

# DELANO

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## WHY INVEST IN DELANO

ACCOR GLOBAL DEVELOPMENT

AUGUST 2019

**sbe**

A GLOBAL LIFESTYLE HOSPITALITY COMPANY





# MISSION STATEMENT

A global tribe of individuals, partners and progressives, devoted to creating extraordinary experiences for our community throughout our proprietary brands—**we are sbe.**

Visionaries at the forefront of hospitality, cuisine, design, residences and entertainment, our lifestyle moments are forged with highly-curated and passionate service. We are committed to **authenticity, sophistication, mastery and innovation.**

**Our stage is the world. Our time is now.**

# FULL CIRCLE LIFESTYLE EXPERIENCE

## GLOBAL BRANDS

KATSUYA

THE BAZAAR

carna



A'ia

Cleo

KRISPY RICE



THE HOUSE OF ORIGINALS

ALTITUDE  
POOL & LOUNGE

Hudson Tavern



Leynla

TRES

DiEZ  
SEIS

WALIMA

## MIXOLOGY & LOUNGES



DOHENY  
ROOM

S  
BAR

BLIND  
SPOT

DANDELYAN  
MODERN BOTANY

RUMPU  
ROOM

SAAM

## NIGHTLIFE & DAY CLUBS

HYDE

ALTITUDE  
POOL & LOUNGE

NIGHTINGALE  
PLAZA

S

SKYBAR

XIV  
SESSIONS

BOND

RISE

BLACK  
ORCHID

privilege

FOXTAIL

## GLOBAL

SLS

DELANO

MONDRIAN

HYDE



THE HOUSE OF ORIGINALS

SHORE CLUB

ST MARTINS LANE

10 KARAKÖY

SANDERSON

The Redbury

HUDSON

## RESIDENCES

SLS

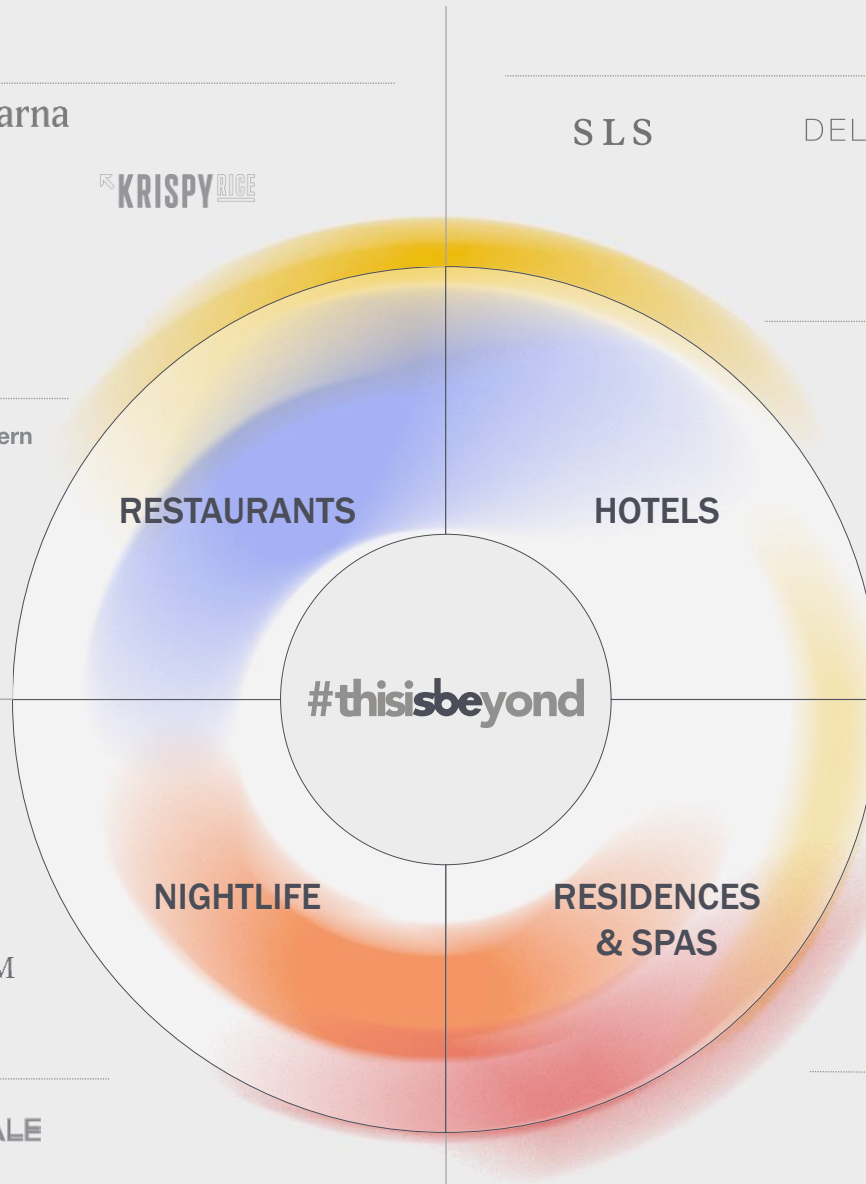
DELANO

MONDRIAN

HYDE

## SPAS

CIEL SPA





170

LOCATIONS

28\*

HOTELS &amp; RESIDENCES

96

RESTAURANTS

50

LOUNGES

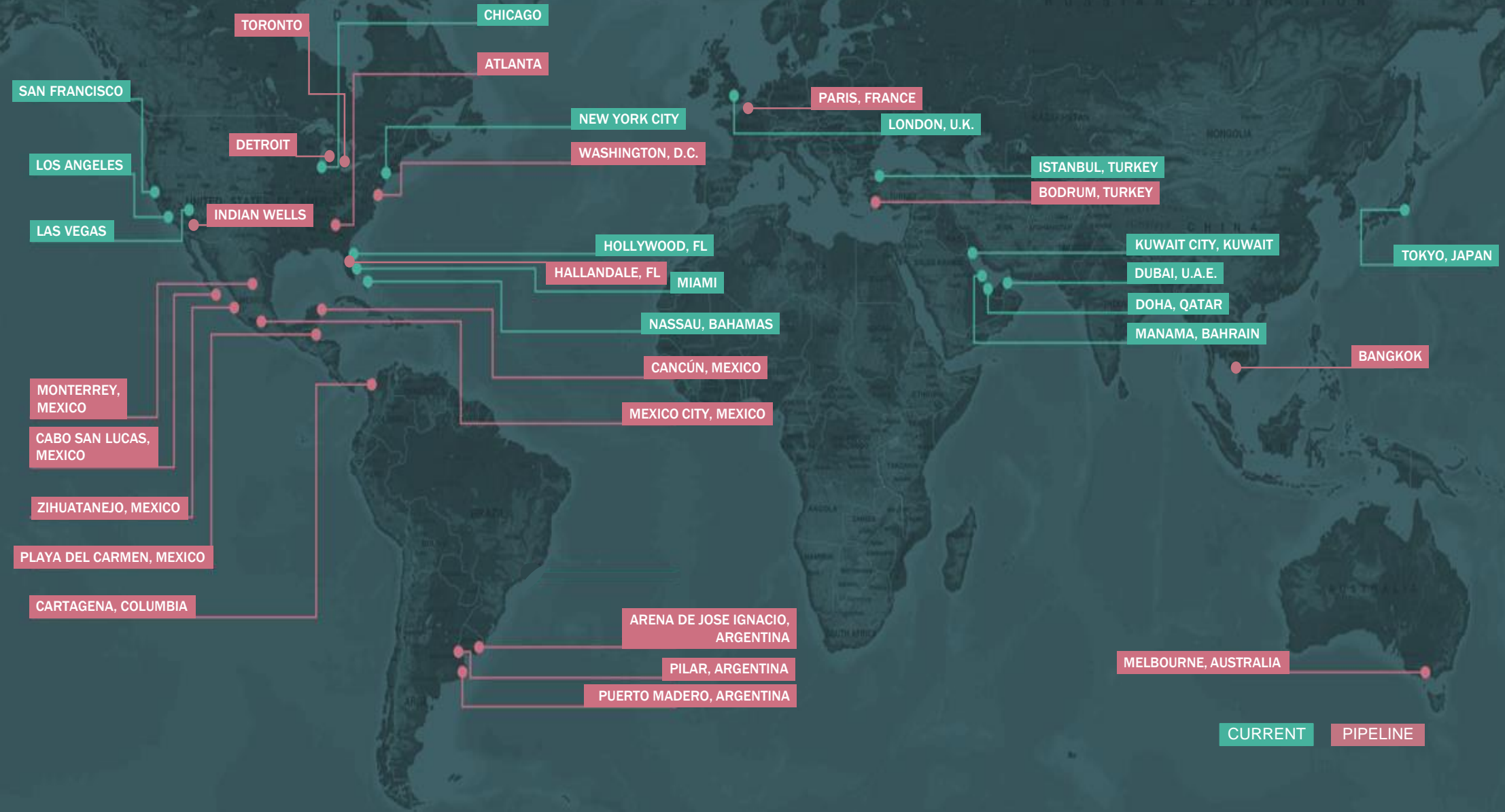
120+

DEVELOPMENT PIPELINE

35+

70+

15



# DAKOTA

Dakota Development is a division of sbe. With industry-leading expertise and cutting edge design partners, Dakota Development has successfully master planned and developed a range of internationally acclaimed properties.

## DESIGN COLLABORATORS



**PHILIPPE STARCK**  
SLS Atlanta  
SLS Beverly Hills SLS  
Brickell  
SLS Las Vegas  
