

# MÖVENPICK

HOTELS & RESORTS

## *We make moments*

Mövenpick is in the moments business.  
We know small gestures can make all the difference.  
So we do ordinary things in an extraordinary way  
– a philosophy that has defined our brand success  
from the start.

[movenpick.com](https://movenpick.com)

MÖVENPICK HOTEL  
MANSOUR EDDAHBI MARRAKECH  
MOROCCO

*Intuitive · Genuine · Human · Warm*

FIND YOUR LOCAL DEVELOPER CONTACT ON [GROUP.ACCOR.COM/HOTELDEVELOPMENT](https://group.accor.com/hoteldevelopment)

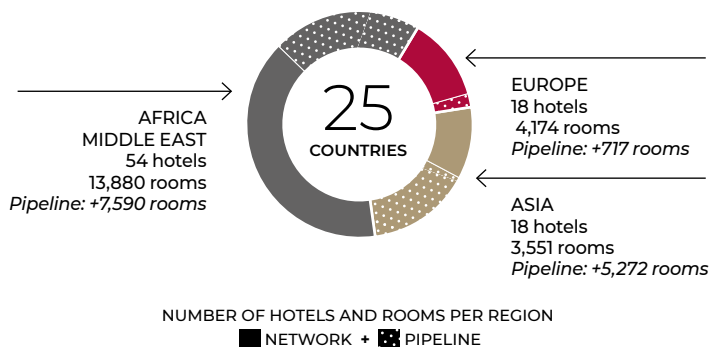
RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOfitel LEGEND \ FAIRMONT \ SLS \ SO \ SOfitel \ THE HOUSE OF ORIGINALS  
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA  
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO  
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ JO&JOE \ HOTELF1

## Network

88 HOTELS & 21,605 ROOMS

## Pipeline

52 HOTELS & 13,579 ROOMS



## 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

Mövenpick Resort Kuredhivaru Maldives, Maldives, 102 rooms  
Mövenpick Hotel And Convention Centre Klia, Malaysia, 333 rooms  
Mövenpick Hotel Dubai Media City, United Arab Emirates, 251 rooms  
Mövenpick Hotel Addis Ababa, Ethiopia, 252 rooms  
Mövenpick Hotel Basel, Switzerland, 264 rooms

## Top 3 unique selling propositions

### BRAND MOMENTUM

Worldwide footprint with > 80 hotels and > 40 in the pipeline  
Brand awareness #1 in the Middle East & in Africa, strong presence in Europe  
Swiss reliability & effectiveness  
Quality of service and international standards

### + 70 YEARS OF F&B EXCELLENCE

Premium quality retail food products: ice cream, chocolate, coffee & wine...  
Innovative & award winning F&B concepts: the Lobby Lounge concept with Coffee & Wine bar and food product retail, the restaurant market styled concept, worldwide signature dishes...

### + FLEXIBILITY

Individualistic hotels meeting owners' vision  
Flexible space brand programming  
Great for conversion of existing building/hotels  
MICE driven or resorts & residential opportunities  
A 5\* star hotel at a 4\* star cost & price

## Key programs

**Mövenpick Products (wine, coffee, chocolate...).** Mövenpick is the only hotel company that can offer its own branded range of fine food and beverages – from coffee and chocolate to yoghurts. A moment to enjoy true quality and to reflect on our food heritage which stretches back to 1948.

**Mövenpick Signature dishes.** Traditional Swiss recipes revisited by Mövenpick to entice the modern palate, marrying tradition with culinary innovation.

**Mövenpick Sleep.** Mövenpick SLEEP rooms include a large array of in-room amenities, arranged by us, to enhance guests' sleep experience. These rooms are situated in quiet areas of our hotels.

**Mövenpick Balanced Living.** Mövenpick Balance is a concept to enhance guests' life during their stay. It includes healthy food, individually different sleep, inner peace and commitment to the community.

## Programming

\* For AAA ultra city center, historic conversion, the room size and areas can go down by 10-15%  
(2) Based on market demand

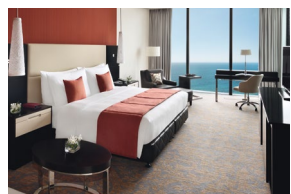
	ROOMS	● URBAN ● RESORTS
— Average number of rooms	● 150 and +	● 150 and +
— Room average size <sup>(1)</sup> (sqm)	● 28-36	● 40 + balcony
— Total Gross Floor Area <sup>(1)</sup> (sqm)	● 90-100	● 100-110
FOOD & BEVERAGE	1 all day dining including Gourmet Coffee 1 specialty restaurant <sup>(2)</sup> Lobby living room/lounge concept including: – 1 Mövenpick Coffee and Wine Lounge – 1 Mövenpick product retail 2 in 1	
WELL BEING	Spa <sup>(2)</sup> Fitness centre	Swimming pool
MEETINGS, EVENTS & OTHERS	Key meeting rooms Ballroom <sup>(2)</sup> Business centre	Little Birds Kids Club (as part of family product)

## Customer profile

BUSINESS	49%	51%	LEISURE
DOMESTIC	32%	68%	INTERNATIONAL

## Top 5 flagships to visit

COLOMBO  
SRI LANKA



MANSOUR EDDAHBI  
MARRAKECH MOROCCO



JIMBARAN BALI  
INDONESIA



AMSTERDAM CITY CENTRE  
NETHERLANDS



HAMBURG  
GERMANY

