



A Bright Idea in Premium Value Conversions

Attract the next wave of travelers with Park Inn® by Radisson

A bright idea in premium value conversions, Park Inn by Radisson entices travelers with a modern stay experience. Convert your property to a Park Inn by Radisson and gain access to Choice Hotels' suite of support. The streamlined conversion process, backed by Choice Hotels' extensive hospitality experience and Radisson's brand recognition, makes entering the premium value segment simple and seamless.

brighten up **the stay**

Park Inn's ABCs

Affordable. Bright. Clean.

Gain access to the premium value at a low cost with limited brand hallmarks that are simple to implement, operate and keep clean. Through the clever use of color, contemporary design and feel-good essentials, Park Inn by Radisson provides guests all the necessities without costly extras.

Benefit from the focused, complementary **Opening Ramp Success Program** to get tailored guidance from expert teams to help drive your hotel's optimal performance and maximize the advantages of being a part of the Choice system.





A Bright Idea for Your Investment

Maintain flexibility while driving operational efficiency with Park Inn's **Brighter Basics** minimal requirements.

Bright welcome with pops of color & friendly service

Clean, crisp white bedding and 100% smoke free

Connected with Wi-Fi and plenty of places to charge devices

Convenient complimentary hot coffee plus a grab & go breakfast item

Bright & clean. Connected & convenient. Done **simply**.



At Choice Hotels, what unites us with our franchisees is our shared belief that tomorrow will be, even better than today. We know that self-determination matters, but that together, we are greater than we are alone. That you can be in business for yourself without being by yourself. Today, Choice Hotels offers franchisees a suite of proprietary cutting-edge technology solutions and access to the award-winning Choice University educational platform. And the Choice Privileges rewards program from a growing base of 65 million members. From pre-opening to grand opening and every day forward, Choice Hotels provides hotel owners with world-class resources to help them maximize the return on their investment.

Contact us to learn about **exclusive incentives**



Enter the Next Generation of Hospitality



Ready to offer your guests a brighter stay? Contact our Park Inn development team to get started.

choicehotelsdevelopment.com/park-inn/

Unless otherwise noted, all statistics are from internal data of Choice Hotels International, Inc. This advertisement is not an offering. For New York: an offering can only be made by a prospectus filed first with the Department of Law in the State of New York. Such filing does not constitute approval by the Department of Law. For Minnesota: Park Inn #F-10721. A copy of the Franchise Disclosure Document may be obtained through contacting Choice Hotels International at 915 Meeting Street, Suite 600, North Bethesda, MD 20852 or at Development@ChoiceHotels.com.