SLS South Beach  
Mondrian L.A.  
Delano



**AVENUE INTERIORS**  
SLS Baha Mar  
SLS Beverly Hills Renovation



**PIERO LISSONI**  
SLS Cancún  
SLS Puerto Madero  
SLS Washington, D.C.



**LENNY KRAVITZ DESIGN**  
SLS Las Vegas  
SLS South Beach



**TOM DIXON**  
Mondrian London



**YABU PUSHELBERG**  
SLS LUX Brickell



**DAVID ROCKWELL THE ROCKWELL GROUP**  
Hyde



**MARCEL WANDERS**  
Mondrian South Beach  
Mondrian Doha

# DISRUPTIVE

With professional entertainment and renown chefs, Disruptive Innovation Lab has designed amazing culinary and nightlife concepts.

## CULINARY COLLABORATORS



**MARTIN HEIERLING**  
Chief Culinary  
Officer, sbe



**JOSÉ ANDRÉS**  
The Bazaar  
SLS  
Michelin-Starred



**KATSUYA UECHI**  
Katsuya  
SLS/Mondrian  
Delano  
James Beard  
Award Winner



**MICHAEL SCHWARTZ**  
Fi'lia  
SLS/Mondrian/  
Hyde/Delano  
James Beard  
Award Winner



**DANNY ELMALEH**  
Cleo  
SLS/Mondrian  
Hyde/Delano



**JOSE ICARDI**  
Leynia, Diez y Seis  
SLS/Mondrian  
Hyde/Delano



**DARIO CECCHINI**  
Carna  
SLS



**DANIEL BOULUD**  
French Concept  
SLS  
James Beard  
Award Winner



**MAKOTO OKUMA**  
Pan-Asian Concept  
SLS  
James Beard  
Award Winner



LEVERAGE THE

# sbe Platform

Providing our development partners an opportunity to program a one of a kind destination experience.

## 40 BRANDS

Established & diversified portfolio of iconic luxury lifestyle hotel, residence, culinary & entertainment brands.

## TEAM

Best-In-Class team of Senior Executives, Chefs, Designers, Promoters.

## MARKET

Expansive footprint across the world's leading gateway markets.

## INNOVATION

Proven brand & concept incubator of culinary and entertainment concepts.

## NETWORK

Access to shared services, including a centralized platform providing sales, marketing, social media, influencers, partner and vendor databases, events partnerships and sponsorship support.

