



DEVELOPMENT BROCHURE

2016 2017

CONCEPT | ARCHITECTURE BRIEFS | ESSENTIAL COMPONENTS | IDENTITY MANUAL | E COMMERCE



Fresh Appeal

The evolution of CRIMSON PARK backs a detailed insight into guest demands, behaviors of money spends over the sustainable period, the concept was discussed, expressed with target audiences before implementation.

Energy filled new concept of the full service hotels with affordable pricing structure catering business, leisure and holiday makers. Easy, flawless and friendly approach makes Crimson Parks more accessible and saleable

Focus is on higher ADR's, targeting higher occupancies at mid scale prices. The values spend over the other services of hotel gross up better than few high segment hotels.

Balanced Approach ADR/ARR

*Survey verified by over 5000 target clientele from spheres of life between age group of 35 to 45 years on their demands, habits, essentials, pricing in US, AUSTRALIA & Asia pacific over emails source survey



Target Mindsets & Lifestyle



GEN X-gen x established and clients seeking their own spaces, specifically designed for them , gadget friendly. Out of the main stream interior designs.

Accommodation centric approach..the rooms are designed in a manner suiting to the needs of the travelers specific movement approach , gadget friendly and spacious approach. Controlled amenities but defined freebis.

Business centric ...the designs of the rooms are befitting to the needs of the frequent business travelers giving them the edge on the technology integeration, WIFI, W LAN , business desk and coffee table seating are of the contemporary designs

FLEXI STAYS.. for those leisure oriented travelers, flexible settings of the rooms to accommodate the special requests , a touch of the culture and local flare.

Essential Approach

Local Flare ---Every hotel design is inspired with the local flare , component of the local culture is embedded in to give the hotel distinctive identity of the localization it belongs to , moreover to attach the traveler feeling to the local area.

Friendly Approach-our staff is young , dynamic and industry specific . they have been given a simple motto of **NO TASK TOO HARD-**, **FRIENDLY** approach and sense on delivery is the essence of training

Suprisingly Comfortable -New vibrant design and comfortable accessibility offers the internationally accredited services with the surprise of colors , feel good settings.

More Value Returns - focus here is on the value returns , moderately priced services prompt the consumers to ask for more. More choices to Experience.





AREA : EXTERNAL	MANDATARY	ADDITIONAL SUGGESTIONS
FACADE	WELL MAINTAINED FACADE AND EXTERIOR	EVENING AND NIGHT LIGHTS
EXTERIOR BRAND SIGNAGE	WELL MAINTAINED AS PER BRAND SPECIFICATIONS	BACK LIT /LED FOR NIGHT VISION
ENTERNACE PLATE	AS PER BRAND REQUIREMENT	TO BE MAINTAINED CLEAN AND WELL CONDITION
INDEPENDENT ACCESS TO HOTEL	MANDATARY	GUIDING SIGNAGES
PARKING	MANDATARY OR VALLET SERVICE	GUARDED PARKING WITH SAFETY SIGNAGES
PARKING FOR DISABLED	MANDATARY NEAR DROP PORCH /RAMP	
RAMP AT ENTERANCE	AT ENTERANCE OR AT SIDE FOR LUGGAGE /DISABLED GUEST ACCESS	ANTI SKID AND ATTENDED



AREA : ROOMS	MANDATARY
STANDARD GUEST ROOM : INCLUDING BATHROOM	20 SQ MT
CLUB GUEST ROOM INCLUDING BATHROOM	22 SQ MTR
GUEST SUITE INCLUDING BATHROOM	34 SQ MTR
% OF SUITE TO ROOMS	10 %
INTERCONNECTING ROOMS	YES MINIMUM 10 %
BEDDING	
ROOM LARGE BED SIZE	2.15 MTR WIDTH X 1.98 MTR LENGTH
MATTRESS	EQUIVALENT SIZE WITH VALCRO LINNING AND PROTECTOR
TWIN BED SIZE	1.10 MTR WIDTH X 1.98 MTR LENGTH
KING SIZE BED [SUITES ONLY]	2.25 MTR WIDTH X 2.25 MTR LENGTH
BABY BED /CRIB	.60 MTR WIDTH X 1 MTR LENGTH
EXTRA BED : ROLL AWAY BED	.92 MTR WIDTH X 1.82 MTR LENGTH ROLLER BED WITH PROTECTIVE ANTI SCRATCH LINER , FOLDING FOAM MATTRESS ATTACHED

