

# WHY INVEST IN ANGSANA

ACCOR GLOBAL DEVELOPMENT  
FEBRUARY 2019



ANGSANA



*Angsana brings the adventure back into travel whatever your age or reason to visit. Intertwining local chic and a vibrant, fun-filled atmosphere, Angsana creates amazing destination playgrounds across the world. The opportunity to surprise yourself and create lasting memories is everywhere at Angsana – whether you are tasting a local delicacy for the first time, trying out a new activity or forming new friendships. Each hotel is uniquely designed to provide spacious stylish rooms and suites perfect for couples, families and friends.*

## *Sensing the Moment*



# ANGSANA TOP 3 USP<sub>s</sub>

## SENSING THE MOMENT

Bonding and creating memories, ideal for:

- Family getaways
- Young adults seeking adventure & fun
- Corporate retreats for business executives

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## RESORTS PROFESSIONALS

- Premium resorts offerings, extensive facilities for all guests:
  - Angsana Player: actively engage guests within and outside the resort
  - Rangers' Club: Kid's club highlighting sustainability
  - Angsana Spa: Quality moments for both adults and children
- Destination Playground: contemporary design with local elements & activities to reflect the destination
- Sustainable program, involvement in local communities (Angsana Galleries)

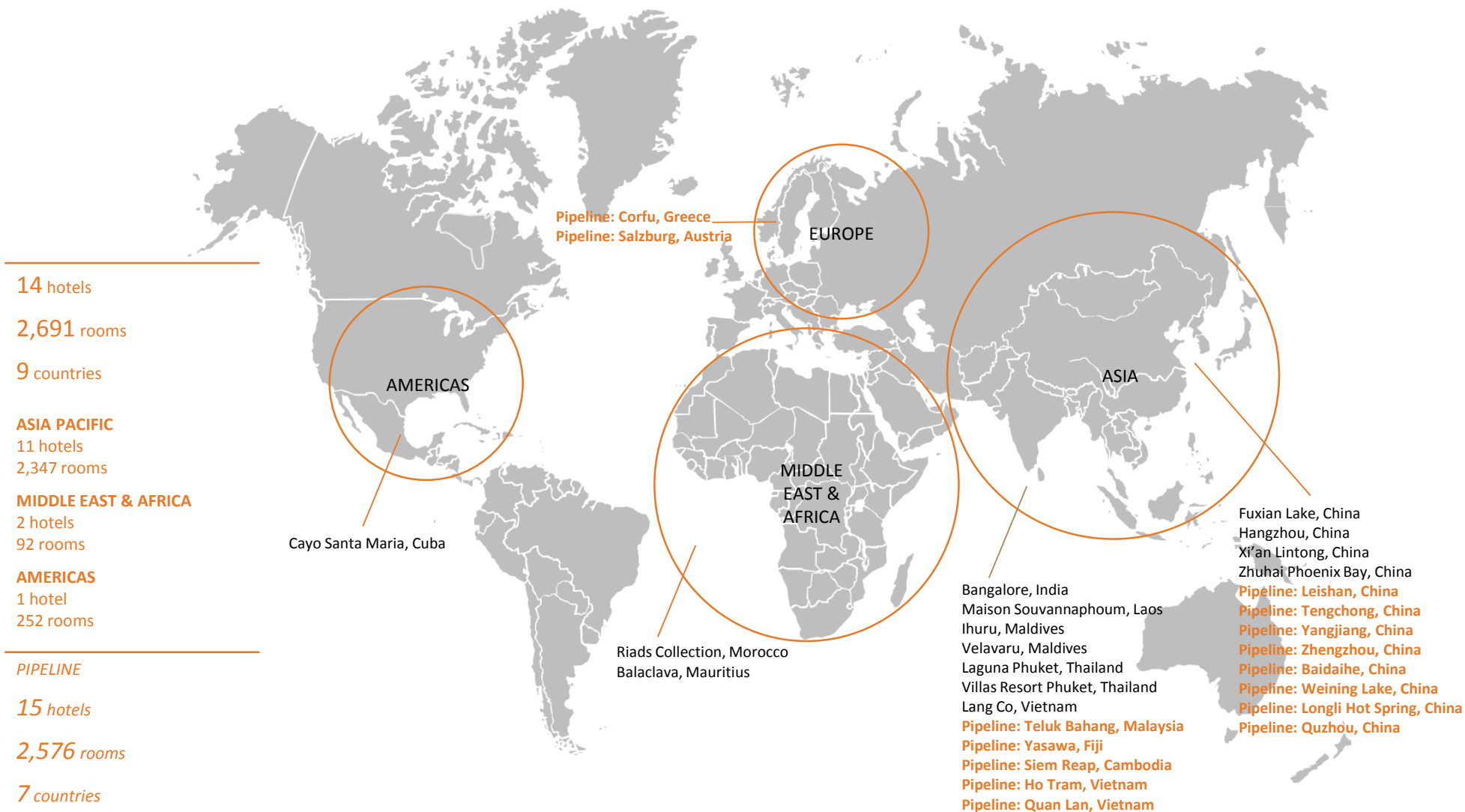
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## SPA EXPERTS