## SINGLE SOURCE

Unique 360 approach to hospitality with turnkey solutions for branding, development\* and management of a property.

\*Engaging Dakota for Development Management is encouraged but not required.

# DELANO

## THE MISSION

Delano is the original: a classic trailblazer in a world of imitators. We redefine the luxury resort experience with first-in-class service and customized guest experiences that awaken your curiosity, nourish your senses and soul, and shape a personal journey for couples, loved ones, solo travelers, and families that lives well beyond each stay.

Our vision is to create exclusive enclaves across the world that nourish the mind and body, senses and soul. From the personal touches and unique comforts you enjoy in your room, to the foods we prepare with inordinate care, to the highest level of personalized attention and detail, we strive to transcend the ordinary so you can transcend who you are. Delano offers modern travelers that most rare and coveted of experiences—unadulterated luxury that nourishes their hedonistic desires, body and soul.

**FRESH. CRISP. CLEAN & MODERN. EFFORTLESSLY CHIC.**

**THOUGHTFULLY REFINED. TIMELESSLY DESIGNED.**

**HYPER-CURATED & CUSTOMIZED. WARMLY WELCOMING.**

**DIVINELY PRIVATE. A NOURISHING RESORT.**



1

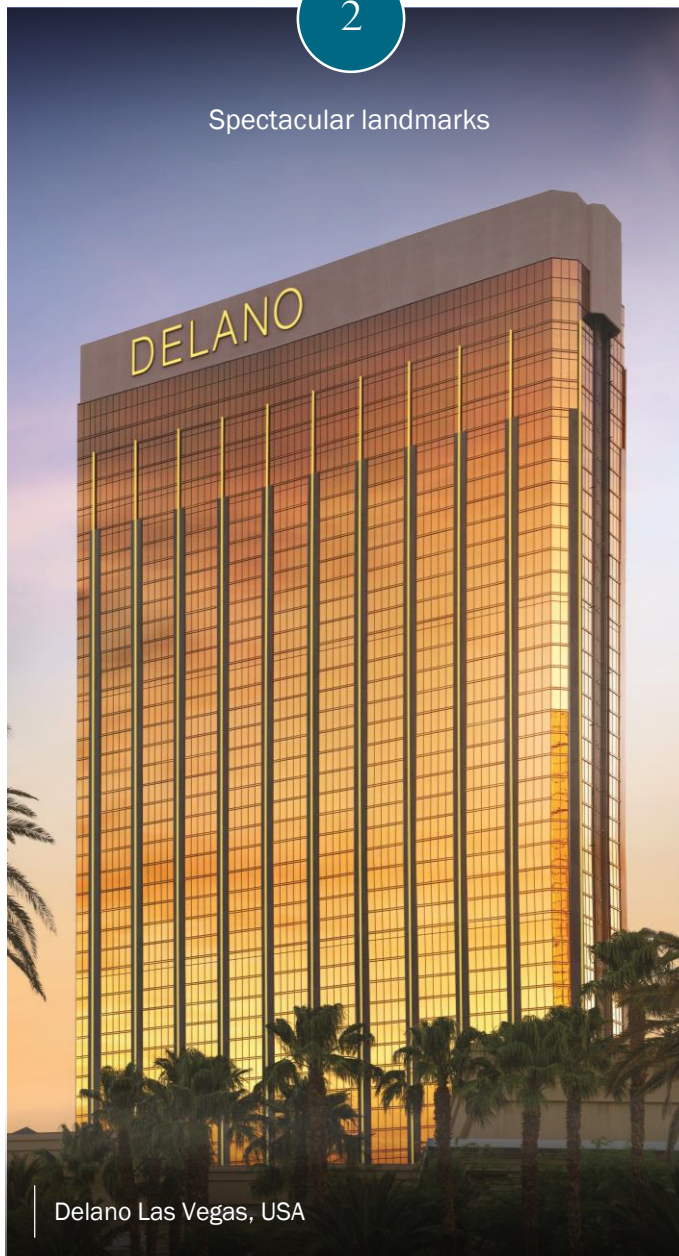
Trailblazer in lifestyle & luxury hospitality



