

A black and white photograph of two men sitting at a wooden table. The man on the left has a beard and is wearing a white t-shirt, holding a piece of food. The man on the right is wearing a plaid shirt and is laughing heartily. On the table, there is a plate of food, a knife, and a jar. The background is dark and out of focus.

25h

WHY INVEST IN 25HOURS

Accor Global Development
February 2019



PLAYFUL

25hours hotels are made-to-measure hotels in vibrant cities inspired by their location. Every guest will leave with a story to tell.



COSMOPOLITAN

"Home is not a place, it's a feeling". 25hours hotels offer a home away from home for travellers from all over the world.



SOCIAL

A 25hours hotel is a social hub where travellers and hotel guests meet and form an adventurous community.

YOU KNOW ONE, YOU KNOW NONE.



ENTERTAINING

Guests don't just simply stay at a 25hours hotel, they deliberately choose dynamism, surprise and a touch of adventure..



25hours

TOP 3 USPs

PASSIONATE STORYTELLERS

- Pioneer brand in storytelling
- Narrative translated into design since 2003
- Unique concepts inspired by the culture of its surroundings and shaped by designers, artists and creative minds

X

MONEY MAKER F&B

- Each hotel has unique tailor-made restaurant & bar concept
- Variety of food & beverage partnerships driving additional revenue
- 40 % of total revenue, 25 to 35 % food & beverage margin

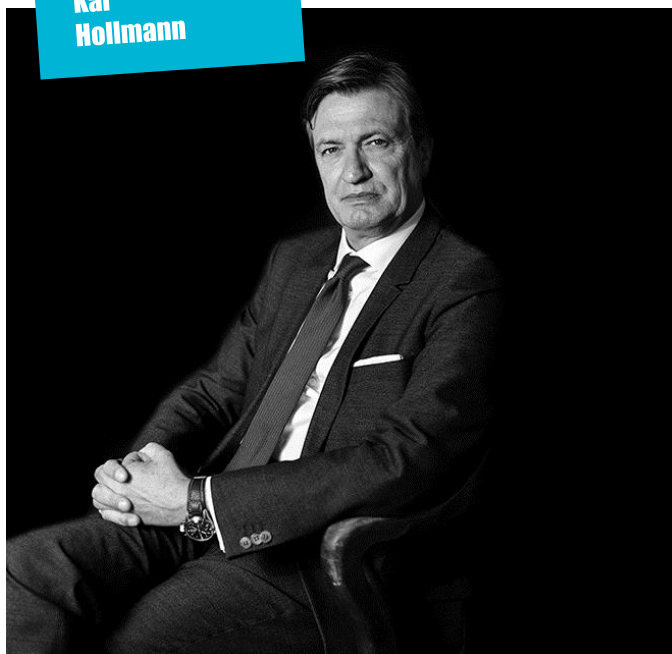
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UPSCALE BUT SELECT SERVICE

- Upscale brand that abstains from offering costly services that guests don't appreciate (i.e. no bell boys, no turn down service, no room service)
- Guests' experience and consume services in hotel's public areas
- Reduced operational costs & increased revenues

REAL PLACE, REAL PEOPLE.

With Fortune Hotels in Hamburg (Gastwerk Hotel Hamburg, The George Hotel, Superbude, 25hours Hotel Number One), Kai Hollmann manages four of the most internationally prestigious and successful lifestyle hotels in different segments. Hollmann is an hotelier who learned the trade from scratch. Not only is the qualified chef and hotel manager the owner and general manager of four hotels, he is also the originator of the 25hours idea.