- Angsana Spa: leading spa brand, focused on traditional Asian therapies. Dedicated Spa Academy with Spa Therapist certification
- Angsana Bath & Spa amenities available in the rooms and for retail
- Angsana spas are operated at third party locations - 30 Angsana Spa worldwide



# NETWORK & PIPELINE





**FLAGSHIPS - RESORTS**  
ANGSANA VELAVARU, MALDIVES  
113 rooms





**FLAGSHIPS - RESORTS**  
ANGSANA BINATIN, INDONESIA  
113 rooms & suites





**FLAGSHIPS - RESORTS**  
ANGSANA BALACLAVA, MAURITIUS  
52 suites & villas





## FLAGSHIPS - RESORTS

ANGSANA XI'AN LINTONG, CHINA

400 rooms & suites





An aerial photograph of the Angsana Laguna Phuket resort. The resort is a large, multi-story building complex with a central tower, surrounded by lush greenery and palm trees. It is situated on a peninsula or island, with a large body of water (lagoon) to its left and right. In the background, a golf course is visible. The resort features multiple swimming pools, tennis courts, and a red-roofed building in the foreground. The overall scene is a high-angle, wide-area shot of the resort complex.

## FLAGSHIPS - RESORTS

ANGSANA LAGUNA PHUKET, THAILAND  
324 rooms & suites





### UPCOMING OPENING

ANGSANA ZHUHAI PHOENIX BAY, CHINA  
202 ROOMS & SUITES



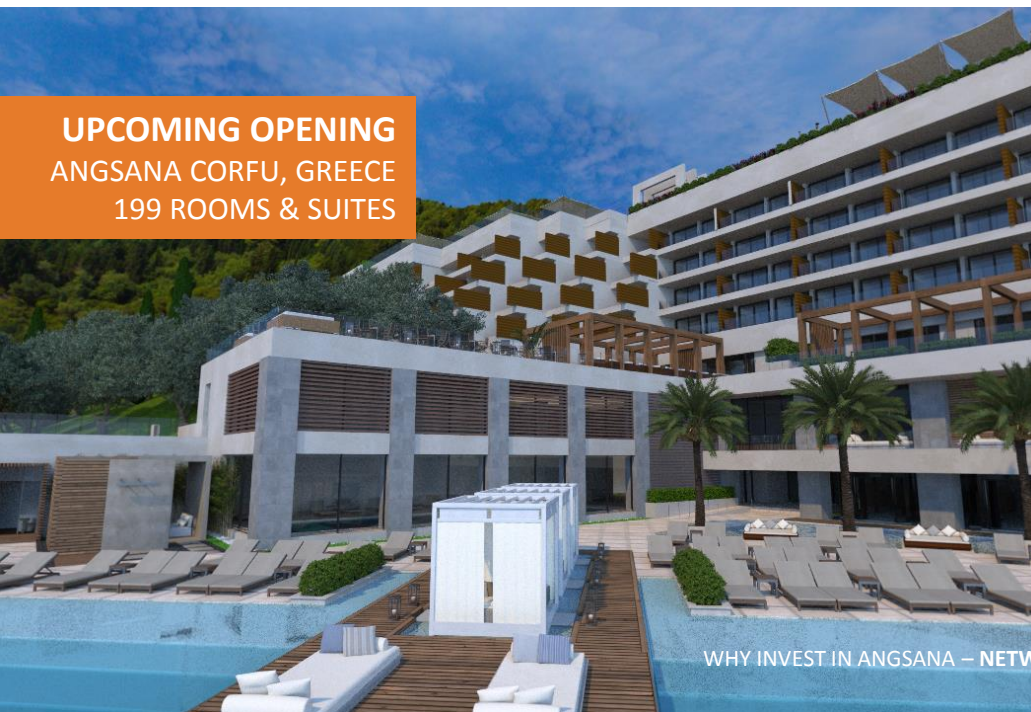
### UPCOMING OPENING

ANGSANA TELUK BAHANG, MALAYSIA  
230 rooms & suites



### UPCOMING OPENING

ANGSANA CORFU, GREECE  
199 ROOMS & SUITES



### UPCOMING OPENING

ANGSANA LEISHAN, CHINA  
146 ROOMS & SUITES







ANGSANA  
Spa

## Angsana Spa

*Sensing the Moment - Savouring time as it  
passes inexorably*

Embraces the contemporary, holistic and  
tropical garden spa concept

Refreshing blend of treatments, emphasizing  
on the use of natural ingredients

Use of aromatherapy, the therapeutic sense  
of touch, and a fusion of techniques

The best of Oriental & Western Traditions –  
innovative Spa treatments & products



# SPA NETWORK & PIPELINE

Angsana also manages Angsana spas at third party locations





## Angsana Gallery

*Responsible community retailer*

Driven by culture, heritage and entrepreneurship

Commission village artisans to produce a whole range of products — pottery, ceramics, basketry, woodwork, fabrics, metalwork

Sense of the need to conserve traditional skills by producing what is contemporary and market relevant

Accessorise the Angsana hotels, public spaces and homes with village handiwork and artisanal creations

Returns dignity to craftsmen, and makes shopping in Angsana Galleries an artful experience