Delano South Beach, USA

2

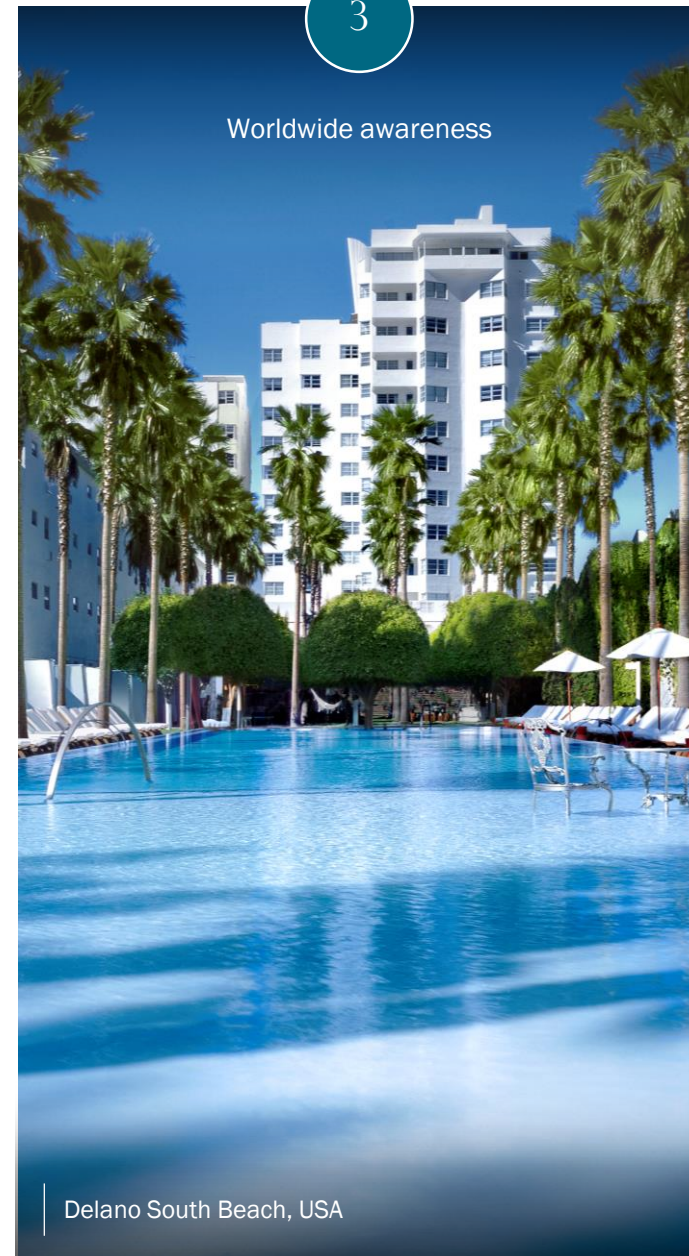
Spectacular landmarks



Delano Las Vegas, USA

3

Worldwide awareness



Delano South Beach, USA



Redefining resort experience with:

1

First-in-class service



Delano South Beach, USA

2

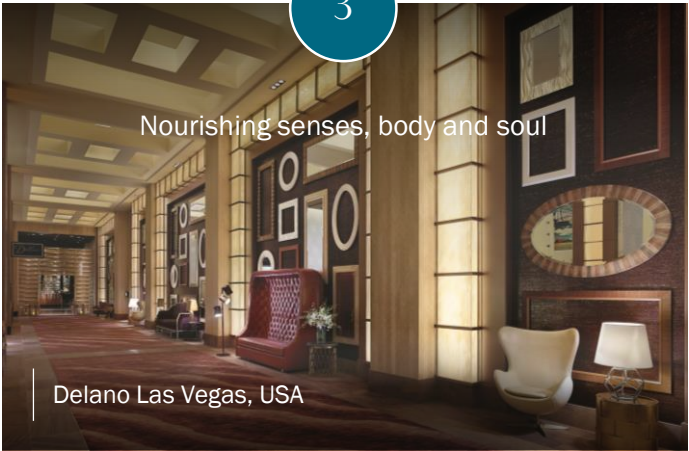
Customized guest experiences



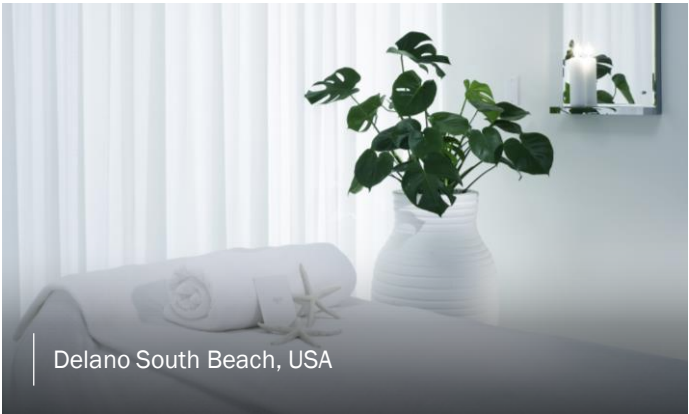
Delano South Beach, USA

3

Nourishing senses, body and soul



Delano Las Vegas, USA



Delano South Beach, USA



Delano South Beach, USA



1

Unique lifestyle living expertise to program a one of a kind destination experience



Delano Las Vegas, USA

2

Unique expertise in design, restaurant & nightlife concepts with reknown interior designers & chefs



