



Stories that stay

MGallery selects unique properties with passion to gather them into a unique collection of hotels where captivating stories are lived and shared. With more than 100 hotels around the world, each MGallery tells a unique story inspired by the location. From bespoke design and sensorial mixology to well-being dedicated to everyday self-care, MGallery hotels are places where guests can enjoy a lavish travel experience.

mgallery.com

HÔTEL PERLE D'ORIENT CAT BA
VIETNAM
OPENED MAY 2020



Delightful · Singular · Enriching · Inspiring

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COLLECTIONS - PREMIUM INTERNATIONAL 4/5 STARS

88%

MGALLERY CUSTOMERS EITHER SATISFIED OR VERY SATISFIED BY THEIR STAY EXPERIENCE

50€

BRAND AVERAGE RATE PREMIUM VERSUS INDEPENDANT HOTELS

66%

OF GUESTS ASSOCIATE MGALLERY WITH STORIED BOUTIQUE HOTELS

Global footprint of 163 hotels OPEN + PIPELINE

NETWORK → 106 HOTELS 11,140 ROOMS PIPELINE → 57 HOTELS 6,600 ROOMS

33 COUNTRIES	HOTELS NETWORK	ROOMS NETWORK	+PIPELINE
North, Central America & Caribbean	-	1%	+80
South America	3	3%	+249
Northern Europe	17	16%	+935
Southern Europe	39	25%	+1,094
India, Middle East & Africa	8	11%	+1,011
Greater China	2	6%	+874
South East Asia	25	28%	+1,899
Pacific	12	10%	+458

Development

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

Upcoming openings

- Phuket, Thailand, 150 rooms (2021)
- Business Bay Dubai, U.A.E., 144 rooms (2022)
- Sydney, Australia, 121 rooms (2022)
- Admiral Hotel Manila, Philippines - 126 rooms (2021)
- L'Esquisse Colmar Hotel & Spa, France - 62 rooms (2021)
- Emporium Plovdiv, Bulgaria - 60 rooms (2021)

Top 3 unique selling propositions

A COLLECTION OF UNIQUE HOTELS WITH STRONG IDENTITIES

- Each property has its unique story: dedicated process for a storytelling approach (STORM)
- Hotel story based on the owner's asset, vision and experiences
- The story of the hotel is at the center of everything: positioning, design, value proposition, communication
- "Unbeaten path" locations: when implanted in "unbeaten path" locations (like Tarcin Sarajevo), MGallery hotels are often the only premium brand present in the competitive set

X A FLEXIBLE AND ADAPTABLE BRAND

- Flexible design fitting each unique market, hotel story and location
- Strong adaptable brand programs focused on guest experience: Bespoke design, Self care well-being, Sensorial mixology
- The hotels' needs and specific characteristics are the brand's priority, which is why in-hotel brand standards are flexible and focused on what makes each property unique.

= A STRONG BRAND POWER

- The brand benefits from the group's international awareness and experience, while maintaining the hotel's own identity
- Strong distribution powered by Accor, global average of >70% of total hotel revenue, which is the highest in the market
- Strong brand programs to generate additional revenue, such as "Memorable moment"
- Strong community spirit: repeat guests drive incremental revenue
- A qualitative, fast-growing network: + 15 hotels/year

Passions

Bespoke Design

Contemporary and authentic design connected to the hotel story and the destination.

Well-being dedicated to everyday self-care

Complete experience focused on self-care by providing inspiration to nourish the mind, body and soul.

Sensorial mixology

Combinations of flavors and scents that embody the unique story and character of the hotel.

Artful stories

Unique artistic expressions that resonate with the guests' personal stories.

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

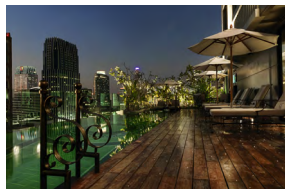
BUSINESS	LEISURE
38%	62%
49%	51%
DOMESTIC	INTERNATIONAL

Operating mode

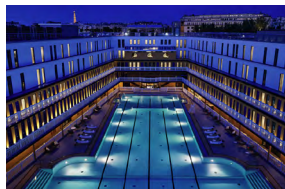
47%	53%
FRANCHISE	MANAGEMENT

Top 5 flagships to visit

HOTEL MUSE BANGKOK THAILAND



MOLITOR PARIS FRANCE



SANTA TERESA RIO DE JANEIRO BRAZIL



HARBOUR ROCKS HOTEL SYDNEY AUSTRALIA



GRAND HOTEL VILLA IGIEA PALERMO ITALY