## Rice Bowl

*Angsana's signature restaurant, featuring rice dishes*

Rice is a cornerstone for most Asian cuisine

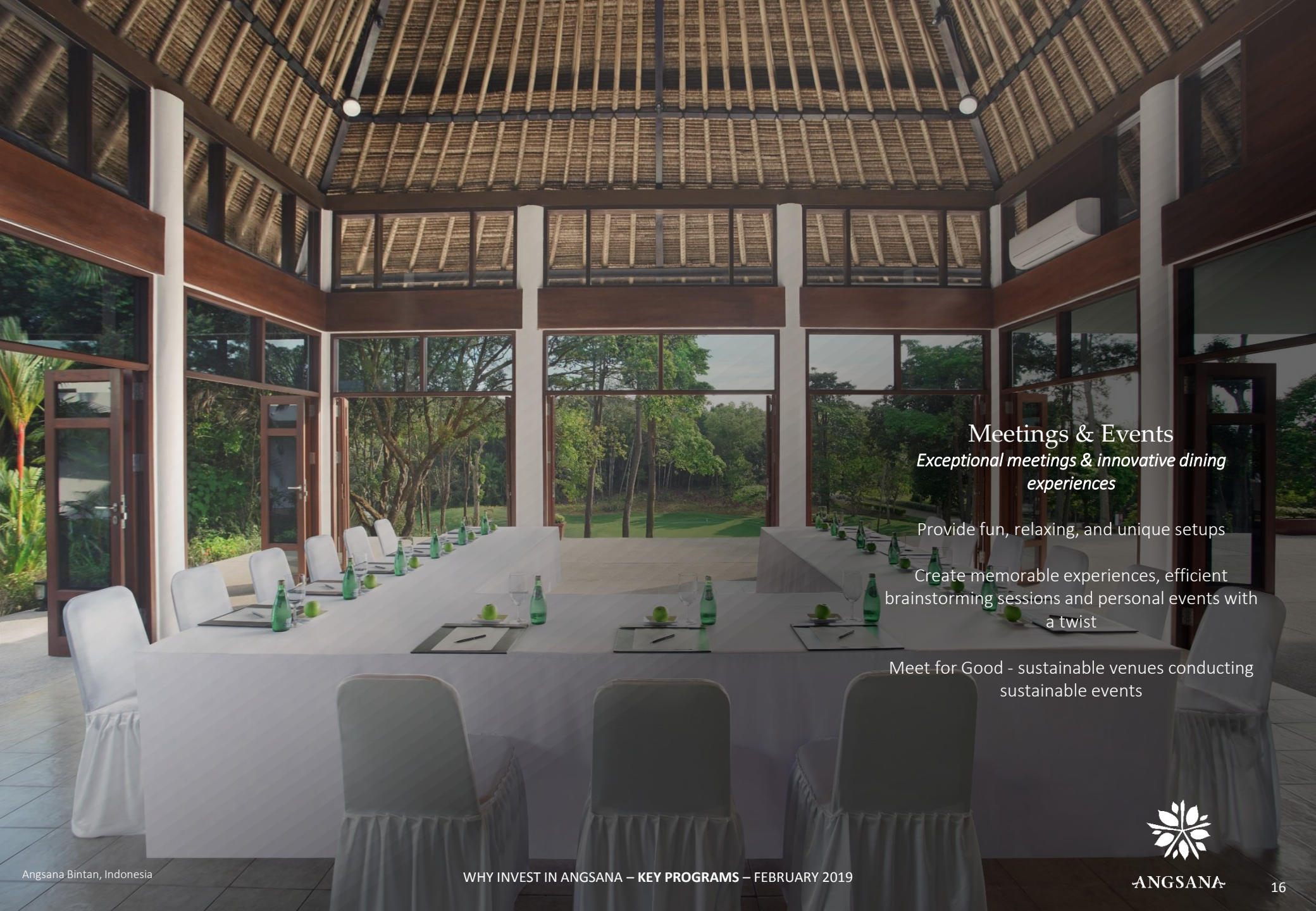
Provide guests an authentic culinary, and sensory experience of South East Asian Heritage

Feature South East Asian street cuisine, rice and noodle based dishes, in a casual and contemporary way

Savour fine wine, aged whisky, cocktails and other drinks made from a base of rice make an intriguing drinks menu.







## Meetings & Events

*Exceptional meetings & innovative dining experiences*

Provide fun, relaxing, and unique setups

Create memorable experiences, efficient brainstorming sessions and personal events with a twist

Meet for Good - sustainable venues conducting sustainable events



ANGSANA



## Xana Beach Club

*Vibrant restaurant, bar and beach lounge*

Lends itself perfectly for unique product launches, stylish welcome cocktail functions, and vibrant parties

During the day, laze in a cabana, XANA Pod or on a pool lounge, sip on cocktails while hanging out with family and friends

When the sun sets, watch the atmosphere at XANA electrify the air with live entertainment, the latest music, sumptuous spread of tapas and lengthy wine and cocktail selection







## Kids Club

*For children to immerse in a fun, educational  
adventure*

Learn about nature, appreciate and care for the  
environment, explore their five senses

Make new friends

Enjoy local hands-on craft







## Angsana Player

*Provide seamless, fun and friendly experience for guests*

Create high range of activities stimulating social and sporting programs for all ages