DAKOTA

DISRUPTIVE

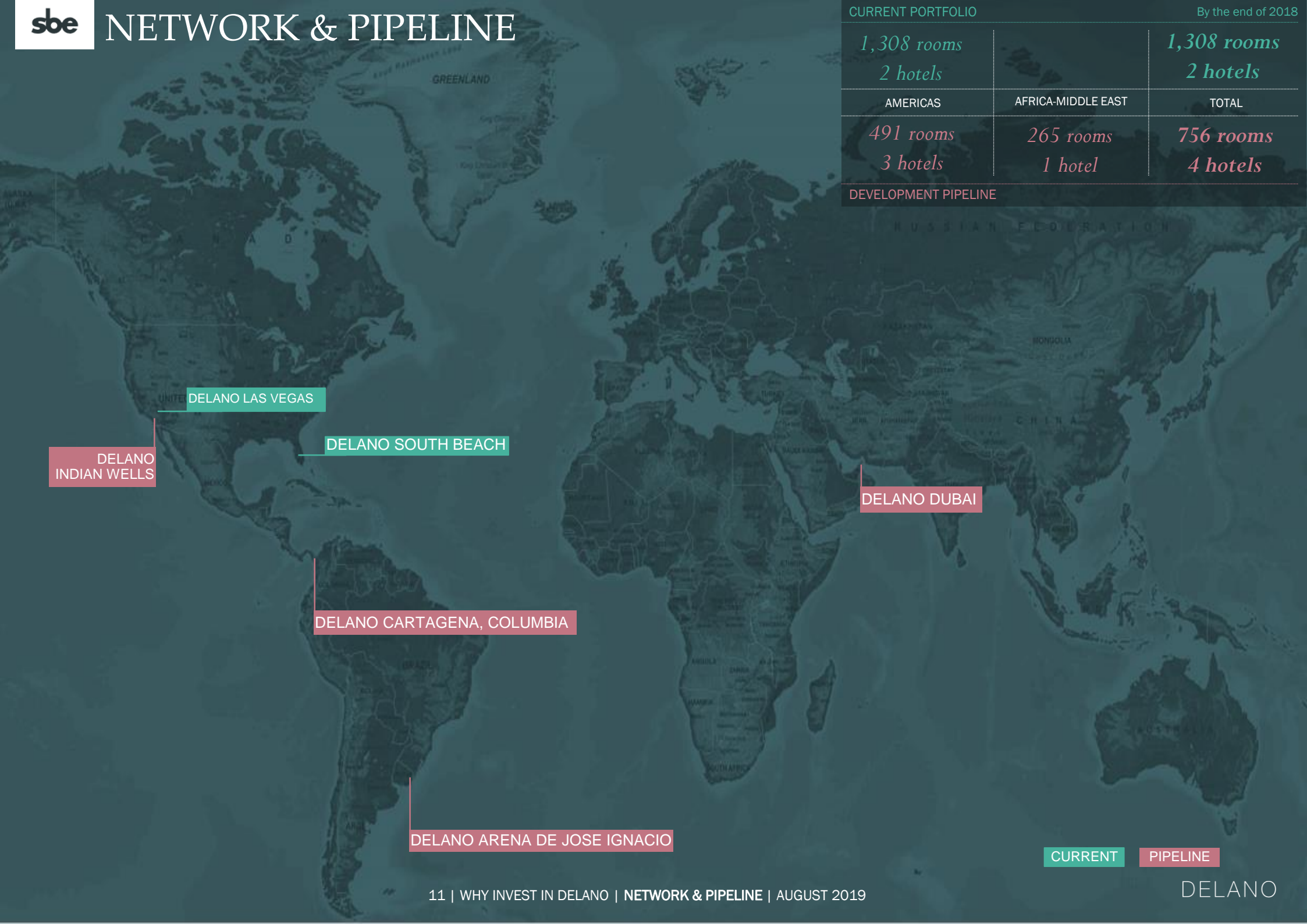
3

Unique full circle approach to hospitality with turnkey solutions for branding, development, management of a property





CURRENT PORTFOLIO		By the end of 2018
1,308 rooms 2 hotels		1,308 rooms 2 hotels
AMERICAS	AFRICA-MIDDLE EAST	TOTAL
491 rooms 3 hotels	265 rooms 1 hotel	756 rooms 4 hotels
DEVELOPMENT PIPELINE		



CURRENT

PIPELINE





# DELANO

## SOUTH BEACH

**39,000** Square Feet

**8** Bungalows

**194** Key Count

**1** Penthouse & Apartment

## Philippe Starck

Designer

## Rob & Rose Schwartz

Developer or Architect

### Food & Beverage

**Leynia**

**Delano Beach Club**

**Florida Room**

**Rose Bar**

### Amenities

Beach Concession / Ocean Front Property / Fitness Room / agua Spa

Swimming Pool Orchard & Landscape Garden Area

### Awards

2017 Condé Nast Traveler Readers' Choice, Top Hotels in Miami – #9 (93.57/100)

2017 USA Today Readers' Choice, Winner, Best Hotel Pool

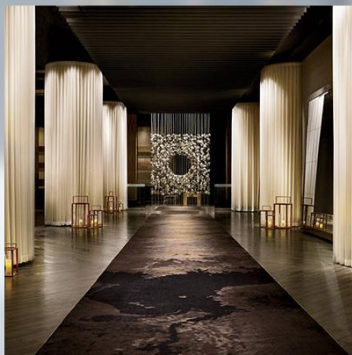
### Property News & Headlines:

**Forbes** “Miami’s Most Instagrammable Hotels”

**CNN travel** “The Ingredients for a Perfect Miami Beach Weekend”

**CONDÉ NAST Traveler** Rose Bar at Delano, “15 Best Bars in Miami”





# DELANO

## LAS VEGAS

— Square Feet

1,114 Key Count

All  
Suites

### Food & Beverage

**Skyfall Lounge**

**Rivea**

**Feel the Vibe**

**Della's Kitchen**

**Franklin**

**3940 Coffee & Tea**

**Delano Beach Club**

—  
Designer

—  
Developer or Architect

### Amenities

Moorea Beach Club / Delano Art Series

Bathhouse Spa & Fitness

### Awards

2018 AAA 4-Diamond Rating

2018 TripAdvisor Certificate of Excellence

### Property News & Headlines:

**USNews**

*"50 Top Romantic Weekend Getaways"*

**USNews**

*"Best Las Vegas Hotels"*

**Bloomberg Pursuits**

*"Skyfall Lounge Is Remaking How You Party in Vegas"*





## UPCOMING OPENINGS

DELANO  
DUBAI

OPENING

2020

KEYS

265

RESIDENCES

95

PARTNER/DEVELOPER

IFA Hotel Investments

ARCHITECT/DESIGN

Pallavi Dean Design

CONTRACT

Managed

Property News & Headlines:

travelweekly

*"An incredible mixology program"*





## UPCOMING OPENINGS

# DELANO

INDIAN WELLS

OPENING

2022

KEYS

139

RESIDENCES

54

PARTNER/DEVELOPER

TMC Group

ARCHITECT/DESIGN

WATG

CONTRACT

Managed

Property News & Headlines:

...





## UPCOMING OPENINGS

### DELANO CARTAGENA

OPENING

2022

KEYS

186

RESIDENCES

25

PARTNER/DEVELOPER

Urban Development Group  
Colombia S.A

ARCHITECT/DESIGN

—

CONTRACT

Managed

Property News & Headlines:

...





## UPCOMING OPENINGS

# DELANO

ARENAS DE JOSÉ IGNACIO

OPENING

TBD

KEYS

45

RESIDENCES

140

PARTNER/DEVELOPER

Roulinco  
Realty + Development

ARCHITECT/DESIGN

—

CONTRACT

Managed

Property News & Headlines:

...



