



ORIENT **O·E** EXPRESS

WHY INVEST IN ORIENT EXPRESS

ACCOR GLOBAL DEVELOPMENT

FEBRUARY 2019

ORIENT EXPRESS IS...

A PRECIOUS COLLECTION OF DESTINATIONS FOR CAPTIVATING ESCAPADES



## MYSTERIOUS DESTINATIONS

Orient Express hotels are mysterious destinations. Every single moment is suspended, on the edge of new encounters and discoveries.

The atmosphere is unpredictable, almost intriguing.

## TODAY, OUR AMBITION...

*To be regarded as the most forward-thinking, influential brand of luxury journeys.*

# ORIENT EXPRESS TOP 3 USPs

## WORLDWIDE BRAND AWARENESS

- Strong awareness > 60% in many countries, up to 90% in Europe
- Orient Express trains since XIXth century
- Orient & Occident (from London to Cairo)
- Culture & History (King of the trains and Train of the Kings...)

X

## A LUXURY JOURNEY TO ELSEWHERE

- A precious collection of destinations for captivating escapades
- A refined door to the unexpected: Orient Express welcomes travellers driven by curiosity and the desire to encounter other landscapes and other cultures
- Luxury markers: Craftmanship and noble materials, Etiquette Service, Orient Express Spa

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## ORIENT EXPRESS TRADEMARK COLLECTION

- OE Trains in operations for events
- Art of living range of products
- Strong partnerships
- Foundation

