

SOFITEL LEGEND

LIVE THE LEGEND

Iconic addresses where heritage is infused with French luxury and grace.
Think legendary architecture and locations, luxurious experiences for ultimate indulgence.

sofitel.com



ICONIC
HERITAGE
TIMELESS

SOFITEL LEGEND
PEOPLES GRAND HOTEL XI'AN
CHINA

FIND YOUR LOCAL DEVELOPER CONTACT: ACCORHOTELS.GROUP/HOTELDEVELOPMENT

FEBRUARY 2017 - PHOTOS © ACCORHOTELS PHOTO LIBRARY

RAFFLES

SOFITEL
LEGEND

SO
SOFITEL

SOFITEL

Fairmont

M
GALLERY

pullman

swissôtel

GRAND MERCURE

THE
SEBEL

25h
twenty five hours hotels

NOVOTEL

Mercure

adagio

MAMA
SHELTER

ibis

ibis
STYLES

ibis
budget

JOE
JOE

NETWORK

5 HOTELS & 874 ROOMS

A COLLECTION OF 10 HOTELS BY 2020



NUMBER OF HOTELS AND ROOMS PER REGION

DEVELOPMENT

(New Built & Conversion)

PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
INTERNATIONAL CAPITALS KEY CITIES & RESORTS		
MAJOR DOMESTIC DESTINATIONS		
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS		

POSITIONING

RATING	HERITAGE LUXURY INTERNATIONAL 5 STARS & PALACES
SEGMENT	HIGH-END LUXURY
BRAND	NON STANDARDIZED

CUSTOMER PROFILE

BUSINESS 33%	LEISURE 67%
DOMESTIC 40%	INTERNATIONAL 60%

DISTRIBUTION

Net figures
Sofitel Legend, SO/Sofitel
and Sofitel Hotels & Resorts

64 %	ACCORHOTELS TARS CONTRIBUTION RATE (Sofitel room revenue via AccorHotels reservation system)
14 %	ACCORHOTELS DIGITAL ECOSYSTEM (online direct sales: web sites & mobile) - 800.600 Sofitel room nights - €172 M Sofitel room revenue
+65 %	MOBILE GROWTH (Sofitel room revenue)

KEY IDENTIFIERS

Iconic buildings

Every Sofitel Legend property is an iconic landmark, a jewel of the city in which it resides. The sheer grandeur of each building exudes an immense sense of power, vision, sophistication and dignity.

Majordome service

The Sofitel Legend Majordome provides the ultimate standard of luxury, comfort and personalised, butler-style service.

Indulgent Sleep & Sofitel MyBed™

Exclusively designed for Sofitel to provide the ultimate sleep-time bliss, MyBed™ ushers in luxurious relaxation and comfort; an experience completed with thoughtful amenities.

Legendary Tours

One-of-a-kind, bespoke hotel tours offering guests behind-the-scenes insights into the property's rich heritage, relive historical events and collect treasured memories of times past.

PROGRAMMING

For Europe, AAA - City Center, tight GFA location, the size and areas can go down by 15% - 20%.

ROOMS

- **Average number of rooms:** 150-200 keys
- **Size:** 45-50 sqm and above
- **Total gross floor area:** 110-120 sqm per room
- **Main room types:** Superior, Luxury, Junior Suite and Prestige Suite

PUBLIC AREAS

● MUST HAVE ● NICE TO HAVE

- | | | |
|----------------------------|-------------------|------------|
| ● Lobby | ● Ballroom | ● Car park |
| ● Breakfast room | ● Business centre | |
| ● Restaurant(s) | ● Fitness | |
| ● Room service | ● Spa | |
| ● Bar | ● Pool | |
| ● Meeting rooms / Ballroom | | |

SOFITEL LEGEND FLAGSHIPS TO VISIT

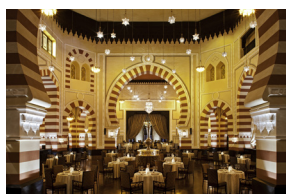
THE GRAND, AMSTERDAM
NETHERLANDS



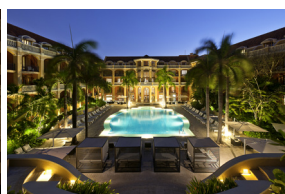
METROPOLE, HANOI
VIETNAM



OLD CATARACT, ASWAN
EGYPT



SANTA CLARA CARTAGENA
COLOMBIA



PEOPLES GRAND HOTEL XIAN
CHINA