Kai
Hollmann

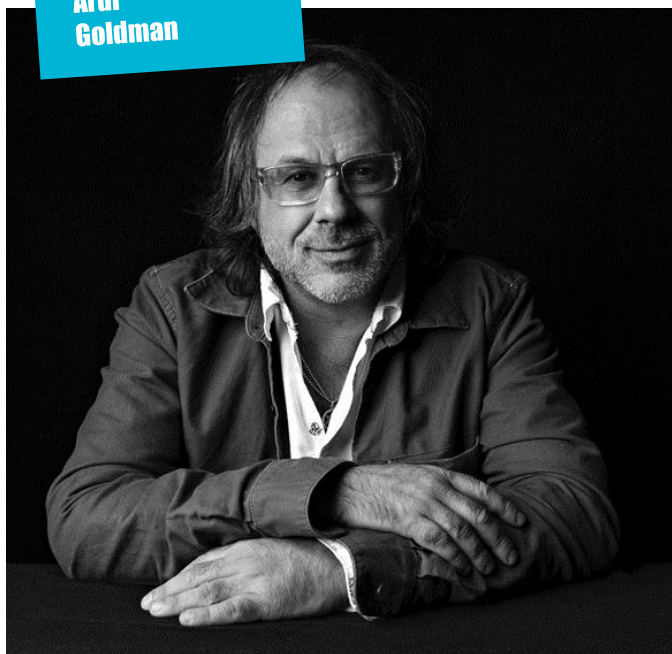


Christoph
Hoffmann

Christoph Hoffmann is responsible for developing and expanding the 25hours lifestyle hotel group and the associated brand. He assesses potential sites with enthusiasm, courage and the necessary sense of humour, working with local partners to develop bespoke hotel products for urban nomads, daydreamers and night owls who are looking for something a little different in the grey urban jungle.

REAL PLACE, REAL PEOPLE.

Ardi Goldman is called a maker of districts in Frankfurt. However varied the project, he consistently manages to inject cosmopolitan colour into liveable and lovable architecture that still takes the inhabitants seriously.



**Ardi
Goldman**



**Stephan
Gerhard**

Stephan Gerhard is a native of Stuttgart who weaves the archetypal Swabian virtues into principles for his business approach. He has almost unparalleled experience in the international hotel business. Solutions Holding, the company he founded in 1985, is among the leading consultancy firms for hotels, restaurants, tourism and the leisure industry in Europe.

SIZE DOES MATTER.

25hours history

2003

Hamburg hotelier Kai Hollmann opens **25hours Hotel Hamburg**.

2005

Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann founded the **25hours Hotel Company**.

2006

25hours Hotel The Goldman was opened Frankfurt as first hotel of the newly founded hotel group.

2016

Accor becomes strategic partner of 25hours holding a 30 percent interest in the 25hours Hotel Company thus laying the foundation for global expansion.

2018

With **13 hotels** (end of 2018), 8 restaurants and 5 bars in **9 destinations** 25hours Hotel Company is slowly but surely conquering the world.

2021

25hours Hotel **Florence, Dubai** and **Copenhagen** will have opened its doors. 25hours Hotel One Central in Dubai being 25hours' first hotel project outside Europe.

OUR DESTINATIONS



size does matter.

With 13 hotels, 11 restaurants and 8 bars in 9 destinations 25hours Hotel Company is slowly but surely conquering the world.

With the openings of 25hours Hotels Dubai and Florence in 2020 all hotels together will have over 2,600 hotel rooms.

