



Adding Color to LifeSM

Brand Highlights

- › Net Promoter Score (NPS) YOY improvement of 6.1%, 2014 vs. 2015 (Americas)
- › Club Carlson member average length of stay was 16% higher than non-member, and the YOY increase doubled, 2014 vs 2015 (Americas)
- › Strong portfolio distribution in Europe, Middle East and Africa with 143 hotels in operation and 60 hotels under development worldwide
- › Dedicated global sales team

Brand

Park Inn[®] by Radisson is a mid-market, full-service 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, colorful and relaxed guest experience for today's traveler.

Service Philosophy

Park Inn by Radisson staff are totally tuned in, generous and positive, delivering consistent and personal service. Park Inn[®] by Radisson is a happy place to be where people smile and service is cheerful.

Design Attributes

- › Park Inn by Radisson is known for its vibrant and colorful spaces which are informal, friendly and welcoming.
- › Color is used to make bold, fresh statements, add personality and soul, introduce connectedness, animate space and differentiate areas.
- › Hotels have open lobby spaces, open restaurants, and open areas surrounding our meeting rooms which result in brighter atmospheres and better lighting.
- › The Park Inn by Radisson "Signatures" is a selection of product and service offerings that provide a more recognizable and consistent guest experience across the portfolio. They include a full spectrum of deliverables for the guest room, public areas and meeting rooms.

Key Brand Components

- Park Inn Signatures
- F&B concepts
- Meetings & Events – Meet Inn Guest Experience
- Adding Color to Life Service Philosophy
- Smart Meetings & Events
- Responsible Business – focused on youth at risk
- Healthy breakfast
- Free Internet
- RunInn Routes





Revenue Optimization Tools

- › Revenue Management System – Industry leading revenue optimization and rate shopping tools that help to maximize hotel revenue.
- › Revenue Optimization Performance Enhancement Services (ROPES) – Customized program that helps lift RevPAR through hotel-level revenue management support.
- › Demand Marketing – Revenue driving program designed to increase occupancy during down periods by developing guest offers for hotel-specific need dates.
- › eStandby® – Automated upsell tool that provides incremental revenue and an enhanced guest experience by offering guests the ability to standby for a discounted room upgrade.
- › Redirected Call Program (RCP) – Optional call forwarding program that captures and maximizes revenue opportunities.

Cost Per Key*

- › Starting at \$9,000 (approximate cost, excluding real estate and improvements)

Fees*

- › Initial License Fee: the greater of \$35,000 or \$350 per guest room (\$10,000 is the Application Fee)
- › Royalty Fee: 4.5% of Gross Room Revenue
- › Marketing Fee: 2% of Gross Room Revenue
- › Reservation Fee: 1.25% of Gross Room Revenue

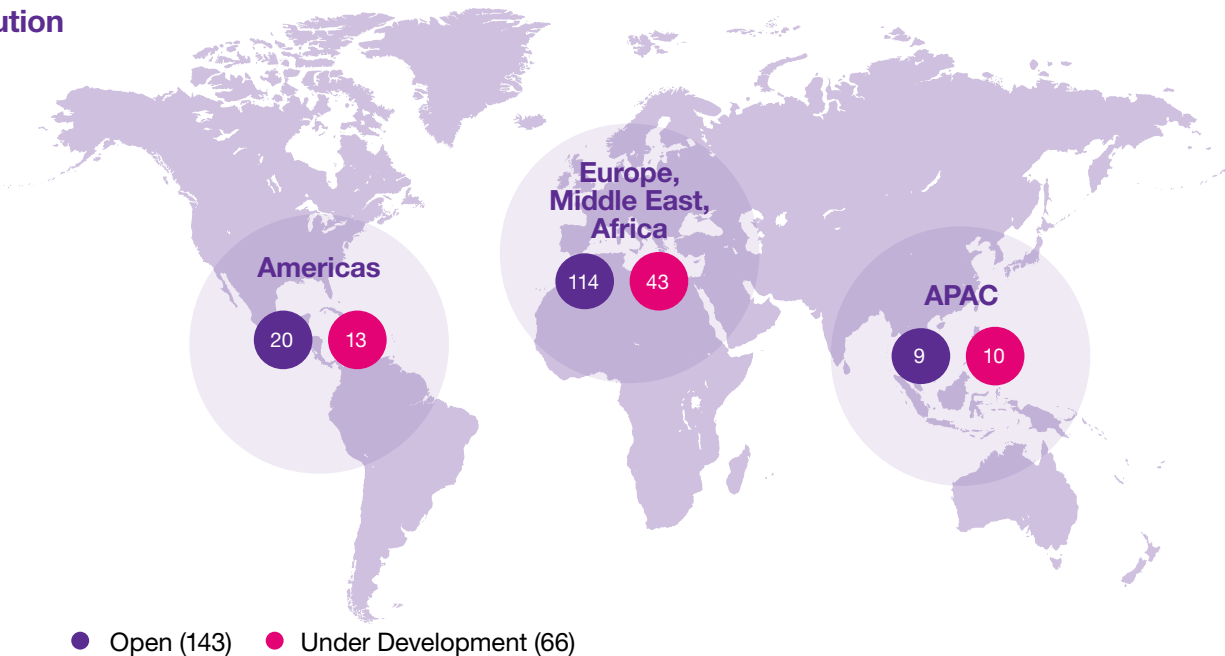
“We LOVED this hotel. Front desk staff was fabulous! Super friendly and helpful! Our room was spotless and the beds/pillows were very comfy! ... Having fresh coffee available early in the morning made crawling out of the warm cozy bed a little easier. This hotel had everything that I look for in a 1 night “home away from home!”

Erin K, Guest,
Park Inn® by Radisson, Clarion, PA

“Park Inn by Radisson, and its sleek RBG restaurant concept, are an ideal fit as we continue to upgrade our full-service portfolio.”

Matthew Shollar, partner,
Reception Hotels and Resorts LLC

Distribution



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