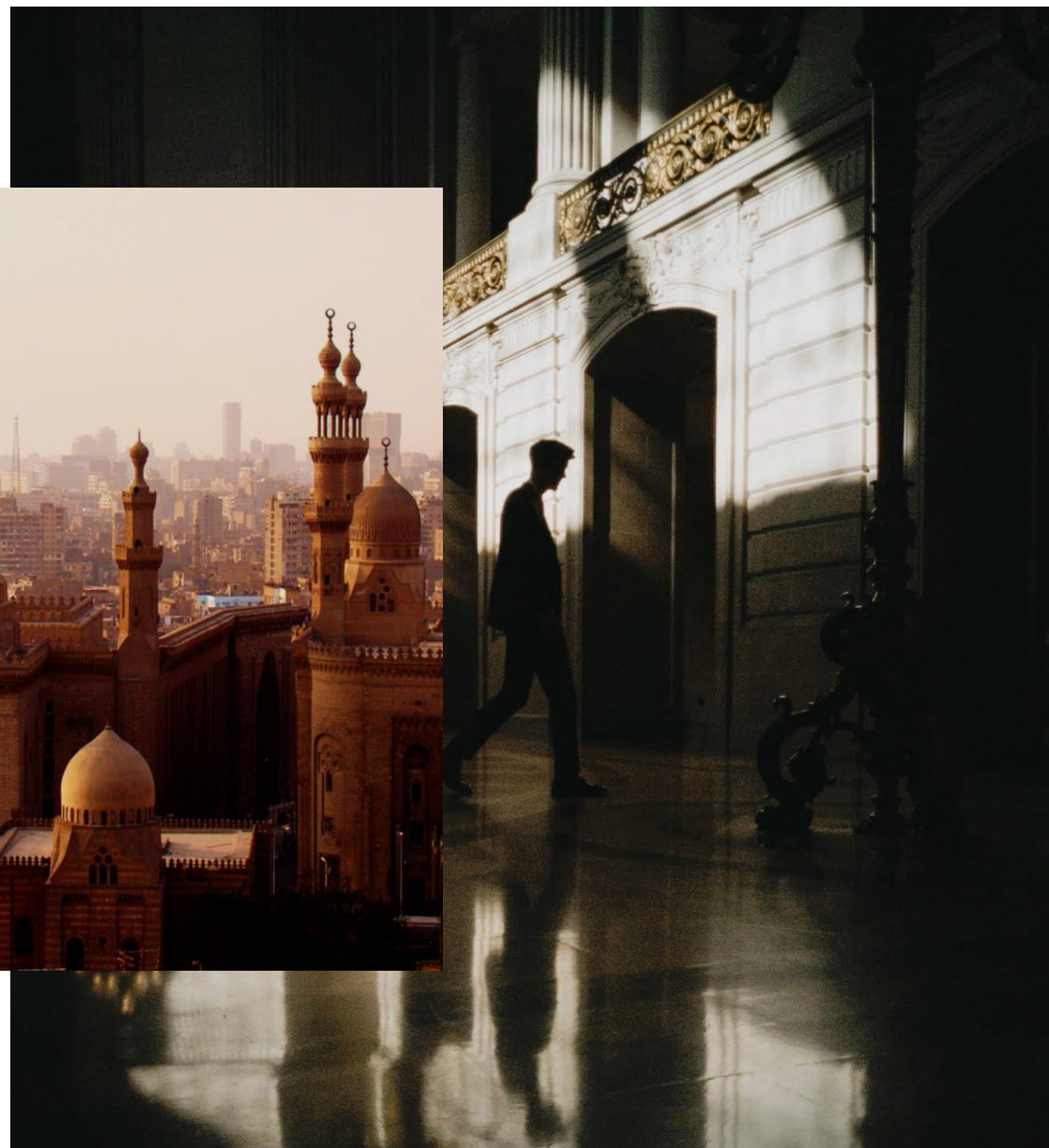
# A COLLECTION OF 10 PROPERTIES BY 2030

## LOCALLY INSPIRED

Orient Express returns today in a collection of hotels, places of life and intimacy reflecting the soul of each destination and its local culture.

Inspired by the mythical train, the Orient Express hotels are true sanctuaries of comfort and luxury.

Depending on the destination, travelers can either experience the calm of a sanctuary or the vibration of a place filled with liveliness.



# UPCOMING OPENING

*Orient Express Bangkok  
Mahanakhon, Thailand*  
**154 keys**

*Accor debuts World-First  
Luxurious Orient Express Hotel in  
Bangkok King Power Mahanakhon*





# TYPICAL ORIENT EXPRESS JOURNEY



## THE EXTERIOR FAÇADE

A spirit of harmony between the old and the new – classical timelessness mixes with modern refinement and small touches of oriental details.

The buildings exude a feeling of romance and charm while celebrating the spirit of travel and adventure captured through seemingly mysterious doorways and corridors beyond.



# TYPICAL ORIENT EXPRESS JOURNEY



## PASSAGES OF TIME

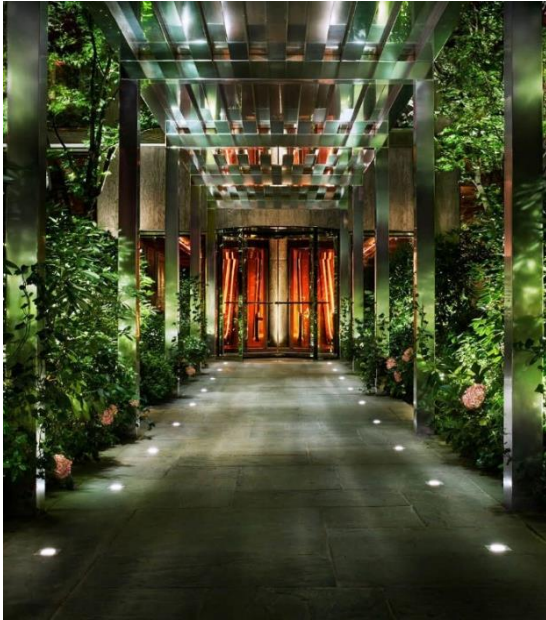
The Orient Express has history like no other hospitality brand. This history is built on the elegant passages of travel that created passages of time.

These stories deserve to be told through new passages in relevant time. The hotels are constructed and defined by intriguing passages, elegant corridors and modern bridges that bring the guest to discover new stories of their own.





