MONDRIAN

MONDRIAN Doha
QATAR

Cultural connoisseur • Design innovator • Plug and play

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

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

AUGUST 2019
**Network**

5 HOTELS & 1,030 ROOMS

- **Americas**: 4 hotels, 760 rooms
  - Pipeline: +344 rooms

- **Middle-East & Africa**: 1 hotel, 270 rooms
  - Pipeline: +150 rooms

**Pipeline**

3 HOTELS & 494 ROOMS

- **Americas**: 4 hotels, 760 rooms
  - Pipeline: +344 rooms

- **Middle-East & Africa**: 1 hotel, 270 rooms
  - Pipeline: +150 rooms

---

**Development**

New Built & Conversion

<table>
<thead>
<tr>
<th>PRIME LOCATIONS</th>
<th>SECONDARY LOCATIONS</th>
<th>AIRPORTS SUBURBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAPITALS, KEY CITIES &amp; RESORT DESTINATIONS</td>
<td>♦</td>
<td>♦</td>
</tr>
<tr>
<td>MAJOR DOMESTIC DESTINATIONS</td>
<td>♦</td>
<td></td>
</tr>
<tr>
<td>OTHER CITIES &amp; ATTRACTIVE TOURISTIC DESTINATIONS</td>
<td>♦</td>
<td></td>
</tr>
</tbody>
</table>

**Upcoming openings**

- Mondrian Dubai, United Arab Emirates (2021 - 150 keys)
- Mondrian Polanco, Mexico (2022 - 144 keys)
- Mondrian Playa Del Carmen, Mexico (2021 - 200 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 renowned 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**

  | ROOMS | 150-300 | 150-300 |
  | URBAN RESORTS | ♦ | ♦ |
  | Room average size (sqm) | 35-40 | 40-50 |
  | Total Gross Floor Area (sqm) | 100 | 100-150 |

  | FOOD & BEVERAGE
  | 1 sbe lifestyle touch F&B outlet at least |
  | 1+ bar/lounge |
  | 1+ destination 3 meal restaurant |

  | WELL-BEING
  | Ciel Spa (1) |
  | Pool (2) |
  | Fitness center (2) |

  | MEETINGS, EVENTS & OTHERS
  | Meeting rooms (2) |
  | Ballroom (2) |

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

---

**Customer profile**

- **Business**: 70%
- **Domestic**: 81%
- **Leisure**: 30%
- **International**: 19%

---

**Top 5 flagships to visit**

- **Los Angeles**, United States
- **South Beach**, United States
- **Doha**, Qatar
- **Park Avenue**, United States

---

All figures as of end June 2019