13 HOTELS
2,065 ROOM
IN NETWORK

3 HOTELS
848 ROOM
IN PIPELINE



Number One /
Hamburg



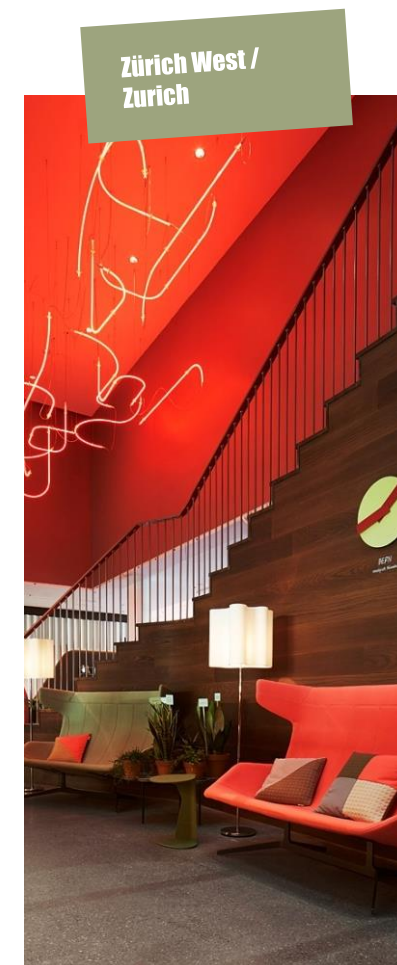
The Goldman /
Frankfurt



MuseumQuartier
/ Vienna



HafenCity /
Hamburg



Zürich West /
Zurich

● NUMBER OF ROOMS

128

● NUMBER OF ROOMS

97

● NUMBER OF ROOMS

217

● NUMBER OF ROOMS

170

● NUMBER OF ROOMS

126

● OPENING

2003

● OPENING

2006

● OPENING

2011

● OPENING

2011

● OPENING

2012



Bikini Berlin /
Berlin



Altes Hafenamt /
Hamburg



Langstrasse /
Zurich



The Royal
Bavarian /
Munich



Das Tour /
Düsseldorf

● NUMBER OF ROOMS

149

● NUMBER OF ROOMS

49

● NUMBER OF ROOMS

170

● NUMBER OF ROOMS

165

● NUMBER OF ROOMS

189

● OPENING

2014

● OPENING

2016

● OPENING

2017

● OPENING

2017

● OPENING

2018

LATEST OPENINGS



**The Circle /
Cologne**



**The Trip /
Frankfurt**



**Terminus Nord /
Paris**

● NUMBER OF ROOMS

207

● NUMBER OF ROOMS

152

● NUMBER OF ROOMS

237

● OPENING

2018

● OPENING

2018

● OPENING

2019

KEY UPCOMING OPENINGS



| ● NUMBER OF ROOMS |
|-------------------|
| 171 |
| ● OPENING |
| 2020 |

| ● NUMBER OF ROOMS |
|-------------------|
| 434 |
| ● OPENING |
| 2020 |

| ● NUMBER OF ROOMS |
|-------------------|
| 243 |
| ● OPENING |
| 2021 |

**25HOURS
ARE DESIGN
HOTELS,
INSPIRED BY
THE SPIRIT
OF OUR
TIMES**





GASTRONOMY

A PORTFOLIO OF CONCEPTS



1500 Foodmakers – 25hours Vienna

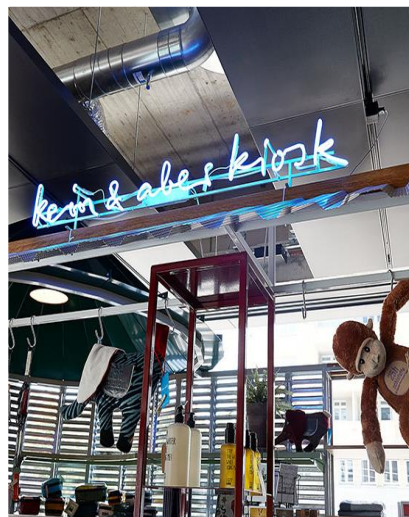
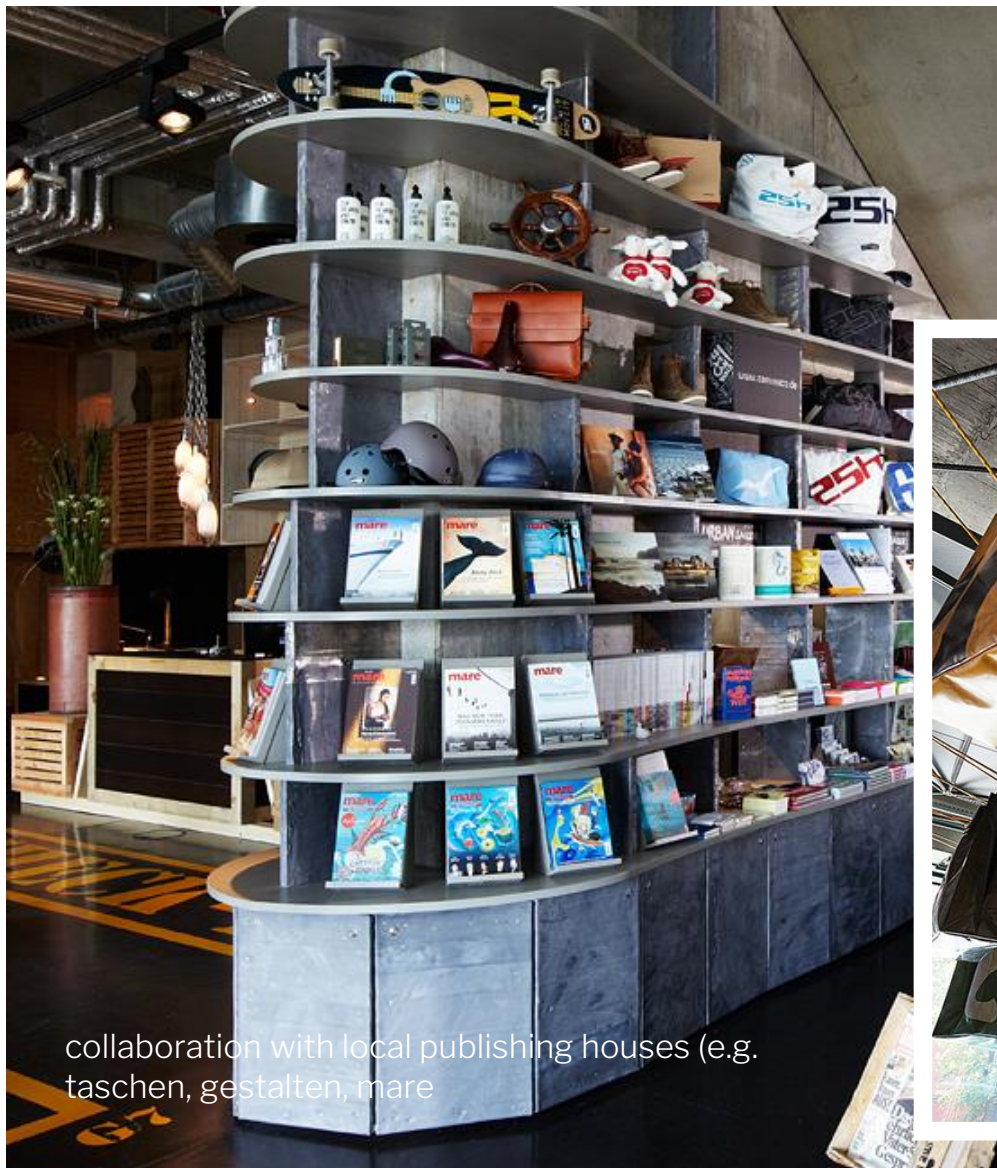