Actively engaging and pampering the guest at the property and outside







Angsana Bath & Spa Amenities  
*Inspire a lifestyle interwoven with wellness*

Bring an oasis of calm

Created with the combined expertise of the Spa Academy and strategic laboratory partner

Benefits of indigenous flowers, herbs and spices researched, and combined in a final formula that is both good for the earth, and for guests

Each product is carefully crafted to ensure that the values of sustainability are embedded in every way





## Sustainability

### *Embracing the Environment, Empowering People*

Connect with global climate action by conserving resources through efficient operations, with leading external benchmarking certification

Engagement of the associates, guests and community members, connecting people to destinations and driving stewardship

Each property drives individual initiatives which contributes to the community and environment (e.g. Feeding the Community, Coral Planting etc.)

Green Imperative Fund (GIF) to sustainably finance worthy environmental action and community based projects where Angsana has a presence



## TRAVEL

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*Smart Travel Asia 2018 Best in Travel Poll*

**Top 25 Spa Hotels**

ANGSANA SPA XI'AN LINTONG, CHINA

*AsiaSpa Awards 2017*

**Family-Friendly Hotel/Resort of the Year**

ANGSANA LAGUNA PHUKET, THAILAND

*Luxury Travel Guide Awards 2016*

**Luxury Resort of the Year for Phuket**

ANGSANA LAGUNA PHUKET, THAILAND

*Condé Nast Traveler (US) – Reader's Choice Awards 2016*

**Asia – Top 40**

ANGSANA LANG CO, VIETNAM

*12th DestinAsian Reader's Choice Awards 2016*

**Top 10: Best Hotels in Maldives**

ANGSANA VELAVARU, MALDIVES

## SPA

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*Luxury Travel Guide Spa & Wellness Awards 2018*

**Treatment Excellence Award**

ANGSANA VELAVARU, MALDIVES

*China Hotel Starlight Awards 2018*

**Best Hot Spring Hotel Spa of China**

ANGSANA SPA XI'AN LINTONG, CHINA (3rd consecutive year)