# DEVELOPMENT CRITERIA

Development & programming

HOTEL		AAA ultra city center location, historic conversion	WORLDWIDE
	RECOMMENDED NUMBER OF ROOMS	100 – 200 keys	100 – 200 keys
	ROOM AVERAGE SIZE	-10/-15% of worldwide	45 sqm
RESORT	TGFA / ROOM	80 – 100 sqm	100 – 120 sqm
	RECOMMENDED NUMBER OF ROOMS	100 – 200 keys	100 – 200 keys
	ROOM AVERAGE SIZE	36 – 40 sqm	45 – 60 sqm
	TGFA / ROOM	100 – 120 sqm	120 – 150 sqm
	FOOD & BEVERAGE	1 sbe lifestyle touch F&B outlet at least 1+ bar/lounge 1+ destination 3 meal restaurant	
	WELL-BEING	Ciel Spa (on market demand) Pool (on market demand) Fitness Center (on market demand)	
	MEETINGS	Meeting rooms (on market demand) Ballroom (on market demand)	

PRIME  
LOCATIONS

SECONDARY  
LOCATIONS

AIRPORTS  
SUBURBS

CAPITALS  
KEY CITIES &  
RESORT  
DESTINATIONS

MAJOR  
DOMESTIC  
DESTINATIONS

OTHER CITIES &  
ATTRACTIVE  
TOURISTIC  
DESTINATIONS





## ICONIC ELEMENTS: STIMULATE THE IMAGINATION

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*Our design provokes conversation  
and encourages play.*

Our platforms, programming, and  
spaces provide an environment for exploration,  
entertainment, and creative energy.





ICONIC ELEMENTS:  
**BRINGING PEOPLE  
TOGETHER**

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Whether it's communal spaces for gathering or chairs in the pool encouraging you to strike up a conversation, we create spaces for connecting and belonging, so everyone feels welcome.





## ICONIC ELEMENTS: THE SUBLIME

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*We never underestimate the power of the sublime.*

Indulgent touches speak to our refinement, personal attentiveness, and uncompromising gift for lavish care.



# CIEL SPA

To pamper your every need and  
create an exceptional and  
soothing relaxation experience  
that exceeds your expectations

Designed with an unerring eye for luxury, comfort and state-of-the-art technology; Ciel Spa is a place of escape where recharging the inner spirit and enhancing physical well-being come from true and spirited innovation. All SLS guestrooms feature Ciel Reserve bath amenities.

