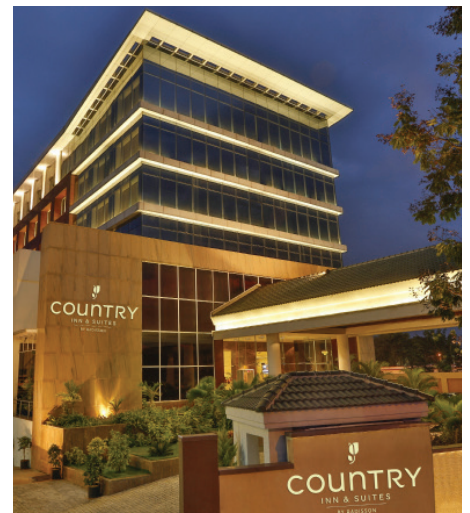
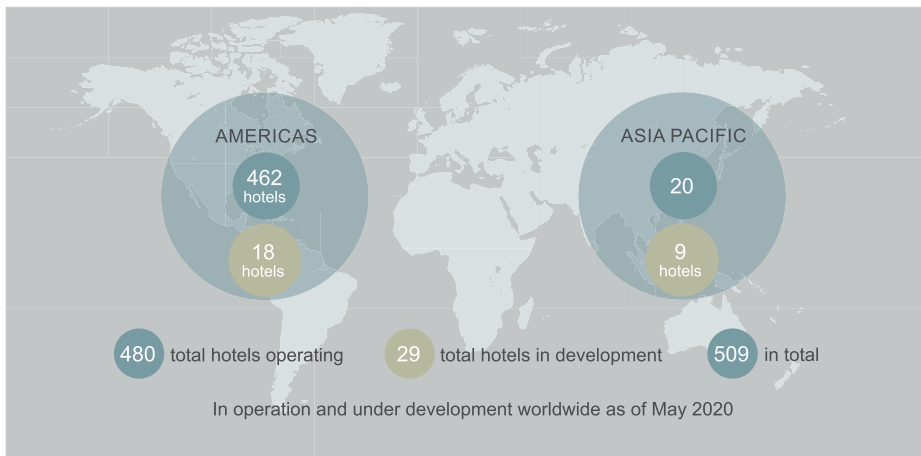




# FACT SHEET

Country Inn & Suites by Radisson offers warm hospitality, attentive service and exceptional amenities that our guests love.

## Global Brand Presence



## OWNERS PROPOSITION

A modern and adaptable prototype with broad consumer appeal

## BRAND HIGHLIGHTS

Three simple words that capture the essence of our brand; no matter where you go, you always have a place where you feel at home. The relatable nature of our positioning conveys a place where every traveler feels welcome, like they matter and like they belong.



Through our inviting design and spaces, genuine service and amenities that provide the comforts of home, Country Inn & Suites delivers a warm and personal experience for every guest during every stay.

## COMPETITIVE SET

Best Western / Ibis Style / Holiday Inn Express

## BRAND PRESENCE

China, India

## FOOD & BEVERAGE

- Make a good morning great with our signature, free hot breakfast.
- Tasty choices range from wholesome classics to build-your-own options

## ADDING VALUE

As a leading upper-midscale brand with over 500 properties worldwide in operation and under development. Country Inn & Suites by Radisson is a smart investment built with the future in mind.

## DESIGN & SPACE PLANNING

Enhanced use of colors, natural materials, lighting and attention to detail. Reimagined use of space; keeping touches of home. More urban appeal, with flexible prototype adaptation.



## CONTACT DETAILS

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2020 Radisson Hotel Group

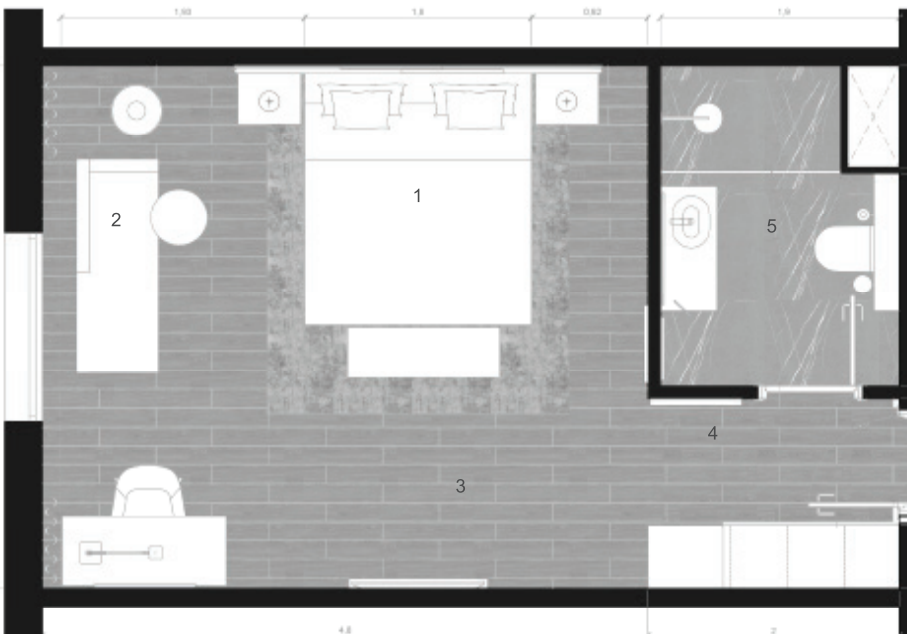
I LOVE THIS COUNTRY



## Brand Matrix

NUMBER OF KEYS (min.)	150 in China 100 in India 100 in South East Asia Pacific
POSITIONING	Upper Midscale
LOCATION	Primary suburban, rural markets with limited urban and airport locations
PRODUCT	Suburban
GROSS INTERNAL AREA PER KEY (+/- 10%)	22 sqm in city
BUSINESS MODEL	Mature Markets - Leased / Managed / Franchised Emerging Markets - Managed / Franchised
ROOM TYPE	Standard / Superior / Suite (market demand)

## 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> |
|---|--|--|---|--------------------|

## Key Spaces

### SOCIAL SPACES

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

### FOOD & BEVERAGE

- Breakfast Room

### GUESTROOMS

- Guestrooms and Suites
- Bathrooms

### MEETINGS & EVENTS

- Meeting Spaces

### WELLNESS

- Fitness Room
- Swimming Pool