AREA : BATHROOMS	MANDATARY
MINIMUM SIZE : STANDARD ROOM	4.5 MT SQ
MINIMUM SIZE: CLUB ROOM	5.5 MT SQ
MINIMUM SIZE : SUITE	7.5 MT SQ
VANITY GADGETS	HAIR DRYER , MAGNIFYING MIRROR , VANITY MIRROR , SUPPLIES STATION , DC SHAVER SOCKET
VENTILLATION AND FRESH AIR INDUCTION	YES
PHONE	YES WALL HANGING WITH SPEED DIAL ASSISTANCE
ADDITIONAL ROLLS	YES : DUAL ROLL HANGER WITH ONE EXTRA ROLL
SEPERATED TOILETS	YES INCASE OF SUITES ONLY
INTERIORS	NON WOOD FINISH , GLOSS TILES OR VITRIFIED TILES
DISABLED ACCESS BATHROOMS	BARIER FREE ENTERANCE WITH EASY DESIGNED ACCESS



AREA : LIFTS	MANDATARY
MINIMUM REQUIREMENT OF LIFTS	2 GUEST LIFT [4 FLOOR] 3 LIFTS [5 FLOORS]
FLOOR INDICATION WITH ROOM NUMBERS	YES AGAINST EACH FLOOR BUTTON
SAFET SIGNS /EVACUATION ADVISE	YES IN EACH LIFT ENTERANCE /INSIDE CABIN
HOTEL LOYALTY PROGRAMME	YES IN EACH CABIN
CABIN INTERIORS	YES MATCHING THOSE OF LOBBY AND FLOORS

AREA : CORRIDOORS	MANDATARY
MINIMUM 1.5 MTS WIDE	1.5 METERS WIDE , WELL GUIDED WITH SIGNAGES ,EMERGENCY LIGHTS 24 HRS ,ESCAPE ROUTE SIGNAGES

AREA : BUSINESS CENTRE	MANDATARY
COMMON SHARING PC	YES ,HIGH SPEED WITH LATEST CONFIGURATION
INTERNET	SURFING INTERNET FREE FOR CHECKING UPDATES AND EMAILS
MOBILE PHONE RECHARGING STATION	YES : INTEGERATED CHARGERS OF EVERY USE
DESK PHONES FOR OUTWARD CALLING	YES : LOCAL , NATIONAL AND INTERNATIONAL
PRINTER /SCANNING	YES : DIGITAL DEVICE
DISPLAY BOARD	YES : CLEAR DISPLAY OF CHARGES /HOUSE RULES



AREA : RESTAURANT	MANDATORY
PROMINENT DISPLAY OF NAME AND OPENING HRS	YES
MENU DISPLAY ON PODIUM	YES
SEPRATE ENTERANCE FOR GUEST AND SERVICE STAFF	TWO ENTERANCES
WELL LIT .THEMED INTERIORS	YES
BUFFET AND ALA CARTE SERVICES	YES BREAKFAST BUFFET MANDATARY
ALA CARTE	MINIMUM THREE CUISINES INCLUDING ONE REGIONAL
BEVERAGE CARD	WELL DEFINED BEVERAGE CARD WITH ALCOHOLIC CONTENT IN IT
SPECIALITY RESTAURANT CONCEPT	NICE TO HAVE NOT MANDATARY
BRANCHE RESTAURANT CONCEPT	NICE TO HAVE NOT MANDATARY
PRIVATE DINNING ROOMS	YES MAY BE SECTION OF RESTAURANT
SERVICE CONCEPTS	PRE PLATTED AND PLATTER TO PLATE
MAGZINE RACK	YES LIFESTYLE MAGZINES AND NEWSPAPERS
MENU ON THE GO	MUST PRESENT MENU ON GO ON PODIUM DESK
FEEDBACK	FEEDBACK RATING CARD ON EVERY TABLE
BACKGROUND MUSIC	SUITABLE BACKGRUND MUSIC
LIVE BANDS	NICE TO HAVE NOT MANDATRY

Building More Than REAL ESTATE

With our extensive experienced team, technology integration and articulate associate we ensure the project is thoughtful implementation of ideas that are resultant in long term, energy saving, green technology and optimum utilization of resources.

- Architectect Briefs
- Design Study
- Incorporation And Implementation Services
- Back Of House Development



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