

MONDRIAN

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



MONDRIAN DOHA
QATAR

Cultural connoisseur · Design innovator · Plug and play

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

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 \ JO&JOE \ HOTELFI

FEBRUARY 2019

Network

4 HOTELS & 901 ROOMS

Pipeline

5 HOTELS & 683 ROOMS



NUMBER OF HOTELS AND ROOMS PER REGION
■ NETWORK + ■ PIPELINE

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

- 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)

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 reknown interior designers & chefs

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

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.

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

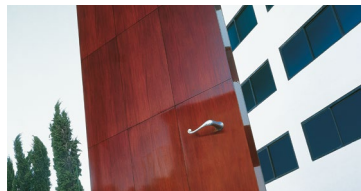
ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 150-300	● 150-300
— Room average size ⁽¹⁾ (sqm)	● 35-40	● 40-50
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 100	● 100-150
FOOD & BEVERAGE	1 3-meal restaurant 1 Signature restaurant 1 Signature bar 1 lounge ⁽²⁾	
WELL BEING	Ciel Spa ⁽²⁾ Pool ⁽²⁾ Fitness center	
MEETINGS, EVENTS & OTHERS	Meeting rooms ⁽²⁾ Ballroom ⁽²⁾	

Customer profile

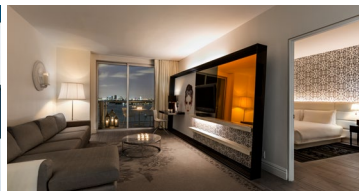
BUSINESS	70%	30%	LEISURE
DOMESTIC	81%	19%	INTERNATIONAL

Top 5 flagships to visit

LOS ANGELES
UNITED STATES



SOUTH BEACH
UNITED STATES



DOHA
QATAR



PARK AVENUE
UNITED STATES

