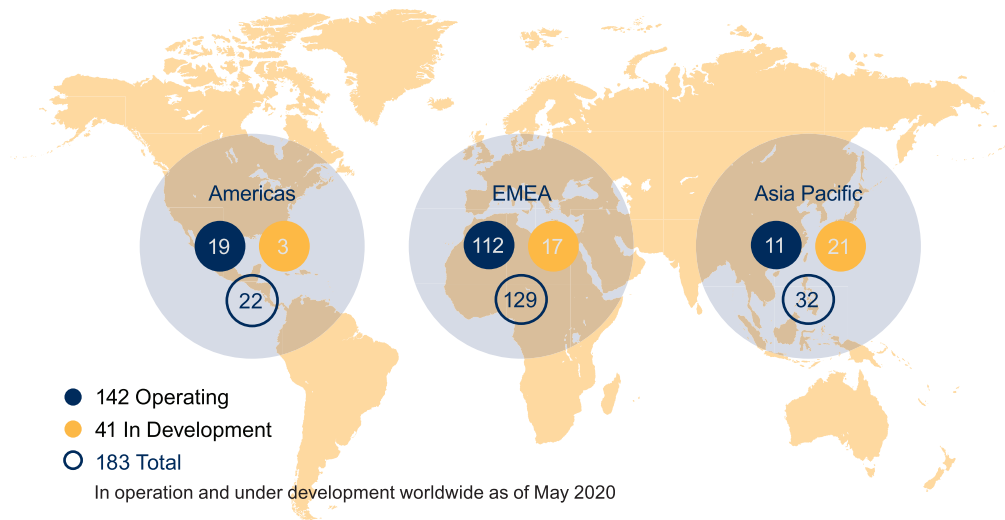




# fact sheet

Mastering the essentials, Park Inn by Radisson delivers stress-free experiences, good food and vibrant environments. We positively lift our guests' moods for a happy stay – with a touch of color; fresh, contemporary design; and friendly, personalized service with surprising, feel-good extras.

## Global Brand Presence



Park Inn by Radisson Davao, Philippines

## Owners Proposition

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

## Brand Highlights

### Connected. Positive. Contemporary.

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

## Competitive Set

Best Western / Hilton Garden Inn / Holiday Inn Express / Mercure

## Brand Presence

India, Malaysia, New Zealand, Philippines, Sri Lanka and Thailand

## Adding Value

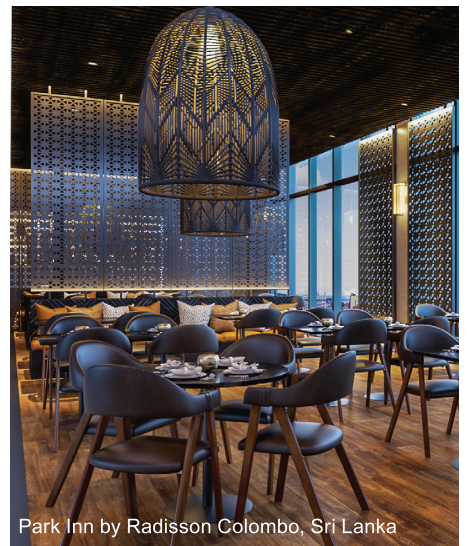
With the backing of a dynamic, global hotel group, we add value to your investment by

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

## Design & Space Planning

Park Inn by Radisson design has a simple and dynamic style, it believes that clean lines of form and function. Our style deeply stands on a clean design and a 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.



Park Inn by Radisson Colombo, Sri Lanka

## Contact Details

Radisson Hotel Group – APAC

Tel: +65 6511 9266

[apac.development@radissonhotels.com](mailto:apac.development@radissonhotels.com)

[www.radissonhotels.com](http://www.radissonhotels.com)

2020 Radisson Hotel Group

feel good



## BRAND MATRIX

NUMBER OF KEYS (min.) 150

POSITIONING Upper Midscale

LOCATION Conveniently located in capital and secondary cities, near airports and railway stations

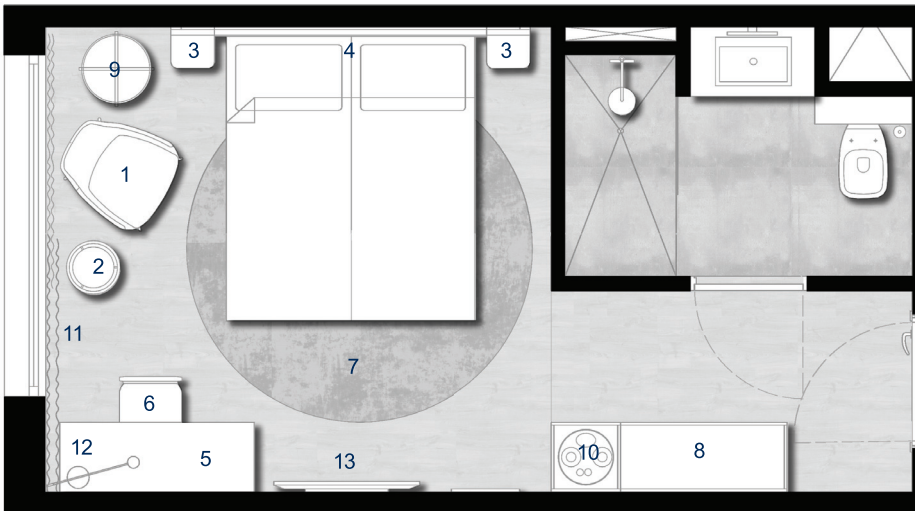
PRODUCT Airport / Serviced Apartment / Suburban / Urban

GROSS INTERNAL AREA PER KEY (+/- 10%) 24 sqm in City  
28 sqm in Resort

BUSINESS MODEL Mature Markets - Managed / Franchised  
Emerging Markets - Managed / Franchised

ROOM TYPE Standard / Superior / Suite

## ROOM LAYOUT



- |                    |              |                  |                  |
|--------------------|--------------|------------------|------------------|
| 1. Armchair        | 4. Headboard | 7. Rug           | 10. Mini bar     |
| 2. Auxiliary table | 5. Desk      | 8. Wardrobe      | 11. Curtain cove |
| 3. Bedside table   | 6. Deskchair | 9. Standing lamp | 12. Desk lamp    |
|                    |              |                  | 13. TV           |

## KEY SPACES

### SOCIAL SPACES

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

### FOOD & BEVERAGE

- Lobby Lounge / Bar
- RBG Restaurant (All Day Dining)
- Kiosk (HUNGRY)

### GUESTROOMS

- Guestrooms and Suites
- Bathrooms

### MEETINGS & EVENTS

- Boardrooms and Meeting spaces
- Pre-function areas

### WELLNESS

- Fitness room