REFINED RELAXATION

A PLACE TO REVITALIZE

CELESTIAL ESCAPE



# DELANO RESTAURANT BRANDS

**Cleo**  
MEDITERRÁNEO

*fi'lia*

**KATSUYA**

**Leynla**



# DELANO NIGHTLIFE BRANDS

NIGHTLIFE & DAY CLUBS

DELANO  
BEACH CLUB

privilege

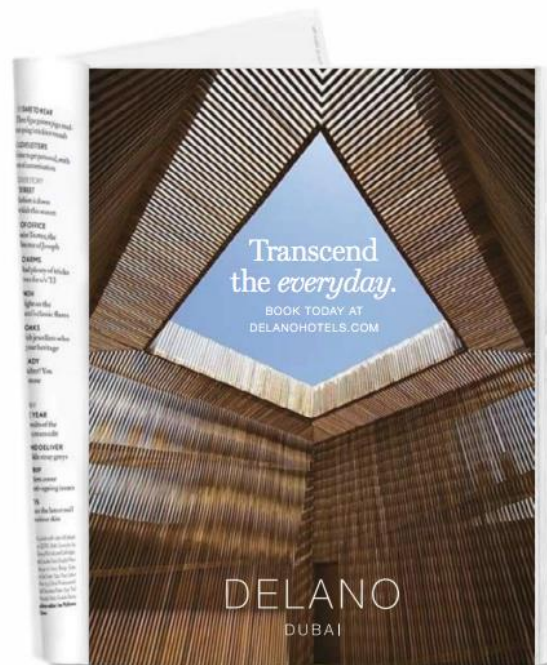
MIXOLOGY & LOUNGES



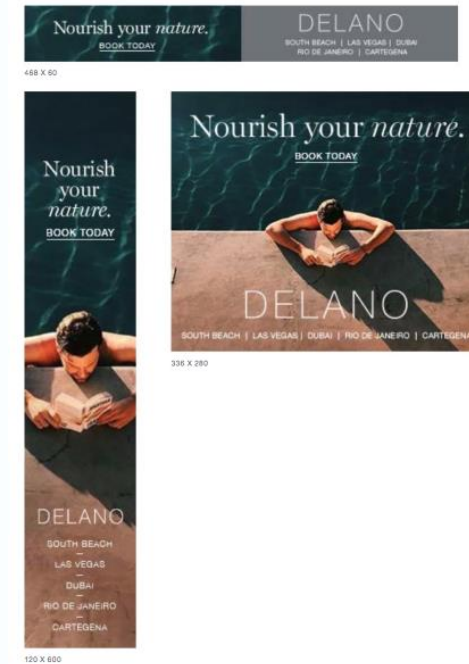
DOHENY  
ROOM



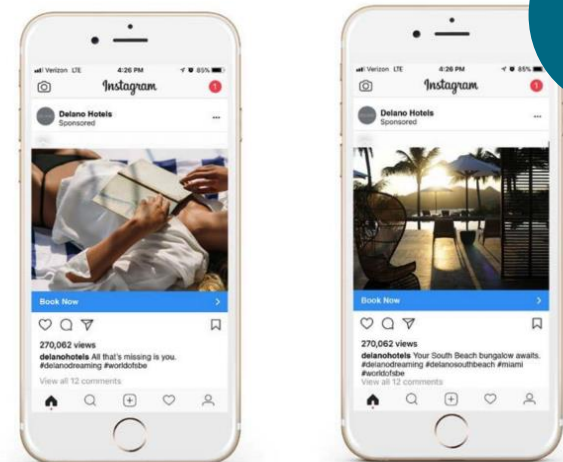
## VISUAL IDENTITY AD SAMPLE PRINT



## VISUAL IDENTITY AD SAMPLE DIGITAL



## VISUAL IDENTITY AD SAMPLE SOCIAL



# DELANO PRESS & ACCOLADES

THE PHILIPPE  
STARCK  
POWERHOUSE  
CONTINUES  
TO DEFINE  
THE  
PARADIGM OF  
SOUTH BEACH  
DÉCOR AND  
GLAMOUR

*-Fodor's Travel*

DELANO SOUTH BEACH  
BEST HOTEL POOL 2017

*-USA Today*

DELANO LAS VEGAS - HOT LIST 2015

*-Conde Nast Traveler*

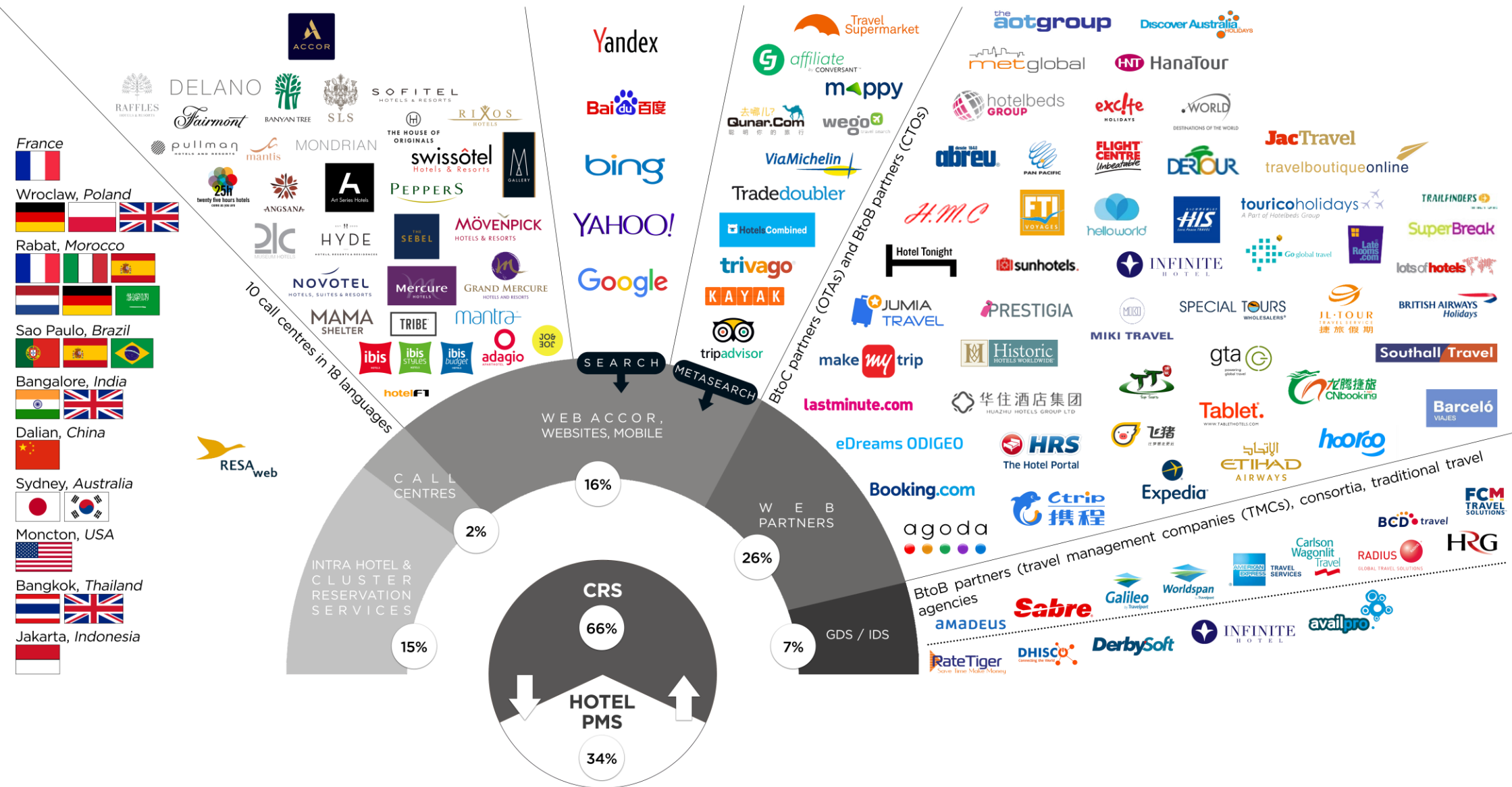
EVEN BY  
LOFTY LAS  
VEGAS  
STANDARDS,  
IN AN EVER-  
CHANGING  
CITY ON  
THE MOVE  
WHERE NEW  
HOTELS  
OPEN ALL  
THE TIME,  
DELANO IS  
SOMETHING  
SPECIAL.

