



Fact Sheet



Brand Highlights

- Brand influenced revenue of 68% in the United States*
- Global call centers receive and handle over 3 million calls in over 17 languages annually
- NPS score among the highest within the competitive set with positive YOY improvements

Brand

Guests trust Radisson® to always deliver an upscale, full-service experience in a contemporary, comfortable setting. Exceptional service, modern amenities and forward-thinking design come together to ensure guests have a unique, satisfying stay.

Service Philosophy

Our commitment to enriching the guest experience is delivered through our *Yes I Can!*SM service philosophy, which encourages team members to make a meaningful connection with each guest.

Services & Amenities

Radisson strives to deliver unmatched services and amenities for today's on-the-go traveler. Every hotel offers:

- Free Internet
- Flexible arrival and departure times
- iConcierge Mobile App – our guest's 24/7 virtual concierge
- Meetings SuccessSM – our signature meetings and events program

Design Attributes

Radisson embraces forward-thinking ideas, while honoring timeless principles. The result is a modern-classic design approach that blends contemporary lines, subtle tones and solid splashes of color with tried-and-true functionality.

Be Part of Radisson

Call **+1 800 336 3301**, visit us at CarlsonRezidor.com/Radisson or email us at development@carlsonrezidor.com

Revenue Optimization Tools

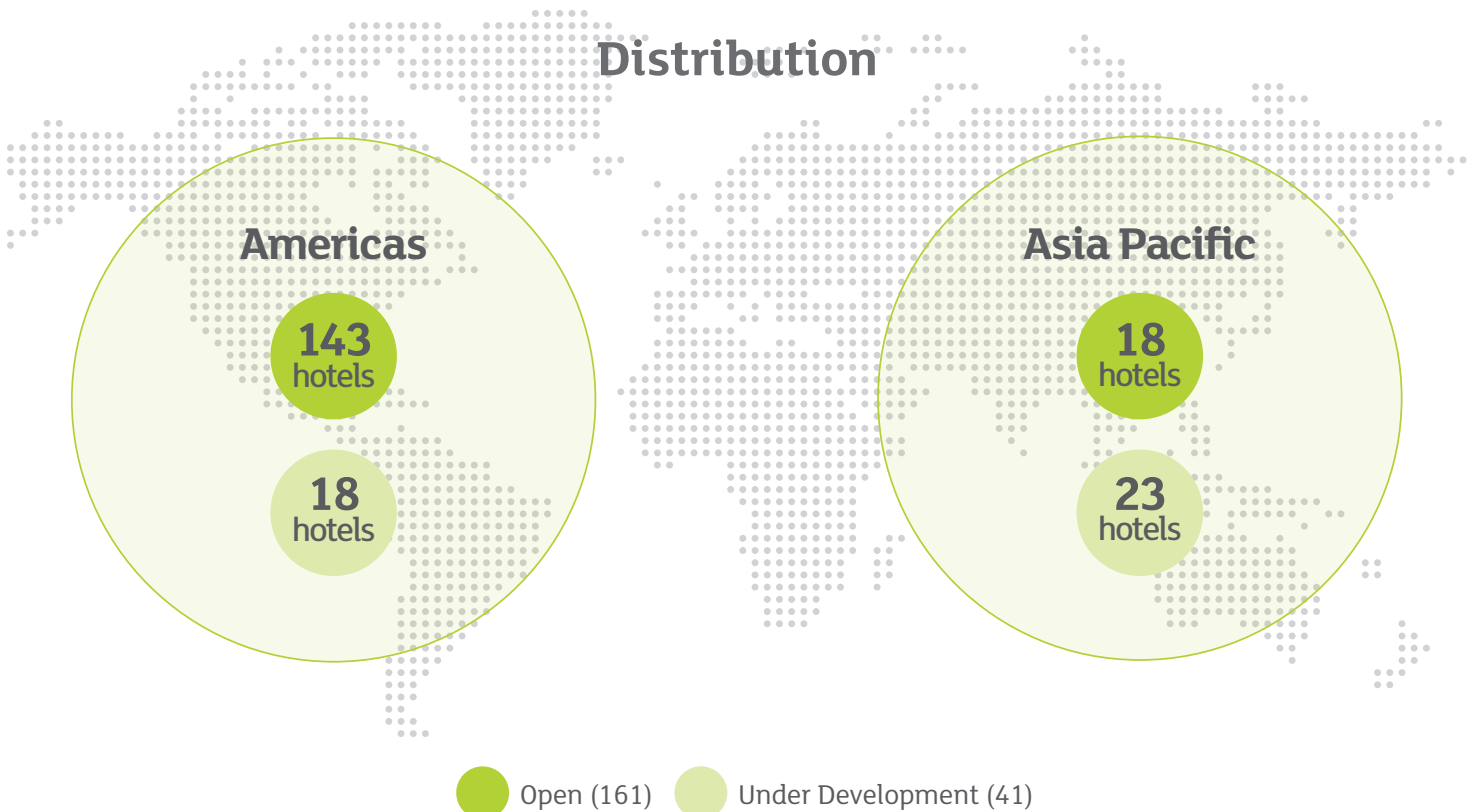
- Revenue Management System – Industry leading automated system provided by IDEaS.
- Revenue Optimization Support – Two levels of support available, based on a hotel's needs, including a revenue specialist for hire program.
- Reporting Suite of interactive reports that assist in understanding and dissecting a hotel's business.
- Rate Shopping Tool – A full user interface is available for all hotels, provided by OTA Insights.
- Redirected Call Program (RCP) – Optional call forwarding program that captures and maximizes revenue opportunities.

Cost per Key*

- Starting at \$15,777 (approximate cost, excluding real estate and improvements)

Fees*

- Initial License Fee: The greater of \$75,000 or \$500 per guestroom (\$10,000 is the Application Fee)
- Royalty Fee: 5% of Gross Room Revenue
- Marketing Contribution Fee: 2% of Gross Room Revenue
- Reservation Fee: 2% of Gross Room Revenue plus \$3.75 per third party delivered reservation



carlsonrezidor.com/radisson

+1 (800) 336-3301

development@carlsonrezidor.com

* See 2017 Radisson Franchise Disclosure Document.

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