*Condé Nast Traveler China Gold List 2017 Awards*

**Best Wellness Getaways**

ANGSANA SPA TENGCHONG • HOT SPRING VILLAGE, CHINA

*PRESTIGE Hong Kong Beauty & Spa Awards 2016*

**Best Couples Treatment:**

**Duet Treatment**

ANGSANA SPA

## AWARDS & ACCOLADES





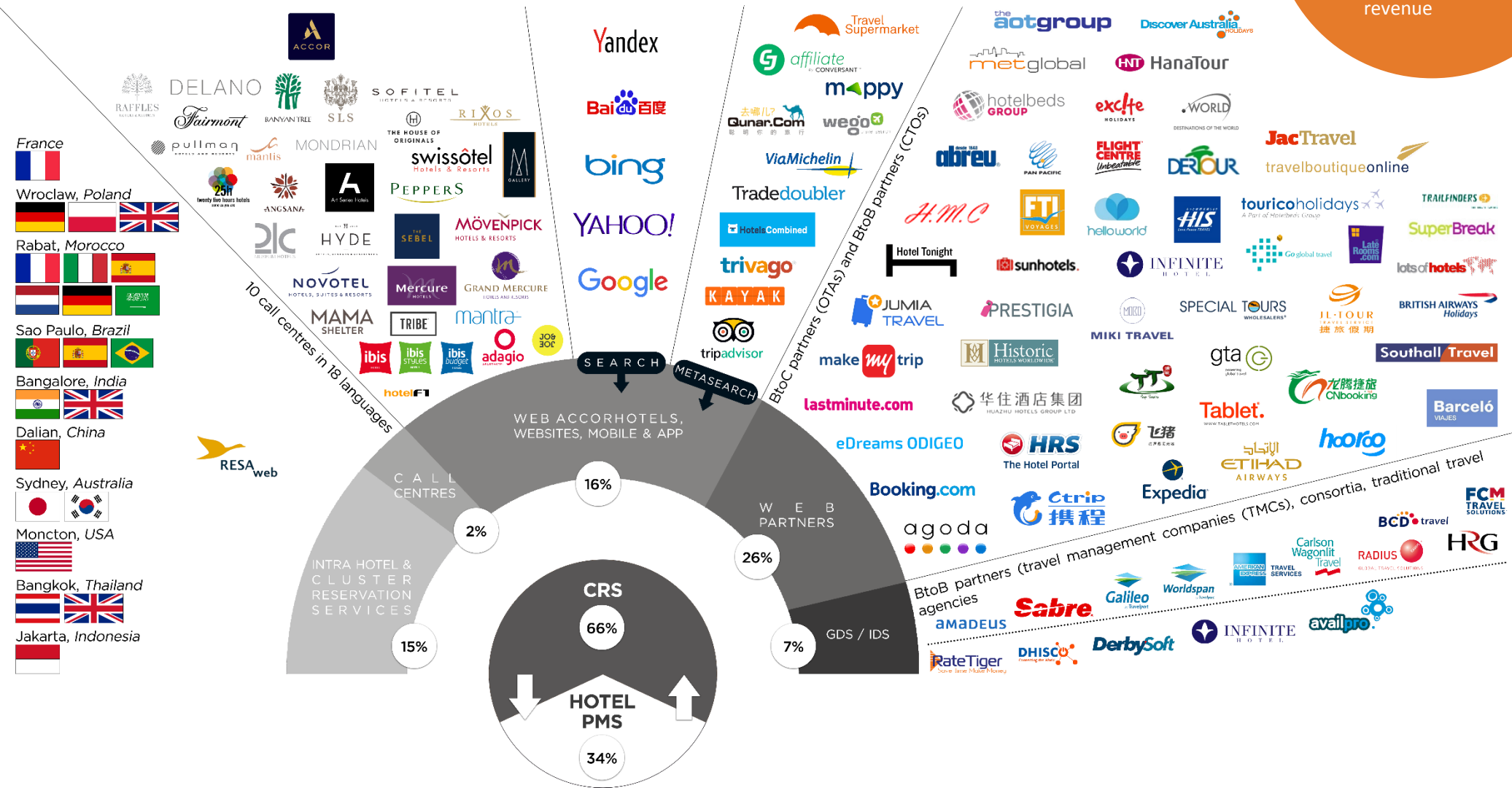
# ACCOR DISTRIBUTION SOLUTIONS

Accor offers >110 global distribution partnerships at best market conditions

The Central  
Reservation System  
generates on average

**66%**

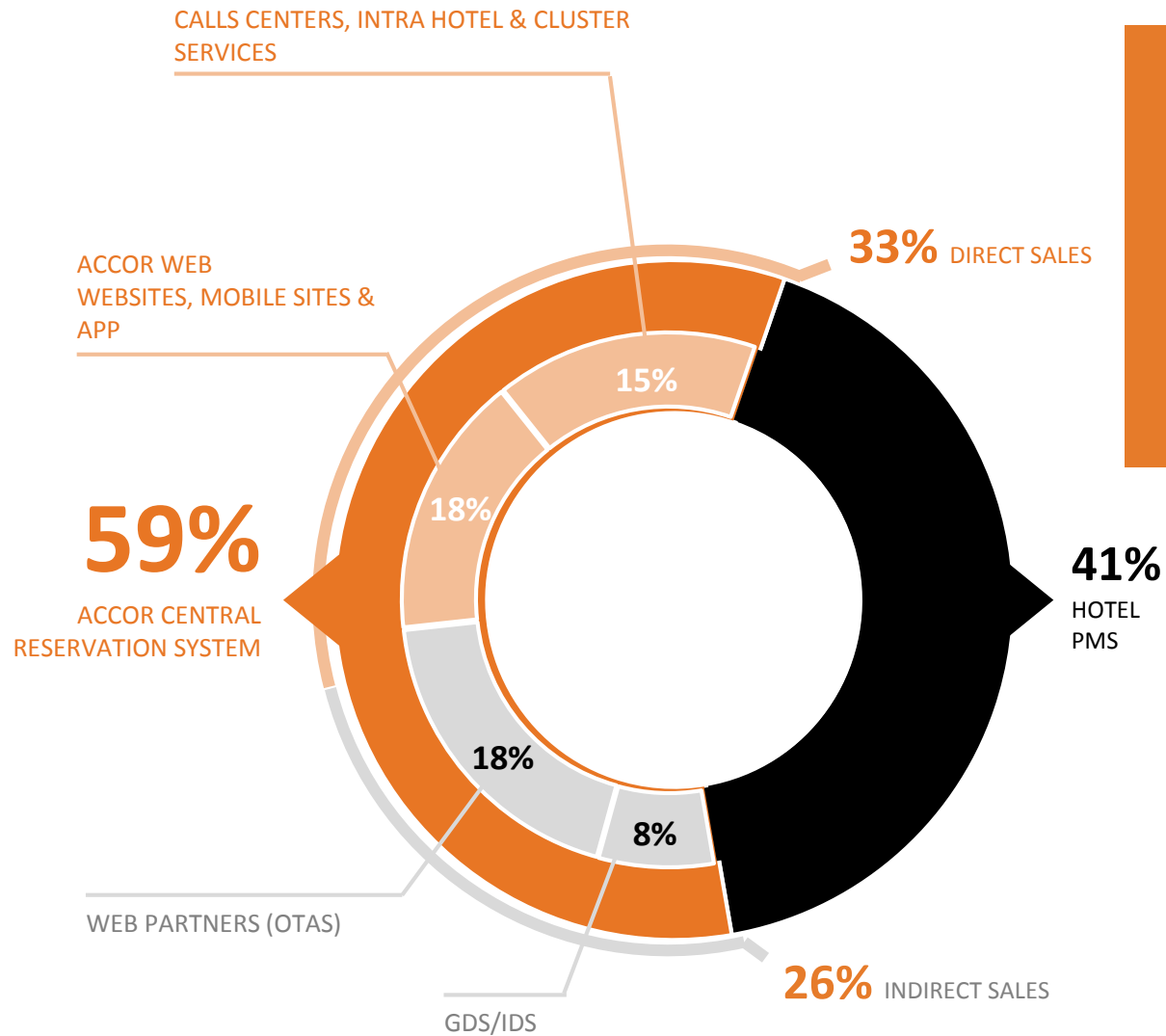
