

EST.  2005

HYDE

HOTELS, RESORTS & RESIDENCES

A hydeaway for in-the-know

Hyde Hotels, Resorts & Residences are intuitively dialed into the desires of the in-the-know; their interests, aspirations and tastes.

This is a new kind of hospitality, grounded in the spirit of discovery, the fantasy of nightlife and the adventure of connection.

Hyde is more than a brand, it's a state of mind.

hydehotels.com

HYDE MIDTOWN MIAMI
UNITED STATES OF AMERICA

Anything can happen · Playground · Authentically personal

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

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFTEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFTEL \ 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

HYDE

LIFESTYLE - PREMIUM
INTERNATIONAL 4 STARS

MORE THAN

50%

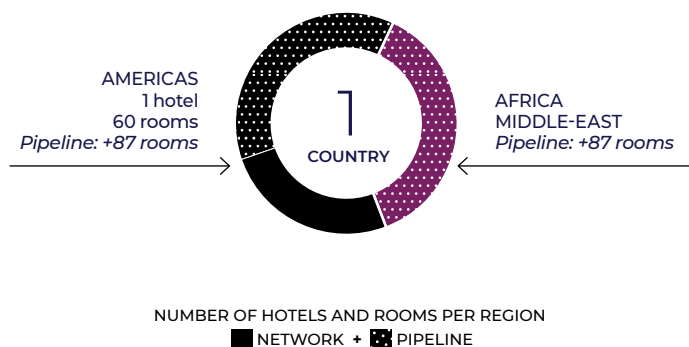
OF GUESTS THAT STAY AT HYDE HOTELS ARE FAMILIAR WITH THE HYDE NIGHTLIFE BRAND

Network

1 HOTEL & 60 ROOMS

Pipeline

2 HOTELS & 174 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

Hyde Doha, Qatar (2020)
Hyde Beach House - Hollywood, United States of America (2019)
Hyde Mexico City Del Valle, Mexico (2022)
Hyde Alaia Belize, Belize (2022)

Top 3 unique selling propositions

A HYDEAWAY FOR THE IN-THE-KNOW

Every guest at Hyde Hotels is treated like a Hyde Lounge regular, inviting them into a cultural hub environment that is personal, soulful and comfortable.

+ NIGHTLIFE ROOTED BRAND

Keeping the pulse and creating shareable moments: guests expect and yearn for in a hotel experience

Guests want to share these unique experiences with their network, capturing iconic & photogenic moments wherever they are.

+ THE sbe PLATFORM

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

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

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

Key Programs

The Hyde Guestroom. Average room size: 30-35 square meters. In the rooms, soft and supple textures are used to infuse a sense of luxury into basic elements

Experience & amenities. Through strategic collaborations and unassuming service concepts, every touchpoint of the Hyde Hotel experience offers an opportunity to delight and inspire guests in a way that only Hyde can. Also, in keeping with Hyde's innovative and far-reaching success with vertical integration, these amenities would all be available for purchase, offering guests the opportunity to bring their favorite elements of the Hyde experience home with them.

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

Programming

(1) For AAA ultra city center, historic conversion, the room size and areas can go down by 10-15%
(2) Based on market demand

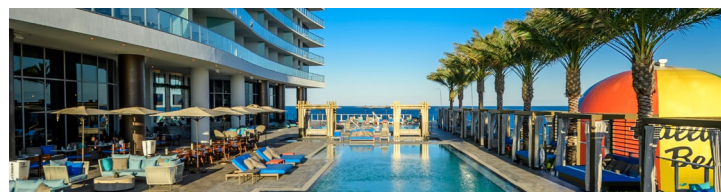
ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 150-300	● 100-300
— Room average size ⁽¹⁾ (sqm)	● 28-35	● 30-36 + balcony
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 90-100	● 80-110
FOOD & BEVERAGE	1 3-meal restaurant 1 Signature bar 1 lounge ⁽²⁾	
WELL BEING	Ciel Spa ⁽²⁾ Pool ⁽²⁾ Fitness center	
MEETINGS, EVENTS & OTHERS	Meeting rooms ⁽²⁾ Ballroom ⁽²⁾	

Customer profile

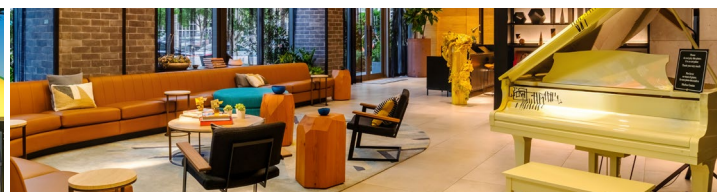
BUSINESS	40%	60%	LEISURE
DOMESTIC	88%	12%	INTERNATIONAL

Flagships to visit

HOLLYWOOD FLORIDA
UNITED STATES



MIDTOWN MIAMI
UNITED STATES



All figures as of end 2018