



Time is on your side

At Novotel, we believe that quality time is about making everyday moments matter. Everything has been thought to enhance our guests' life balance, sense of well being but also enjoyment. Whether through our intuitive & modern design or our large range of rewarding experiences, everyone can disconnect from a busy life or make time to connect with their family, friends or colleagues. This combination makes Novotel the perfect spot for travellers and locals to have a drink, a bite to eat, to work, play or just relax.

[novotel.com](https://www.novotel.com)

NOVOTEL AMSTERDAM
SCHIPOL AIRPORT
NETHERLANDS



*Comforting & energising destination hotels
Relaxed & lively atmosphere*

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

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFTEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFTEL \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MALLERY \ 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

>70%
BRAND AVERAGE
OCCUPANCY RATE

>60%
BRAND TOTAL AWARENESS
IN 9 COUNTRIES

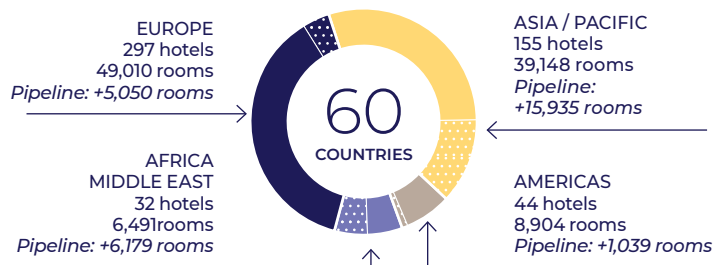
TOP 3
IN THE TOP 3 BEST KNOWN
MIDSCALE BRANDS
ON 20 MARKETS

Network

526 HOTELS & 103,105 ROOMS

Pipeline

131 HOTELS & 29,380 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	●		

Top 5 latest openings

Paris Cœur d'Orly Airport, France, 163 rooms
Brisbane South Bank, Australia, 238 rooms
Ambassador Seoul Dongdeamun, South Korea, 523 rooms
Bangkok Sukhumvit 4, Thailand, 185 rooms
Kochi Infopark, India, 128 rooms

Top 3 unique selling propositions

THE MOST RELIABLE & WELL KNOWN BRAND OF ITS CATEGORY

Large global footprint of 500 hotels in 60 countries
Strong brand awareness
> 50% in > 10 feeder markets
Best-known & trusted upper midscale "full services brand"
Perfect mix of business / leisure, group or individual

+ INTUITIVE & EFFECTIVE DESIGN

Flexibility within a framework - 4 new full hotel concepts developed by international designers
Brand fluidity, modularity & multifunctionality
Optimized valued engineering = best construction & FFNE costs

+ FAMILY FRIENDLY

Best family offer on the market
Kids < 16 year old pay 0€, family discounted rooms + kids' welcome gift + kids' corner + kid's menu
Leveraging the occupancy in lower periods (week ends & holidays)

Key programs

The N'Room, the flexible Novotel room, from 20 to 30 sqm, with 4 key components: the Live N' Dream bed, the 55-inch screen, the modular living (work or rest setting) and the oversize rainshower.

A lively lobby with a Gourmet Bar type offer, the new Novotel bar generation. It is an informal, friendly space where an active, urban clientele can enjoy trendy drinks and eat simple, balanced meals.

The family offer: Family & Novotel, offers specific advantages to families at every step of their travel (attractive commercial policy, children's welcome gifts, special F&B offers for kids...).

Wellness InBalance. Three offers of wellness programs with InBalance Fitness, InBalance Wellness (pool, sauna, steam room, etc.), InBalance Spa Wellness & Treatment Center. Discover also a wide variety of nutritionally balance food offerings.

Programming

* 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	● 150 et +	● 150 et +
— Room average size ⁽¹⁾ (sqm)	● 26-32	● 32-36 + balcony
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 50-70	● 55-70
FOOD & BEVERAGE	1 restaurant (preferably connected to bar) 1 Gourmet Bar (hotels) or Boutique Gourmande (Novotel Suites)	
WELL BEING	Fitness center "In Balance" (50 sqm min.) Swimming pool ⁽³⁾ Spa ⁽²⁾	
MEETINGS, EVENTS & OTHERS	Meeting rooms ⁽²⁾ Web corner	

Customer profile

BUSINESS	51%	49%	LEISURE
DOMESTIC	59%	41%	INTERNATIONAL

Top 5 flagships to visit

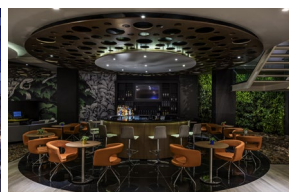
NEW YORK TIMES SQUARE
UNITED STATES



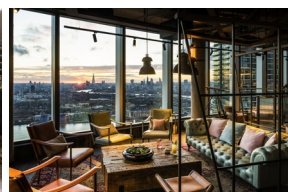
DUBAI AL BARSHA
UNITED ARAB EMIRATES



RJ BOTAFOGO
BRAZIL



LONDON CANARY WHARF
UNITED KINGDOM



BANGKOK SUKHUMVIT 20
THAILAND

