A “must” cultural destination

Mondrian is a way of travel. With its groundbreaking design and progressive programming it is a “must” destination for locals or travellers. Mondrian is always at the heart of the most exciting cultural scenes in the world, serving up innovation and creativity for everyone. Mondrian provides a playful framework so that guests and locals alike can immerse themselves in the culture of each city it inhabits.

mondrianhotels.com

Cultural connoisseur • Design innovator • Plug and play

FIND YOUR LOCAL DEVELOPER CONTACT ON GROUP.ACCOR.COM/HOTELDEVELOPMENT
**Top 3 unique selling propositions**

**CULTURAL CONNOISSEUR**
Mondrian is at the cultural center of a city. It recognizes the culture of a place and expands what that culture can be. Mondrian is always at the heart of the most exciting cultural scenes in the world, serving up innovation and creativity for everyone.

**A “MUST DESTINATION” FOR LOCALS AND INTERNATIONAL TRAVELERS**
Each property’s design elements are rooted directly in the city in which it resides – featuring local artists, designers and chefs. Mondrian provides a playful framework so that guests and locals alike can immerse themselves in the culture of each city it inhabits.

**THE sbe PLATFORM**
Unique lifestyle living expertise to program a one-of-a-kind destination experience
Unique expertise in design, restaurant & nightlife concepts with renowned interior designers & chefs
Unique full circle approach to hospitality with turnkey solutions for branding, development, management of a property

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**Network**
4 HOTELS & 901 ROOMS

- **AMERICAS**
  - 3 hotels
  - 631 rooms
  - Pipeline: +533 rooms

- **MIDDLE-EAST & AFRICA**
  - 1 hotel
  - 270 rooms
  - Pipeline: +150 rooms

**Pipeline**
5 HOTELS & 683 ROOMS

- **COUNTRIES**
  - 2

**Development**
New Built & Conversion

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**Upcoming openings**
- Mondrian Dubai, United Arab Emirates (2020 - 150 keys)
- Mondrian Polanco, Mexico (2021 - 144 keys)
- Mondrian Downtown LA, United States of America (TBD - 282 keys)
- Mondrian Atlanta, United States of America (2022 - 189 keys)
- Mondrian Playa Del Carmen, Mexico (2021 - 100 keys)

**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

- **ROOMS**
  - Average number of rooms: • 150-300
  - Room average size (sqm): • 35-40
  - Total Gross Floor Area (sqm): • 100

- **FOOD & BEVERAGE**
  - 1 3-meal restaurant
  - 1 Signature restaurant
  - 1 Signature bar
  - 1 lounge

- **WELL BEING**
  - Ciel Spa (2)
  - Pool (2)
  - Fitness center

- **MEETINGS, EVENTS & OTHERS**
  - Meeting rooms (2)
  - Ballroom (2)

**Customer profile**

- **BUSINESS**
  - 70%
  - 30%

- **DOMESTIC**
  - 81%
  - 19%

- **INTERNATIONAL**

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**Key programs**

**The Staircase.**
Each Mondrian that has been designed by Marcel Wanders features the iconic staircase - from South Beach to Doha - it is always a focal point of the hotel from a design perspective.

**Local culture.**
Inspired by the cities that they reside in, Mondrian by design is a brand that allows each property to have a personality of its own – and that comes through in unique design elements inspired by the city they reside in.

**Oversized elements.**
Our design is always surprising. Mondrian properties around the world feature signature design elements that represent the locale and the mindset of the designer.

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

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**Top 5 flagships to visit**

**LOS ANGELES**
UNITED STATES

**SOUTH BEACH**
UNITED STATES

**DOHA**
QATAR

**PARK AVENUE**
UNITED STATES

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81%
OF GUESTS APPRECIATE THE DESIGN ELEMENTS OF MONDRIAN HOTELS CONTEMPORARY DESIGN IN ITS CATEGORY

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**All figures as of end 2018**