*-Forbes*

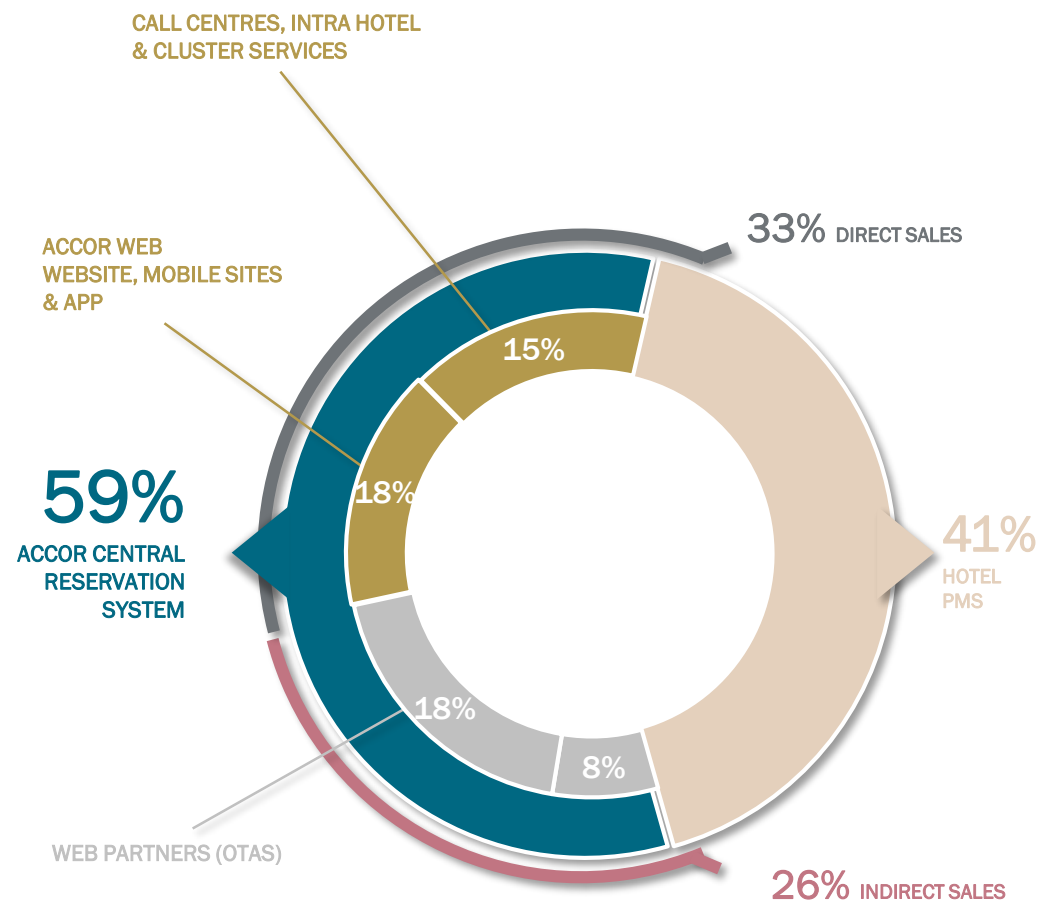


## ACCOR DISTRIBUTION SOLUTION

110 distribution channels at best market conditions



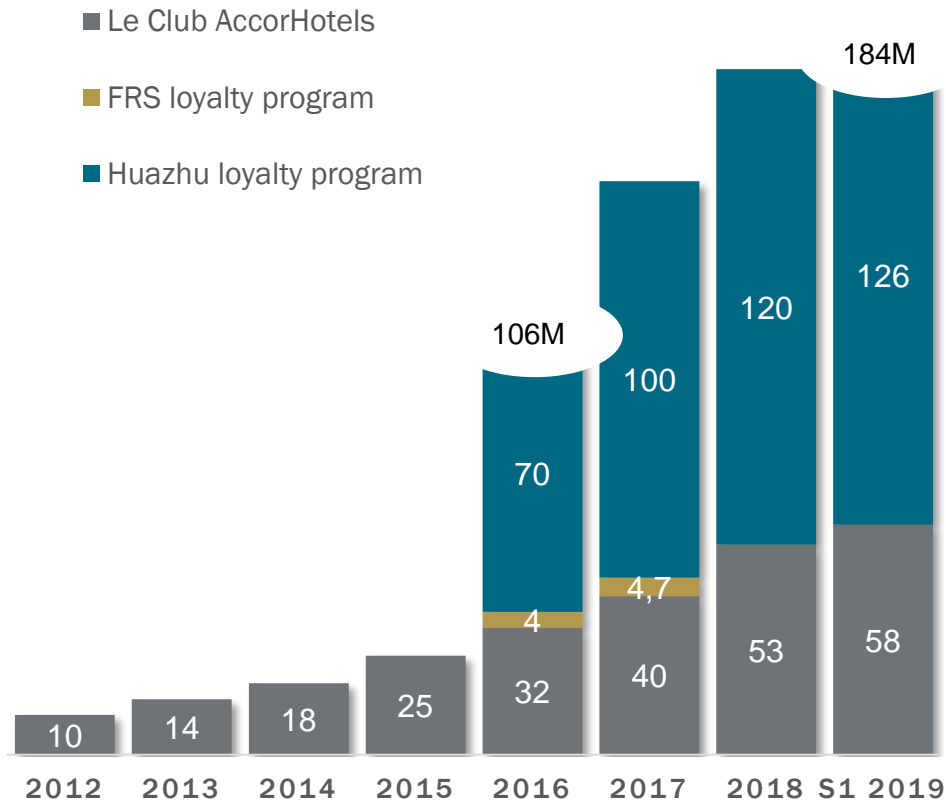
## ACCOR DISTRIBUTION PERFORMANCE POWERED BY ACCOR FOR LUXURY & PREMIUM BRANDS



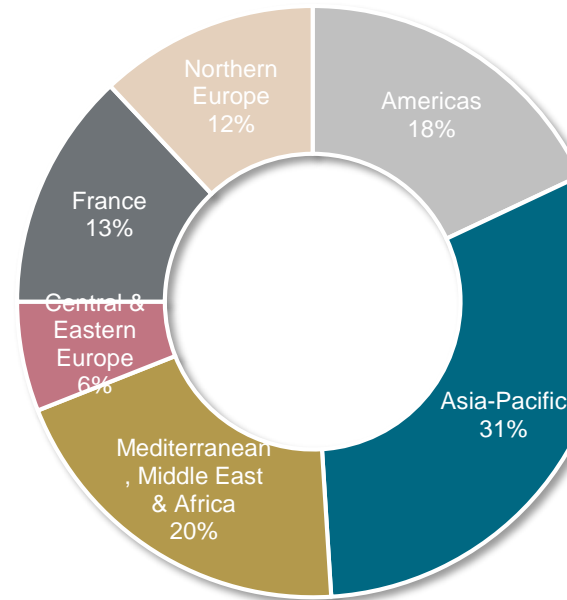


**ACCOR OWNS THE MOST INTERNATIONAL AND FAST GROWING LOYALTY PROGRAM**

**LOYALTY MEMBERS  
WORLDWIDE\***



**GUEST ORIGIN**



**A WORLDWIDE  
PROGRAMME**

- 20 brands
- 3,500 hotels in 100 countries
- Free enrollment
- 100% web based program
- Partnerships with major airline loyalty program: Skyteam, One World, Star Alliance...

**>58 MILLION**  
MEMBERS WORLDWIDE\*

**+28,000**  
MEMBERS EVERY DAY\*

LE CLUB ACCORHOTELS  
REPRESENTS

**34.6%**  
OF ALL ROOMNIGHTS

\*Source : LCAH by end of June 2019

Source : LCAH by end of 2018



A large, clear swimming pool with lounge chairs and palm trees in the background.

# DELANO

sbe

A GLOBAL LIFESTYLE HOSPITALITY COMPANY