of a hotel room  
revenue





# ACCOR DISTRIBUTION PERFORMANCE POWERED BY ACCOR

For Luxury & premium brands



**FOCUS ON LUXE DIRECT WEB**

BRANDS.COM+  
ACCORHOTELS.COM  
+ MOBILE WEBSITES & APP  
+ PARTNER WEBSITE

**+36%**

**WEB ACCOR & PARTNERS**  
ONLINE SALES FOR LUXURY & PREMIUM BRANDS

**€1,76 MILLION**

**ONLINE FROM REVENUE**  
LUXURY & PREMIUM BRANDS

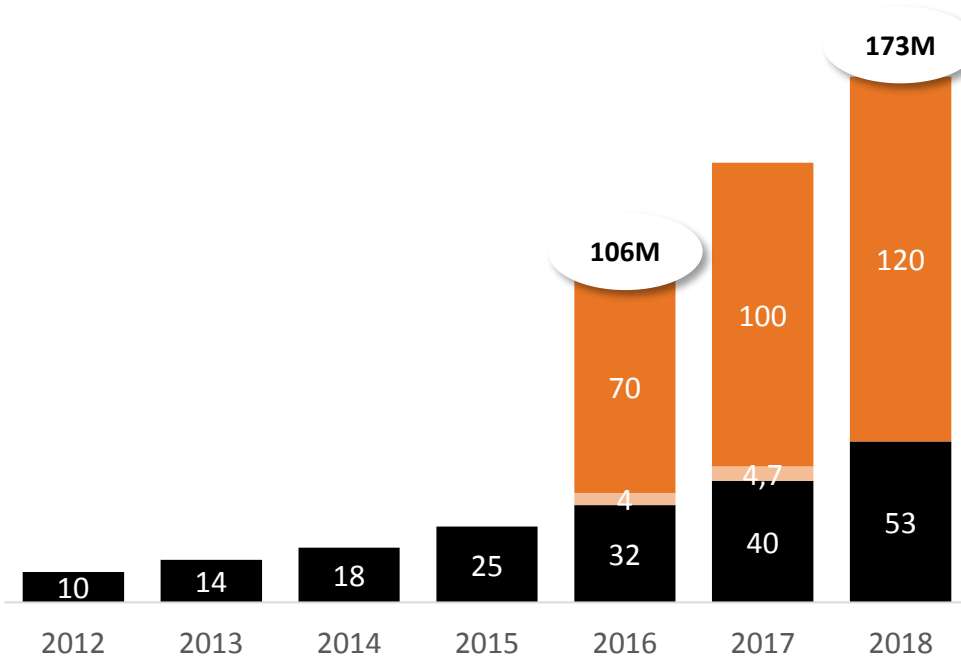


# LE CLUB ACCORHOTELS

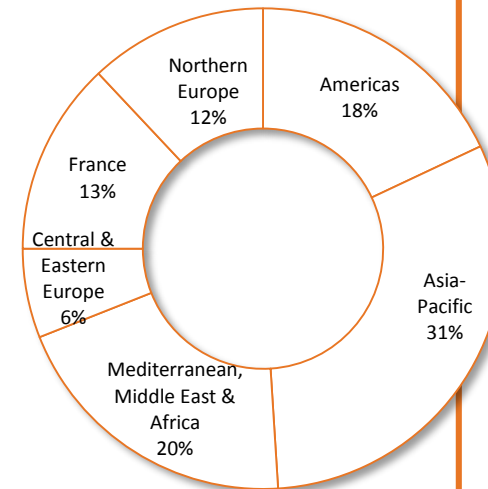
ACCOR OWNS THE MOST INTERNATIONAL AND FAST GROWING LOYALTY PROGRAM

