



Fact Sheet



Brand Highlights

- Brand influenced revenue of 61% 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
- 26% increase in digital media Return on Marketing Investment (ROMI) Q1 YOY
- 48.3% increase YOY in mobile bookings from 2014–2015
- Club CarlsonSM hotel rewards program members stay 25% more often and 11% longer than non-member guests

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

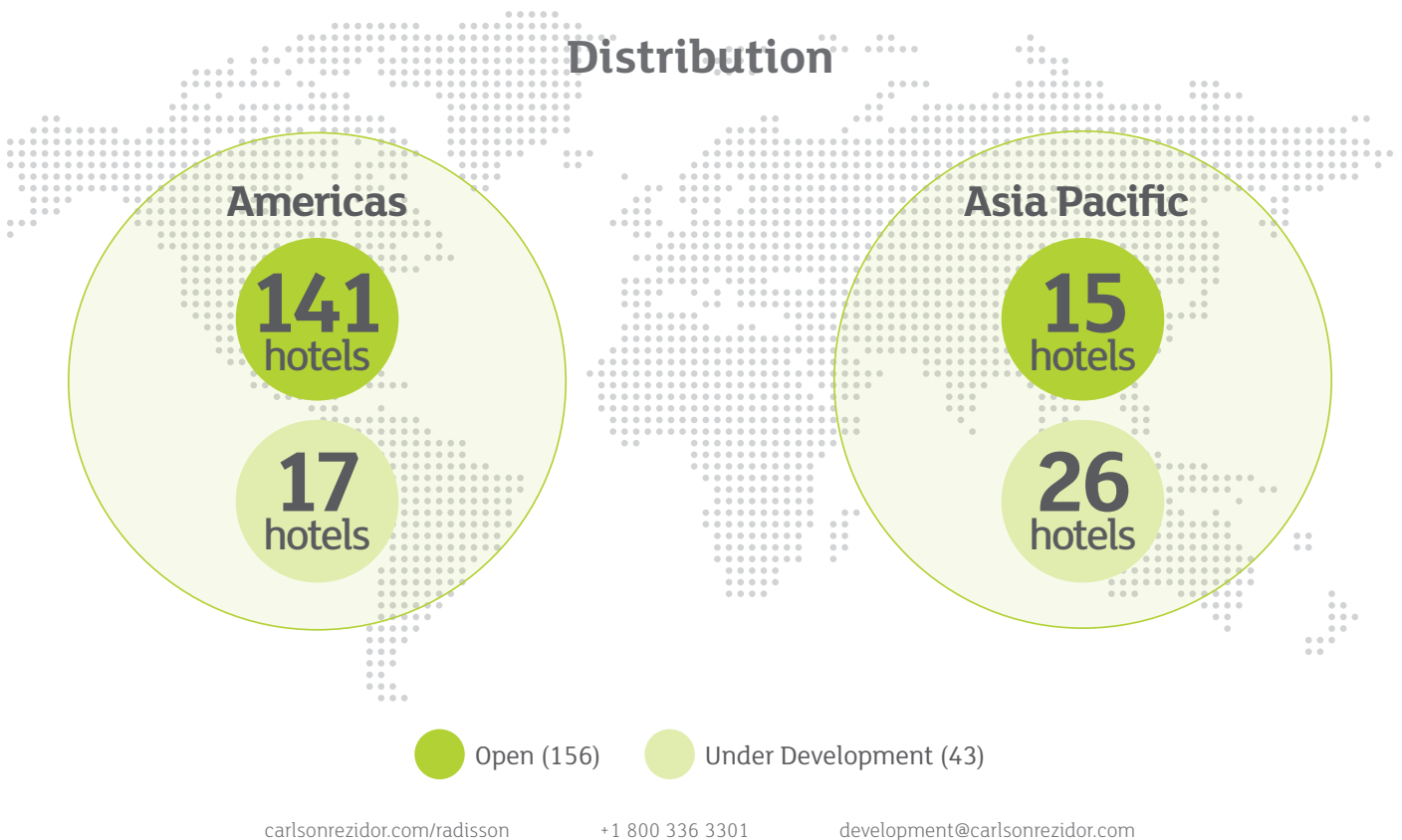
- Revenue Management System – Industry leading revenue optimization technology and rate shopping tools that help to maximize hotel revenue.
- Revenue Optimization Performance Enhancement Services (ROPES) – Customized program that helps lift RevPAR through hotel-level revenue management support.
- Demand 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 \$16,000 (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: The greater of 5% of gross room revenue or \$150,000 per agreement year
- Marketing Contribution Fee: 2% of gross room revenue
- Reservation Fee: 2% of gross room revenue



* See 2016 Radisson Franchise Disclosure Document.

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