

**We have arrived
to
Your City**



CONTINENT

HOTELS & RESORTS





Unique & Chic Brand

to develop with the "like-minded" partners...

We are looking to grow Continent Hotels & Resorts brand with like-minded and idealist partners who are excited to deliver a positive stay experience.

Continent is an ideal brand and suited for new constructions and rebranding options.

Our hotels thrives in vibrant business districts where the brand competes with other lifestyle hotels, boutique independents and are conveniently located in urban, Suburban, airport and resort destinations.

Celebrating the joy of living, Continent creates an experience that is fresh, stylish and surprisingly simple.

"Our developers benefit from compliment individual websites and regional team providing industry-leading operational support including a consulting support, access to leading edge suppliers and design support, and problem resolution for hotel specific matters"

What are the benefits of joining Continent Hotels & Resorts?

There are numerous benefits for an individual hotel or a small chain to become a Continent branded Hotel.



AMENITIES

- Complimentary breakfast
- High Speed Internet & WI-FI
- Quality Towels & Linens
- Laundry & Dry Cleaning
- Full Service F&B Facilities
- 24/7 GYM

BENEFITS

- Distribution Power Backed by ELEKTRA WEB
- User Friendly Hotel Management Software
- Sales Support from the Head Office Staff
- Marketing & Promotions Support
- Social Media Management Support
- Simple but impactful brand standards
- Cost-efficient concept
- Franchise or Management Agreements

QUICK FACTS

- **INSPIRATION:** Lifestyle | Business | Leisure
- **CATEGORY:** Upper Upscale | Upscale
- **LOCATIONS:** Urban | Sub Urban | Resort
- **TYPE:** adapted to the local environment
- **GUEST PROFILE:** Business | Leisure

FRANCHISE OFFER

for the existing
properies or new
developments



FRANCHISE HOTEL PERFORMANCE TARGET

AVERAGE OCCUPANCY RATE
60%

AVERAGE DAILY RATE
\$135

AVERAGE REVPAR
\$81

LOWER COST BOOKINGS

Average Percentage of Direct
booking Contribution to
Occupancy is
20%

marketplace...

TARGET MARKETS:

Primary and secondary city and resort destinations

PROPERTY SIZE:

80 to 300+ keys

COMPETITIVE SET:

Marriott, Hilton, DoubleTree by Hilton, Sheraton, Four Point,
Hyatt Regency, Crowne Plaza, Best Western, Wyndham,
Ramada, Radisson, Holiday Inn

Perfect Prototype for every location...



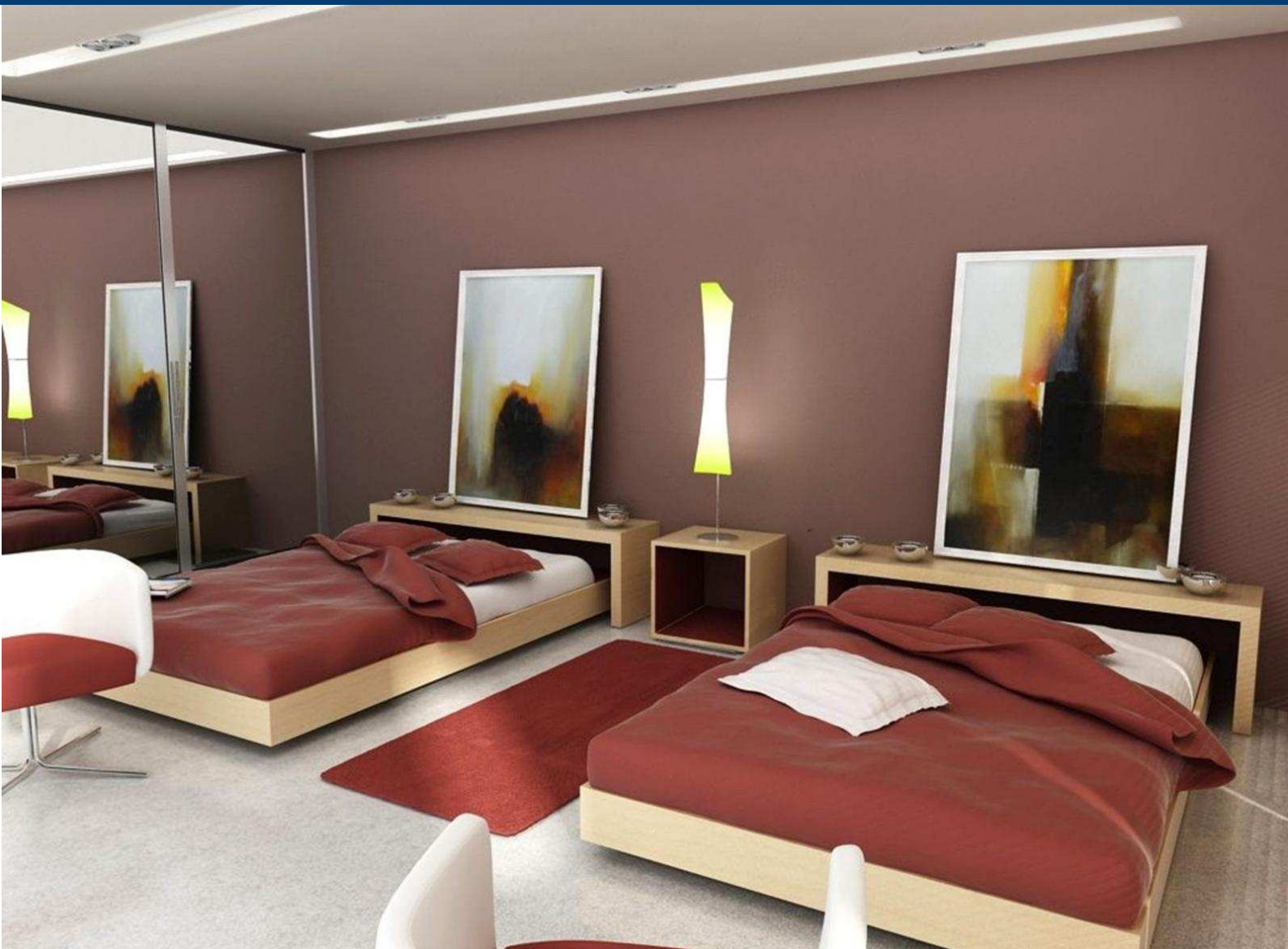
personalized experience tailored to each guest. ...

We launched our new prototype with a refresh and contemporary look, complete with stylish designs, refreshing lobbies, spacious guest rooms and plentiful amenities to meet the expectations of today's travelers.

Continent Hotels & Resorts offers everything that our guests need during their travel, including a warm welcome, a timeless comfort during their stay and a truly exceptional value.

SMART CONCEPTS FOR THE SMART HOTEL DEVELOPERS...

Whether building from the ground up or converting an existing hotel, we have franchising opportunities that fits your needs



Each location is carefully designed to deliver an extraordinary ambiance for your stay.

Upscale guest rooms welcome you with trendy design, premium quality linens and convenient amenities. Whether you are in town for leisure or business, you will find an elevated style and comfort awaiting your arrival.





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www.ContinentWorldwide.com