



## RESIDENTIAL DEVELOPMENT

### PRIVATE RESIDENCES PORTFOLIO HAS STRONG TRACK RECORD OF SUCCESS.

AccorHotels Residential team brings unrivalled industry expertise to the development of branded private residences and 'extended stay' serviced residences. Located in ultra-prime urban locations and the most sought after resort destinations, our luxury and upscale mixed-use residential properties are a natural extensions of our iconic hotel brands.



PRIVATE AND SERVICED RESIDENCES  
ULTRA PRIME URBAN LOCATIONS  
SOUGHT AFTER RESORT DESTINATIONS

FAIRMONT CENTURY  
PLAZA AND  
RESIDENCES, LOS  
ANGELES, USA

FIND YOUR LOCAL DEVELOPER CONTACT: [ACCORHOTELS.GROUP/HOTELDEVELOPMENT](https://www.accorhotels.group/hoteldevelopment)

JANUARY 2017

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  
EOT



NETWORK

≈20

&

≈2,000

PROPERTIES & UNITS

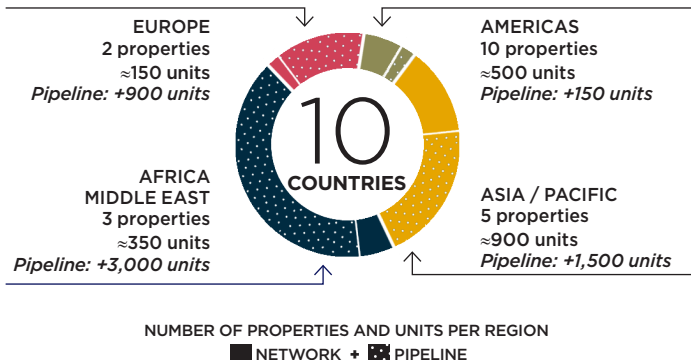
PIPELINE

30+

&

5,000+

PROPERTIES & UNITS



## UPCOMING PROPERTIES

FAIRMONT RESIDENCES ISTANBUL, TURKEY - 2017  
 FAIRMONT RESIDENCES MAYAKOBA, MEXICO - 2017  
 FAIRMONT RESIDENCES ABU DHABI MARINA, UAE - 2018  
 FAIRMONT RESIDENCES CENTURY PLAZA, UNITED STATES - 2019  
 FAIRMONT HERITAGE PLACE COSTA CANUVA, MEXICO - 2019  
 SWISSÔTEL RESIDENCES KOZA PARK, TURKEY - 2019  
 RAFFLES RESIDENCES SHENZHEN, CHINA - 2019  
 SO SOFITEL RESIDENCES KUALA LUMPUR - 2020



SWISSÔTEL RESIDENCES KOZA PARK  
ISTANBUL, TURKEY - 2019



RAFFLES RESIDENCES SHENZHEN,  
CHINA - 2019

## ACCORHOTELS RESIDENTIAL MODELS

### SERVICED RESIDENCES & EXTENDED STAY

RAFFLES

SERVICED RESIDENCES

SO

SERVICED RESIDENCES

SOFITEL

SERVICED RESIDENCES

Fairmont

SERVICED RESIDENCES

PULLMAN

LIVING

swissôtel

LIVING

THE SEBEL

### BRANDED PRIVATE RESIDENCES

RAFFLES

RESIDENCES

SO

RESIDENCES

SOFITEL

RESIDENCES

Fairmont

RESIDENCES

Fairmont

HERITAGE PLACE

PULLMAN

RESIDENCES

swissôtel

RESIDENCES

## BENEFITS OF PRIVATE RESIDENCES...

### ...TO THE DEVELOPERS

#### Pricing premium over unbranded real estate:

- Achieved pricing premium
- Accelerated sales absorption
- Lower sales & marketing costs
- Cross-border transactions favour branded developments

#### Enhanced hotel economics

- Lowered cost basis from sale of real estate
- Higher ancillary revenue (F&B, spa, etc)
- Improved hotel operating costs via HOA allocations

#### Extensive brand advisory services:

- Technical
- Service offering
- Marketing materials, sales gallery & sales process
- Pre-opening services

#### Enhanced lead generation

#### Management and HOA governance expertise

#### Integration with hotel-systems and programs

### ...TO THE PURCHASERS

#### Convenience:

- Hotel services, amenities & facilities are seamlessly integrated

#### Leading edge architecture and design

#### Privacy, exclusivity, luxury, prestige

#### Purchase with confidence (trusted brand)

#### Rental Program

#### Asset protection:

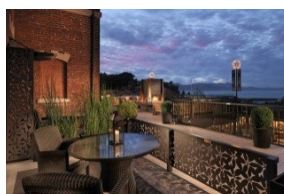
- Brand standard ensures on-going differentiation
- Professionally managed reserves protects value

#### Ownership Benefits Program

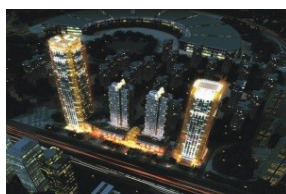
- Invitation to join top-tier of loyalty program
- On-site Hotel benefits
- Special hotel rates around the globe
- Upgrades on Hotel stays (minimum one-category)
- Access to VIP Reservations Desk & highly personalized service

## DIVERSE AND GROWING RESIDENTIAL PORTFOLIO

FAIRMONT HERITAGE PLACE  
GHIRARDELLI SQUARE,  
UNITED STATES



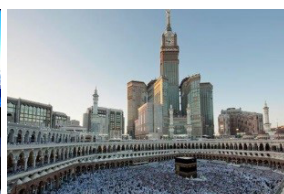
FAIRMONT RESIDENCES  
CHENGDU  
CHINA



SWISSÔTEL  
BODRUM BEACH  
TURKEY



FAIRMONT RESIDENCES  
MAKKAH  
SAUDI ARABIA



RAFFLES RESIDENCES  
JAKARTA  
INDONESIA