Cinchona Bar – 25hours Zurich

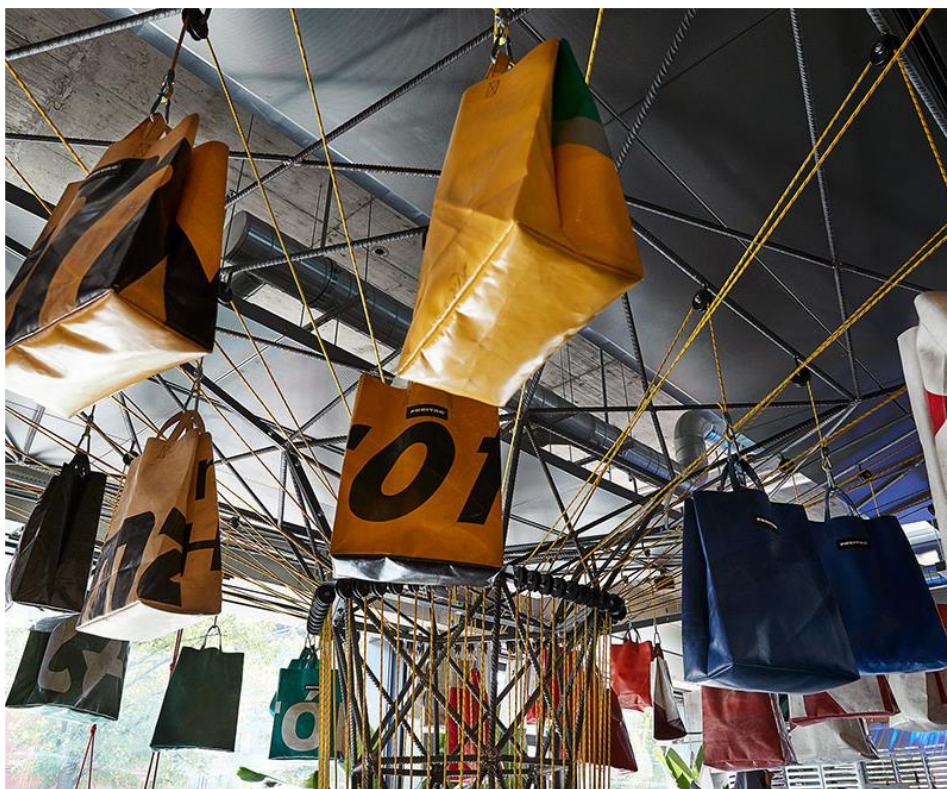


Burger de Ville – 25hours hamburg

inspired by the kiosks of
legendary grand hotels



INSPIRED BY KIOSKS OF LEGENDARY GRAND HOTELS



carefully
selected
books,
magazines and
bric-a-brac
from different
collaboration
partners

URBAN MOBILITY

FREE-OF-CHARGE MINI RENTAL



Instagram

Suchen



25hourshotels

Folge

534 Beiträge

11,2k Abonnenten

25hours Hotels come as you are - w
favourite cities are waiting for you. #
www.25hours-hotels.com



Registriere dich, um die Fotos und
Videos deiner Freunde zu sehen.

