



Stories that stay

MGallery is a collection of storied boutique hotels to discover the world and beyond, providing a delightful and unique experience inspired by the local essence of the hotel and its authentic story. Each MGallery location leaves guests enriched with a collection of emotions that make their stay truly memorable.

mgallery.com

HÔTEL LE LOUIS
VERSAILLES CHATEAU
FRANCE

Delightful · Singular · Enriching · Inspiring

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



COLLECTIONS - PREMIUM
INTERNATIONAL 4/5 STARS

93%

MGALLERY CUSTOMERS EITHER
SATISFIED OR VERY SATISFIED
BY THEIR STAY EXPERIENCE

56€

BRAND AVERAGE RATE PREMIUM
VERSUS
INDEPENDANT HOTELS

79%

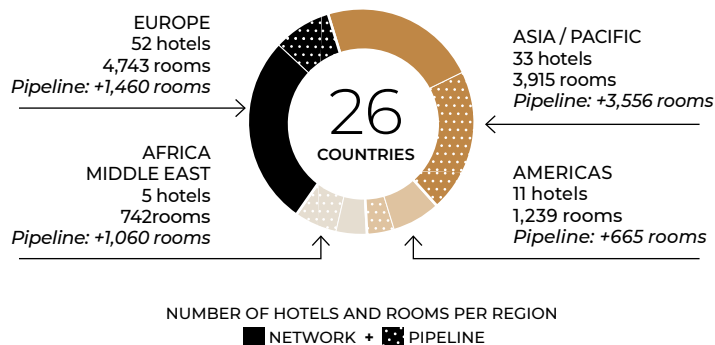
OF GUESTS ASSOCIATE
MGALLERY WITH STORIED
BOUTIQUE HOTELS

Network

101 HOTELS & 10,639 ROOMS

Pipeline

48 HOTELS & 6,741 ROOMS



Development

New Built & Conversion

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

Latest openings

Legacy Yen Tu, Vietnam, 86 rooms
The Canvas, United Arab Emirates, 164 rooms
The Galata Istanbul Hotel, Turkey, 83 rooms
Palladio Hotel, Argentina, 113 rooms
The Michelton, Australia, 58 rooms

Top 3 unique selling propositions

COLLECTION OF STORIED BOUTIQUE HOTELS

Collection of unique hotels with strong identities
Unique hotel story based on owner's vision illustration
STORM Process: Dedicated "storytelling" approach

X FLEXIBILITY

Flexible design and program in adequation to the market & location
"Soft" brand standards but "Strong" brand markers

= BRAND POWER

Strong distribution > 70% of total revenue, the highest in the market
Strong communication investment support the brand awareness
Strong brand community spirit driving addition business
Strong brand programs to generate additional revenue illustration: "Inspired by her"

Key programs

Inspired by her. Inspired by Her is a selection of products, services and experiences designed by women for women. The program offers thoughtful gestures and touches dedicated to women's wellbeing in MGallery hotels all around the world.

Bedtime Stories. A short story that sublimates the hotel's story and creates an emotional and close link with the guests. This attention offers them an enchanting and memorable experience.

Suite Personalisation. Each hotel has at least one suite that is designed according to the hotel story (as defined during the STORM). This includes a bespoke design for the suite, touchpoints and a special name.

Signature Cocktail. A memorable drink linked or inspired by the hotel's story that is highlighted on the bar menu, and showcased by the bartender during preparation.

Programming

(1) For AAA ultra city center, historic conversion, the room size and areas can go down by 15-20%
(2) Based on market demand. (3) Nice to have

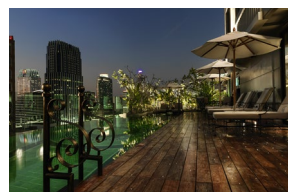
ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 100-150	● 100-150
— Room average size ⁽¹⁾ (sqm)	● 28-36	● 30-40 + balcony
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 65-100	● 72-110
FOOD & BEVERAGE	1 Destination Restaurant 1 Destination Bar Lobby lounge and additional F&B venues ⁽²⁾	
WELL BEING	Boutique / Signature Spa and Fitness Concept Swimming pool ⁽³⁾	
MEETINGS, EVENTS & OTHERS	Living room Kids Club ⁽²⁾ Business corner	

Customer profile

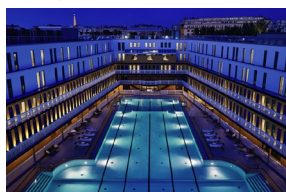
BUSINESS	38%	62%	LEISURE
DOMESTIC	49%	51%	INTERNATIONAL

Top 5 flagships to visit

HOTEL MUSE, BANGKOK
THAILAND



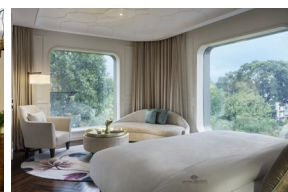
MOLITOR, PARIS
FRANCE



SANTA TERESA, RIO DE JANEIRO
BRAZIL



HOTEL DES ARTS, SAIGON
VIETNAM



GRAND HOTEL VILLA IGIEA,
PALERMO ITALY