# TYPICAL ORIENT EXPRESS JOURNEY



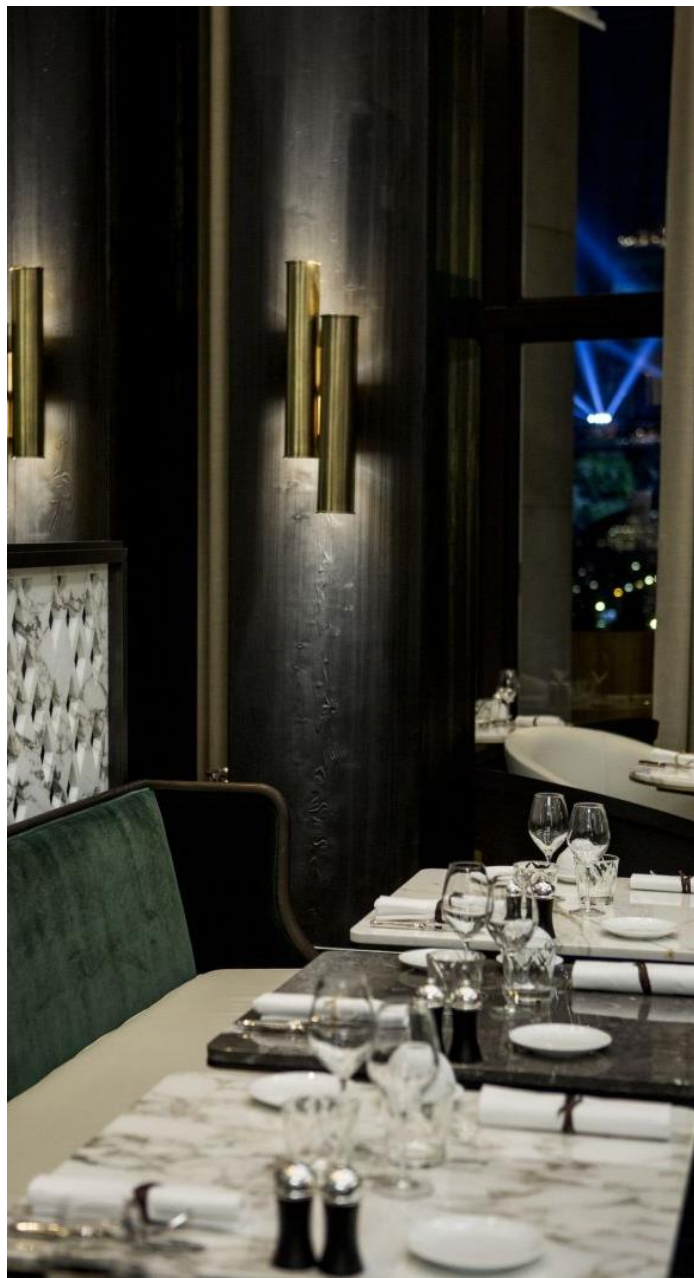
## GARDEN TERRACE

The garden terrace will inspire guests to dream by taking them to a place they could only once imagine: a vegetal and fantasized orient.

This will be a place for mesmerizing events, including high-end weddings or cocktail parties, or even a casual lunchtime brunch by the pool.



# TYPICAL ORIENT EXPRESS JOURNEY



## RESTAURANT

The restaurant's terrace will allow the flavors and experience to spill into the well-groomed gardens of nature. A smaller bar element and fireplace also make this a perfect area.

Purchasing the only remaining train carriages from the legendary Orient Express, guests can also choose to dine within the train car on special evenings under exclusive offering. This will be placed within the restaurant terrace.



# TYPICAL ORIENT EXPRESS JOURNEY



## GUEST QUARTERS

The guest rooms will be fitted with the luxury of craftsman perfection, adorned with treasures and motifs from exotic regions of travel.

It is the combination of French and Oriental cultures that give the rooms a unique look and feel, while 24 hour butler service caters to the guest(s) every need.



# TYPICAL ORIENT EXPRESS JOURNEY



## ORIENT EXPRESS SPA BY GUERLAIN

The Ottoman baths reflect a cultural combination, intertwining Orient and Occident into places of extreme indulgence.

In the same way, clients will be offered bathing rituals with multiple influences: thermalism, orientalism and pyreneism, for timeless moments.



## KEY PROGRAM



### SIGNAGE

The rebirth of this icon draws inspiration from the legendary train aesthetics.

Every single detail invites you to be part of an incredible journey through time and space.



## KEY PROGRAM

### MATERIALS, PATTERNS & FABRICS

Leather, natural and lacquered wood, Art Deco inspiration and a return to craftsmanship recall the train's original Golden Era, for a singular art of living.



## CRAFTSMANSHIP DESIGN

Its unmatched aesthetics and rigorous design showcases fine craftsmanship. Every object has its place and every detail its reason. Rare know-how and noble materials echo the original train's splendour, creating a permanent experience marked by emotion, exoticism and wanderlust.

Transported by this special sense of style and the promise of radical change from the everyday, Orient Express beckons you to discover another way of travelling, living and seeing the world.





### NOMADIC TRUNKS

Trunks are part of the history of the legendary train. They not only allowed travelers to take their belongings with them, but also to bring back souvenirs.

Everywhere in the hotel, the trunks serve experiences: they may bring tea, cocktails and even spa treatments in room.





### THE GREAT TRANSFORMATION

Each night, at dusk, the hotel reveals itself. The atmosphere changes, becoming sparkling and mysterious: light, smell, even staff uniforms are changing.

As with evenings on board the train, customers are invited to reveal themselves in their most beautiful attire, becoming part of the Orient Express myth.



### THE TEA CEREMONY

Combining Orient and Occident traditions, the tea ceremony is a moment of sharing and conviviality evoking the historic route of the Orient Express.