SOCIAL MEDIAS

>44K likes on Facebook

> 33k followers on Instagram

25HOURS-HOTELS.COM

ABOUT
500,000 PAGE VIEWS
(MONTHLY)

ABOUT
200,000 VISITS
(MONTHLY)

25

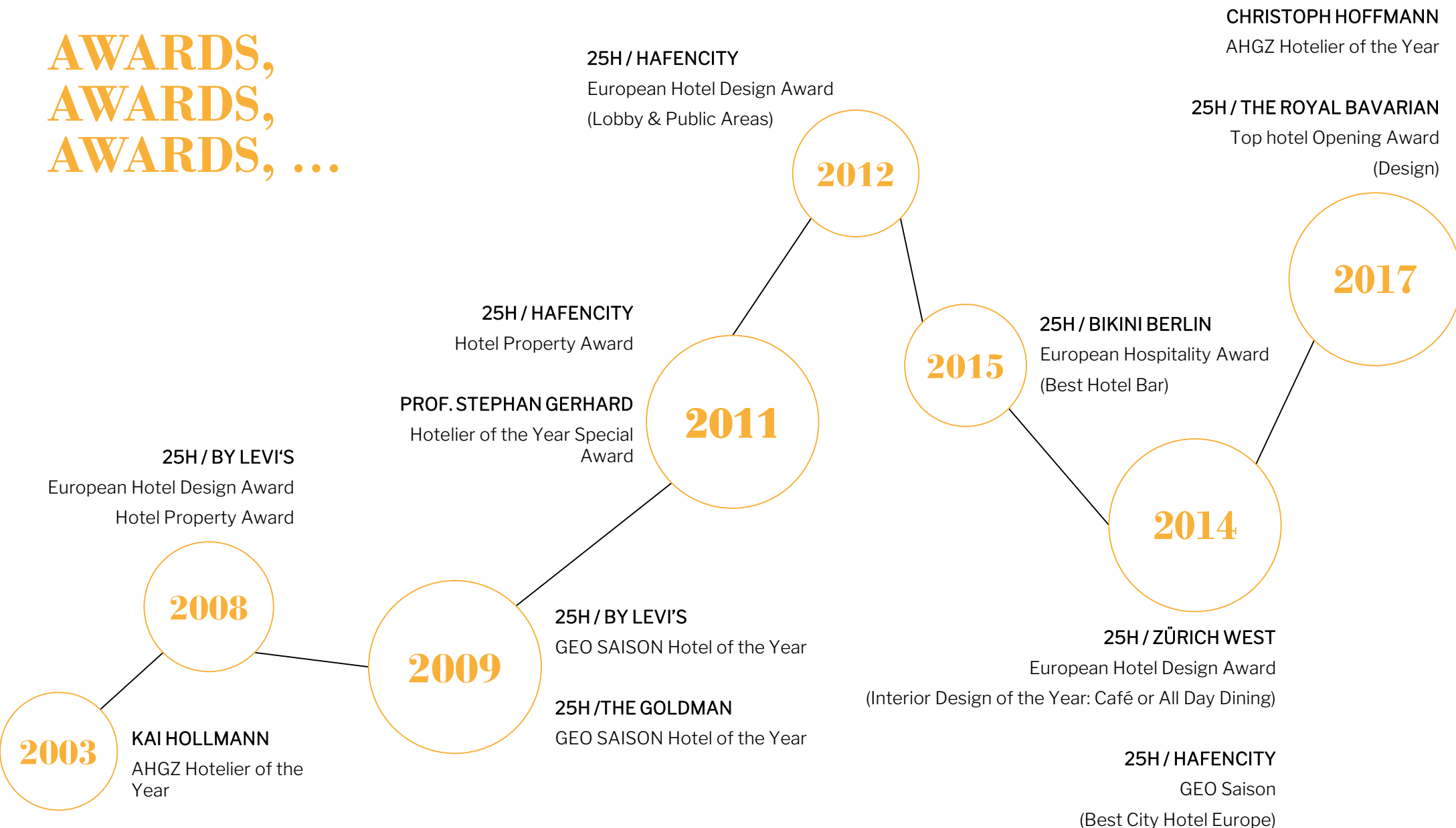
25hours Hotels ✓
@25hoursHotels

Accueil

À propos

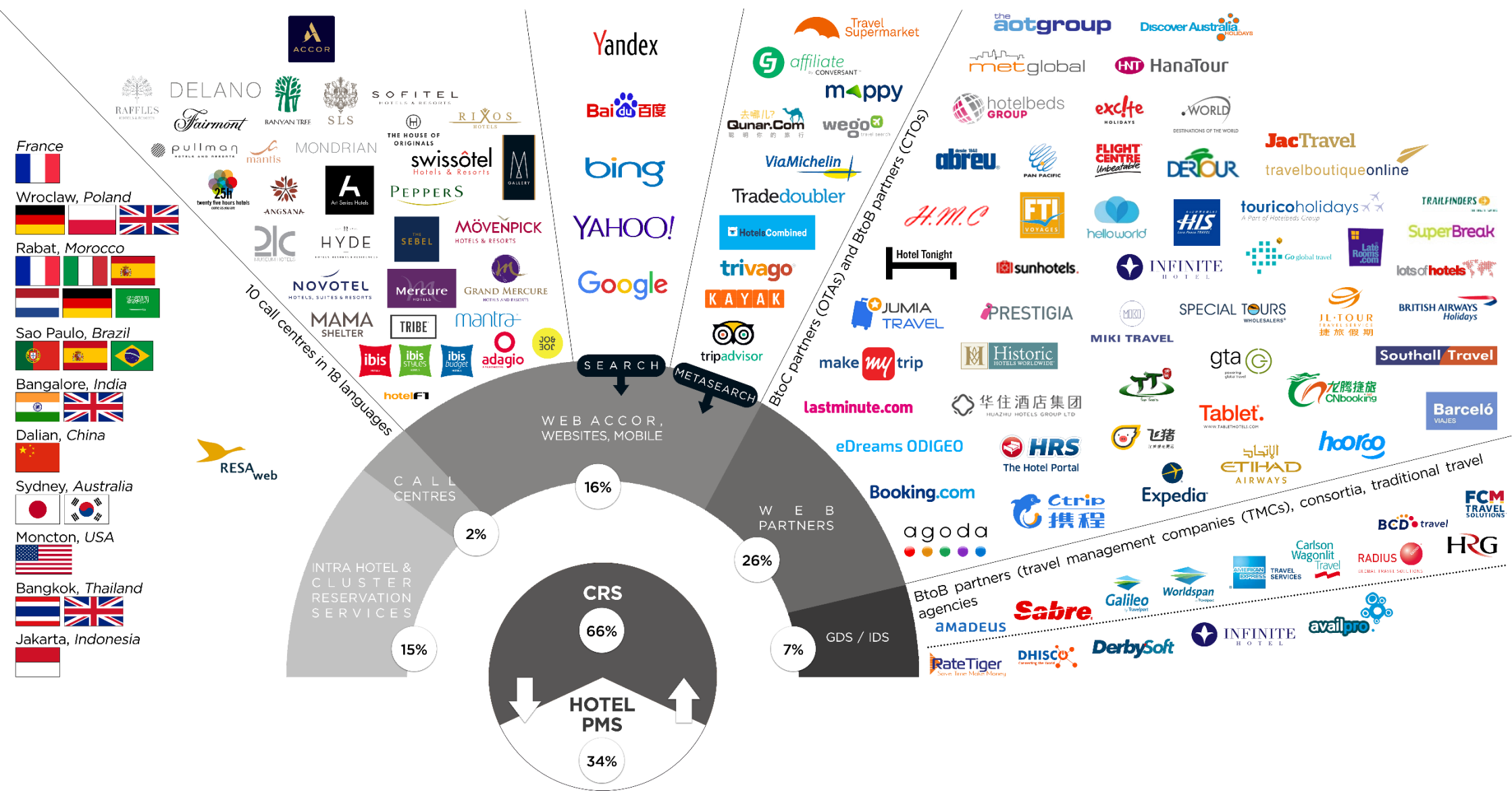
let's spend the
night together.

AWARDS, AWARDS, AWARDS, ...

