



Let's spend the night together

At 25hours, we create individualized, made-to-measure hotels with personality in vibrant cities. Every unique, playful 25hours hotel has a soul inspired by its location and shaped by the art, culture, gastronomy and stories of its surroundings. And each one is centered around a surprising Social Hub, a space where global travellers and local guests can meet and form a dynamic adventurous community.

25hours-hotels.com



Fun · Story · Democracy · Professionalism

FIND YOUR LOCAL DEVELOPER CONTACT ON GROUP.ACCOR.COM/HOTELDEVELOPMENT

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ JO&JOE \ HOTELF1

25h
twenty five hours hotels
LIFESTYLE - PREMIUM
INTERNATIONAL 4 STARS

>80%
BRAND AVERAGE
OCCUPANCY RATE

±40%
REVENUE COMING
FROM F&B

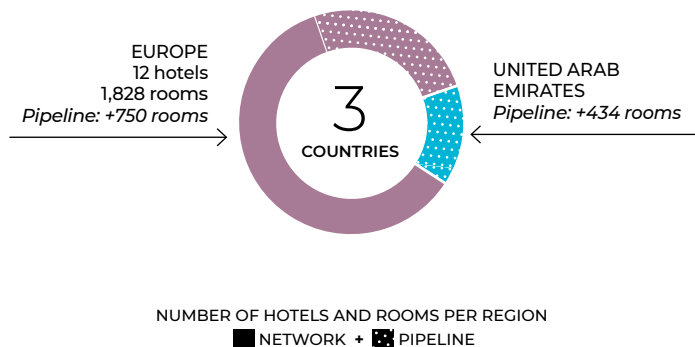
3
NEW OPENINGS
IN THE NEXT THREE YEARS

Network

12 HOTELS & 1,828 ROOMS

Pipeline

5 HOTELS & 1,184 ROOMS



Development

New Built & Conversion

	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
CAPITALS, KEY CITIES & RESORT DESTINATIONS	●	●	
MAJOR DOMESTIC DESTINATIONS	●		
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS			

Upcoming openings

25hours The Nomad, Dubai, United Arab Emirates, 434 rooms (2020)
25hours Hotel Firenze, Italy, 171 rooms (2020)
25hours Kebmagergade, Copenhagen, Denmark, 235 rooms (2021)

Top 3 unique selling propositions

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

= 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

Key programs

fun. pleasure. relaxation. Plenty of hotels offer the security of familiar surroundings. Not a 25hours hotel which boasts an unconventional mix of contemporary services and is a social hub, a place where international travellers and local guests form a community. Guests deliberately choose dynamism, surprise and a touch of adventure.

stories. design. variety. 25hours hotels are design hotels, inspired by the spirit of our times. But design is about more than just looking good and should neither be overestimated. The story, a work of art or a little detail tells, is just as important. In order to continuously find new inspiration, we like nothing more than to work with different designers, artists, and other creative minds.

democracy. curiosity. adventure. 25hours is democratic and tolerant and welcomes anyone with a sense of curiosity and a spirit of adventure. We gladly open our world to those who open theirs. We don't believe the customer is king but should, instead, feel like a guest at home with friends.

professionalism. personality. quality. The staff at 25hours is professional, sociable, dedicated and empathetic. We don't want service robots. Human contact cannot be standardised. We allow our staff to communicate freely and directly with guests, to treat everyone they meet individually and with pleasure.

Programming

* For AAA ultra city center, historic conversion, the room size and areas can go down by 15-20%
(2) Based on market demand

	ROOMS	● URBAN ● RESORTS
— Average number of rooms	● 150-300	● 100-250
— Room average size ⁽¹⁾ (sqm)	● 30-35	● 33-38 + balcony
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 70-80	● 90-118
FOOD & BEVERAGE	1 local restaurant concept 1 Destination bar Additional speciality venues ⁽²⁾	
WELL BEING	Well being area Fitness centre Swimming pool (nice to have)	
MEETINGS, EVENTS & OTHERS	Meeting rooms Work Labs Retail Kiosk	Living Room - Co-working public space Kids Club ⁽²⁾

Customer profile

BUSINESS	30%	70%	LEISURE
DOMESTIC	34%	66%	INTERNATIONAL

Top 3 flagships to visit

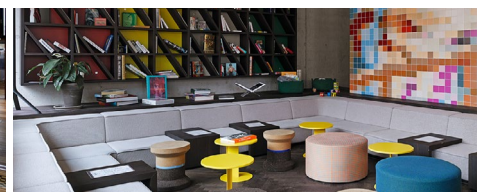
25HOURS BIKINI BERLIN
GERMANY



25HOURS HAMBURG HAFENCITY
GERMANY



25HOURS ZURICH LANGSTRASSE
SWITZERLAND



All figures as of end 2018