GALLERY
HOTEL
COLLECTION

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

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

AUGUST 2019 - PHOTOS © ACCOR PHOTO LIBRARY

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 \ GREET \ JO&JOE \ HOTELF1

GALLERY

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 MGALLERYWITH STORIED BOUTIQUE HOTELS

*Network**

103 HOTELS & 10,883 ROOMS

*Pipeline**

49 HOTELS & 6,778 ROOMS

EUROPE
52 hotels
4,589 rooms
Pipeline: +1,700 rooms

ASIA / PACIFIC
34 hotels
4,100 rooms
Pipeline: +3,463 rooms

AFRICA
MIDDLE EAST
6 hotels
955 rooms
Pipeline: +955 rooms

AMERICAS
11 hotels
1,239 rooms
Pipeline: +660 rooms

NUMBER OF HOTELS AND ROOMS PER REGION
NETWORK + PIPELINE
*Including 21c Museum hotels

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

21c Museum Hotel by MGallery Chicago, USA, 297 rooms (2019)
MGallery Phuket, Thailand, 150 rooms (2021)
MGallery Business Bay Dubai, United Arab Emirates, 144 rooms (2022)
MGallery Athens, Greece, 178 rooms (2020)
MGallery Sydney, Australia, 121 rooms (2022)

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 sur 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 thoughtfull 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 accorndring 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

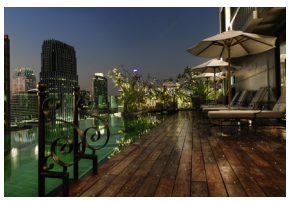
FOOD & BEVERAGE	1 Destination Restaurant 1 Destination Bar Lobby lounge and additional F&B venues (2)
WELL-BEING	Boutique / Signature Spa and Fitness Concept Swimming pool (3)
MEETINGS, EVENTS & OTHERS	Living room Kids Club (2) Business corner

Customer profile

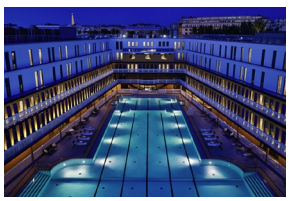
BUSINESS	38%	62%	LEISURE
DOMESTIC	49%	51%	INTERNATIONAL

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

All figures as of end June 2019