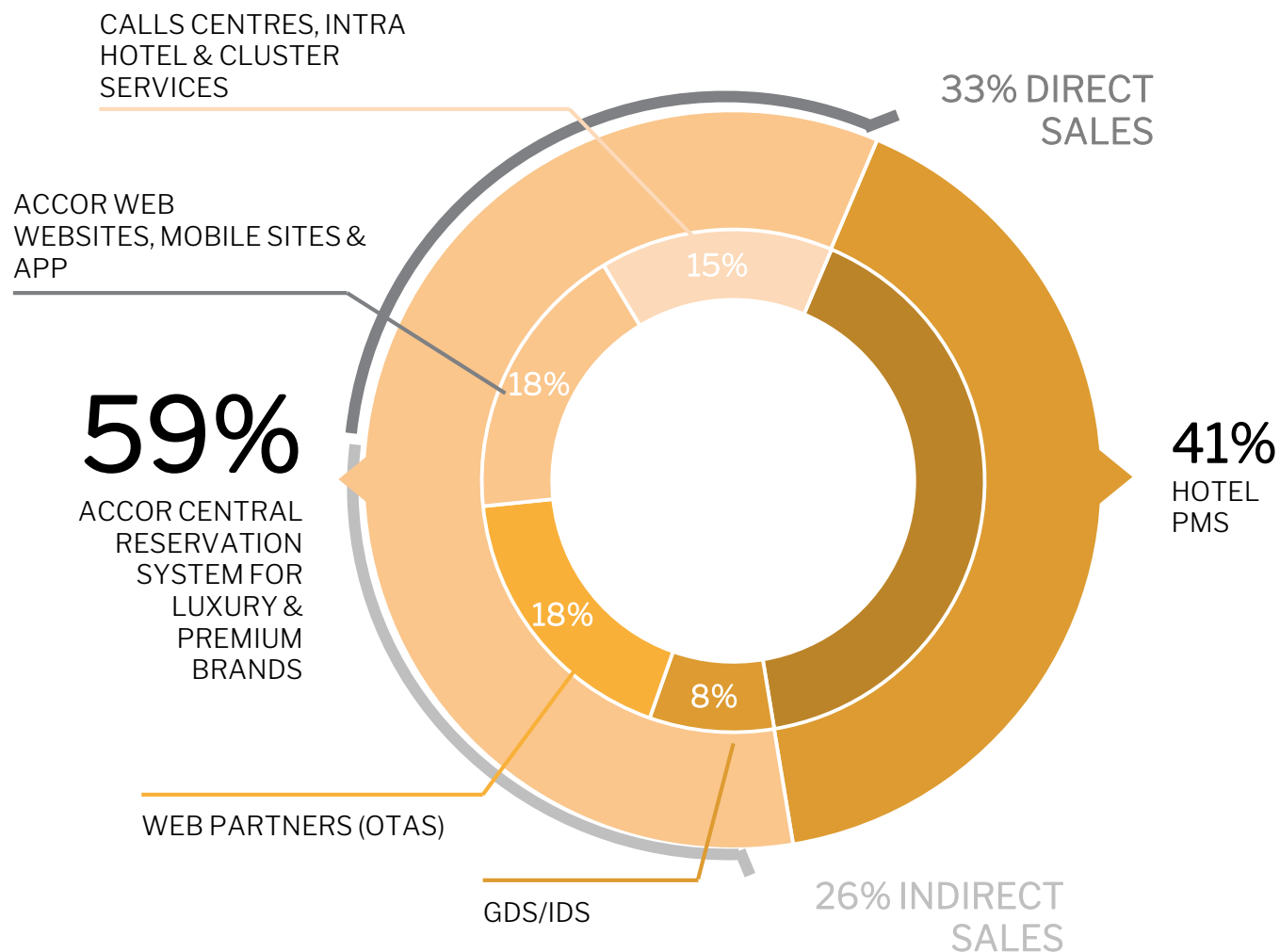


ACCOR DISTRIBUTION SOLUTIONS

Accor offers >110 global distribution channels at best market conditions



DISTRIBUTION SOLUTION POWERED BY ACCOR FOR LUXURY & PREMIUM BRANDS



FOCUS ON WEB
 AccorHotels.com + brands.com
 + mobile websites + partner websites

36% WEB ACCORHOTELS & PARTNERS
 ONLINE SALES FOR LUXURY & PREMIUM BRANDS

1,786M€ ONLINE ROOM REVENUE
 LUXURY & PREMIUM BRANDS

Figures as of end 2018. Distribution for Accor luxury & premium brands

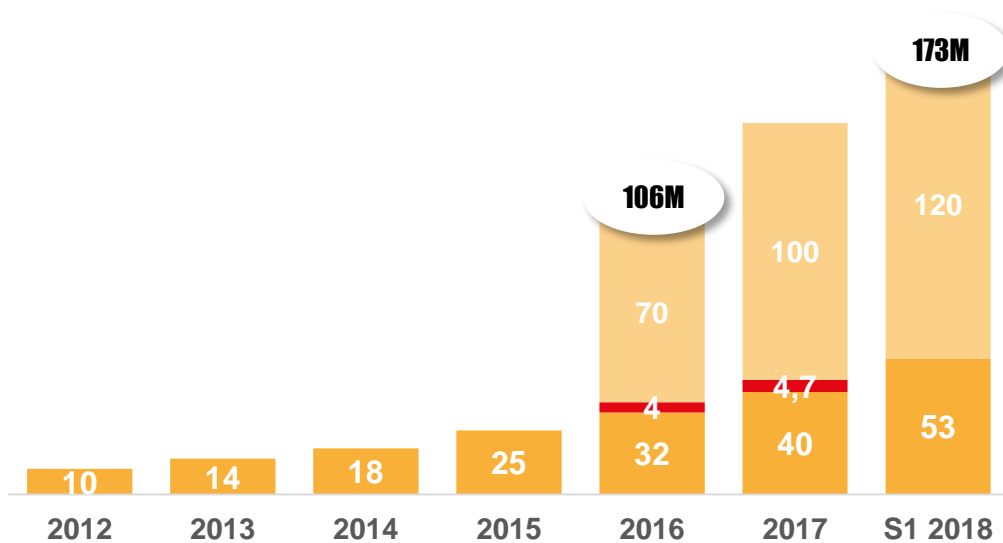
**53 MILLION
MEMBERS
AS OF END
2018**

+27,700*
MEMBERS EVERY DAY

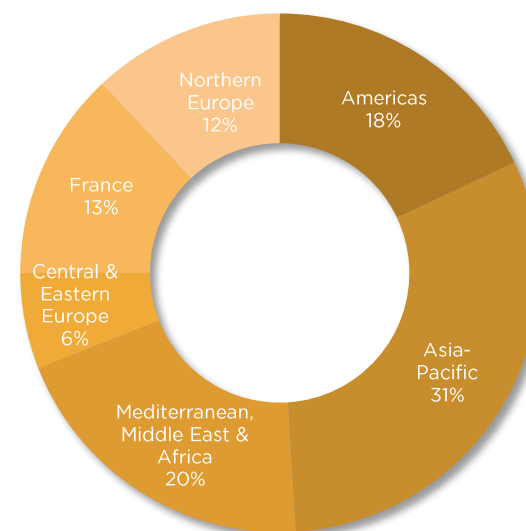
LE CLUB ACCORHOTELS REPRESENTS
34.6%*
OF ALL ROOMNIGHTS

Loyalty members - Worldwide

■ Le Club AccorHotels ■ FRS loyalty program ■ Huazhu loyalty program



Guests' origin - Worldwide



A Worldwide program:

- 20 brands
- 3,500 hotels in 100 countries
- Free enrollment
- 100% Web based program
- More than 27,700 new members every day
- Le Club AccorHotels represents 34.6% of all roomnights
- Partnerships with large Airlines loyalty program: Skyteam, One World, Star Alliance...

DEVELOPMENT CRITERIA 25hours

PROGRAMMING & DEVELOPMENT RECOMMENDATION

| | | | | | |
|-----------------------------|--------------------------------------------------------------------------------------------------|----------------|--------------------------------------------------|---------------------|------------------|
| | AAA ultra city center location, historic conversion | | WORLDWIDE | | |
| RECOMMENDED NUMBER OF ROOMS | 100 – 250 keys | 100 – 250 keys | | | |
| ROOM AVREAGE SIZE | 24 – 28 sqm | 24 – 28 sqm | | | |
| TGFA / ROOM | 60 – 80 sqm | 60 – 80 sqm | | | |
| FOOD & BEVERAGE | 1 Local restaurant concept 1 destination bar Additional speciality venues* | | PRIME LOCATIONS | SECONDARY LOCATIONS | AIRPORTS SUBURBS |
| WELL-BEING | Well being area Fitness centre Swimming pool (nice to have) | | INTERNATIONAL CAPITALS KEY CITIES & RESORTS | | |
| MEETINGS | Meeting rooms & Work Labs Living Room - Co-working public space Retail Kiosk Kids Club* | | MAJOR DOMESTIC DESTINATIONS | | |
| | | | OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS | | |

* On Market Demand



THANK YOU