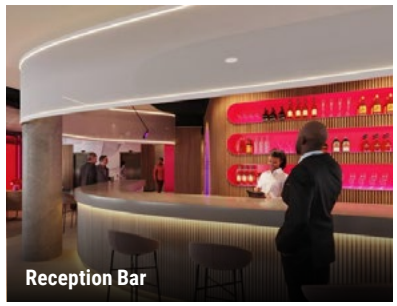


ADDING VALUE

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 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

Entrance


Reception Bar

BRAND HIGHLIGHTS

VIBRANT, SMART, GENUINE.

Prize by Radisson delivers a lifestyle midscale experience at the cost of an economy hotel.

A hotel brand with a unique spirit that is felt throughout, from small colorful touches to the smart design and personal interactions with each member of the team. Prize by Radisson eclectic character combines comfortable accommodation in an informal setting and service culture.

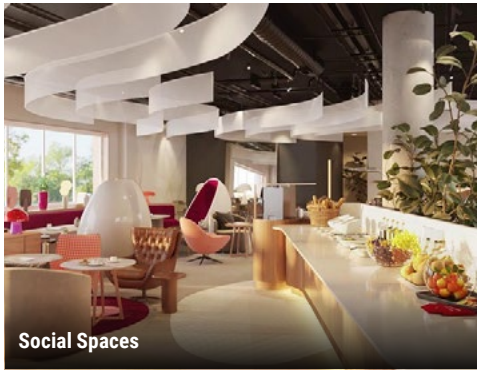
With a genuine desire to put people first, all essentials are covered so that guests can experience true convenience and focus on enjoying the city.

LATEST OPENINGS & SIGNINGS

BONN, BERLIN, VIENNA, DRESDEN, MUNICH, DUBLIN, BERLIN, GLASGOW, GDANSK AND MORE TO COME!

COMPARABLE BRANDS

MOTEL ONE / HOLIDAY INN / EXPRESS / PREMIER INN / IBIS STYLES / MOXY


Social Spaces

Prize BY RADISSON

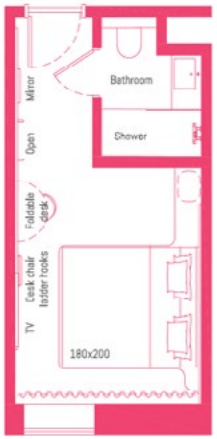
AFFORDABLE HIGH DESIGN

BRAND MATRIX

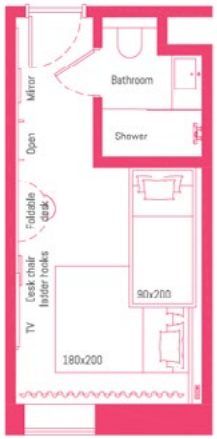
Number of keys	150-300
Guest Experience Positioning	Midscale Lifestyle
Investment Profile	Economy Segment
Location	City center (urban and vibrant) locations or close to other demand generators
Product	Conversions/ Urban/ Suburban / Airport
Gross Internal Area Per Key	28.1 sqm
Cost Per Key	EUR 79.3K (development)
FF&E Cost Per Key (incl. IT/ kitchen)	EUR 8.9K
OS&E Cost Per Key	EUR 1.4K
Business Model	Franchised, Managed, Leased
Clean Conversion approach and strategy	**Soft Renovation:** 6.9-8.5K per room **Medium Renovation:** 11.2-12.7K per room **Full Renovation:** 20.2-24.5K per room (always including IT & OSE)

ROOM LAYOUT

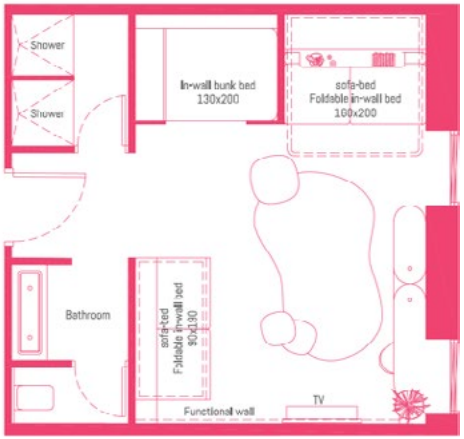
STANDARD / 16SQM



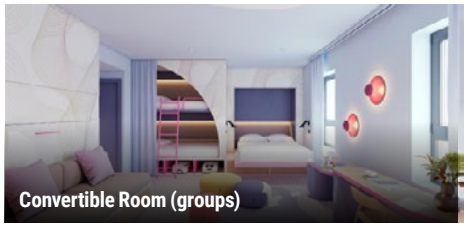
TRIPLE / 16SQM



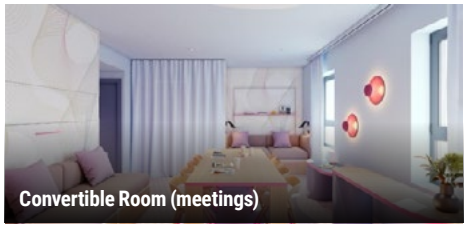
GROUP ROOM / 32SQM



Standard Guestroom


Convertible Room (groups)

Bathroom


Convertible Room (meetings)

DESIGN & SPACE PLANNING

Prize by Radisson design has a neutral and appealing interior, to eat, work and stay.

The unique Prize by Radisson DNA can be easily brought in through pops of color and lighting features.

Our public areas are flexible and dynamic. They combine multiple types of seating and auxiliary furniture to enhance the domestic look & feel and encourage socializing.

We want our guests to feel warm and cozy, so our design encourages the use of rugs, leathers and fabrics with added plants and funky decorations.

CONTACT DETAILS

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