## 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...

**>53 MILLION**  
 MEMBERS WORLDWIDE  
**+27,700**  
 MEMBERS EVERY DAY

LE CLUB ACCORHOTELS  
 REPRESENTS  
**34.6%**  
 OF ALL ROOMNIGHTS



# DEVELOPMENT CRITERIA

## DEVELOPMENT & PROGRAMMING

HOTEL

RESORT

	AAA ultra city center location, historic conversion	WORLDWIDE
RECOMMENDED NUMBER OF ROOMS	180 – 360 keys	200 – 400 keys
ROOM AVERAGE SIZE	36 – 40 sqm	40 – 45 sqm
TGFA / ROOM	100 – 110 sqm	110 – 120 sqm
RECOMMENDED NUMBER OF ROOMS	135 – 270 keys	150 – 300 keys
ROOM AVERAGE SIZE	40 – 55 sqm indoor+outdoor	45 – 60 sqm Indoor+outdoor
TGFA / ROOM	110 -120 sqm	120 – 130 sqm
FOOD & BEVERAGE	1 All day dining buffet restaurant 1 Speciality restaurant 1 Destination dining (resort only) 1 Bar	
WELL-BEING	Angsana branded spa & shop Rain mist Vitality Pool Spring forest (optional for urban) Beauty garden (nice to have)	
MEETINGS	Meeting rooms on market demand Ballroom (urban only) Gallery retail Kids Club, Kids Pool	

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





ANGSANA