Ritualized, and delivered in a trunk, the Tea Ceremony offers guests an experience of exquisite discovery and total serenity.



ENCOUNTERS OF INSPIRING INDIVIDUALS

In an Orient Express hotel, one can come across an improbable variety of figures. Charismatic, strong and elegant, these characters will be accompanying the guests during their stay.

One of them: the Orientor, who will guide you and will participate in turning your arrival into a pleasant moment.

So many inspiring encounters that will provide thrilling moments, and inspiration for a lifetime.



UNIFORMS: BETWEEN LEGENDARY AND CONTEMPORARY

Drawing inspiration from the train legacy and its conductors, with small touches of local inspiration, the Orient Express uniforms convey a true sense of discovery.

Sophisticated references to the history with contemporary twists, it allows to board on a journey filled with discovery and exoticism.

ETIQUETTE AND OUTSTANDING SERVICE

Inspired by former conductors and staff, the Orient Express hotels teams, deliver an outstanding luxury service.

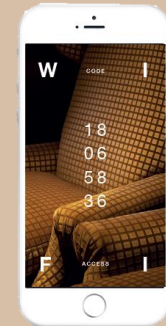
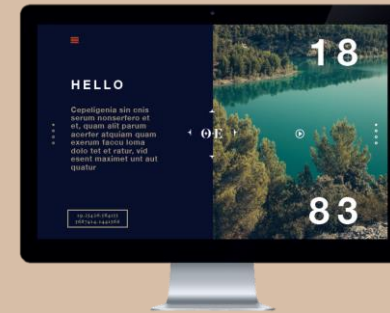
Just like their predecessors, the staff will be delighted to help with any request. Every detail will be taken care of, leaving guests an experience centered on the most important: enjoying the moment, without worrying about anything.





# ORIENT EXPRESS BRAND RECOGNITION

## ORIENT EXPRESS VISUAL IDENTITY APPLICATION: DINNER MENU



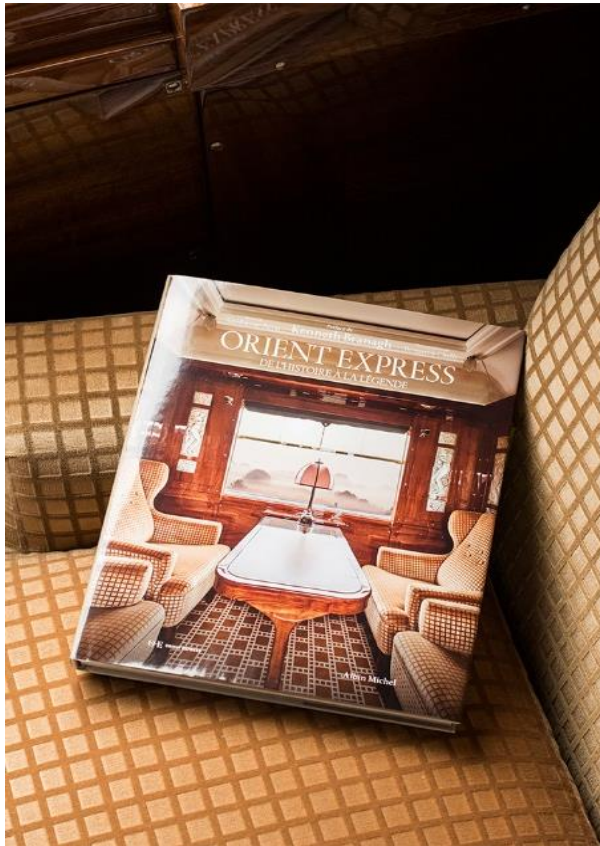
OVER 9,500 FOLLOWERS

- NEW FOLLOWERS: 5,964 since January 2018 (165% increase from previous period)
- AVERAGE ENGAGEMENT: 3,249 in June 2018 (144% increase since January 2018)

AUDIENCE LOCATION (COUNTRIES)



# A POWERFUL CULTURAL PRESENCE



- 2014 Exhibition "Once upon a time the Orient Express" at the IMA, Paris
- 2016 Presence at the FIAC, Paris
- 2017 Book "Orient Express: Legend of Travel", Assouline Editions
- 2017 "Orient Express ou la naissance du rêve ferroviaire", Albin Michel Editions (1st in the Transport category on Amazon)
- 2017 Partnership with the movie "Murder on the Orient Express"



In the past few years, Orient Express has worked to promote the culture of the mythical train. This has resulted in several events:



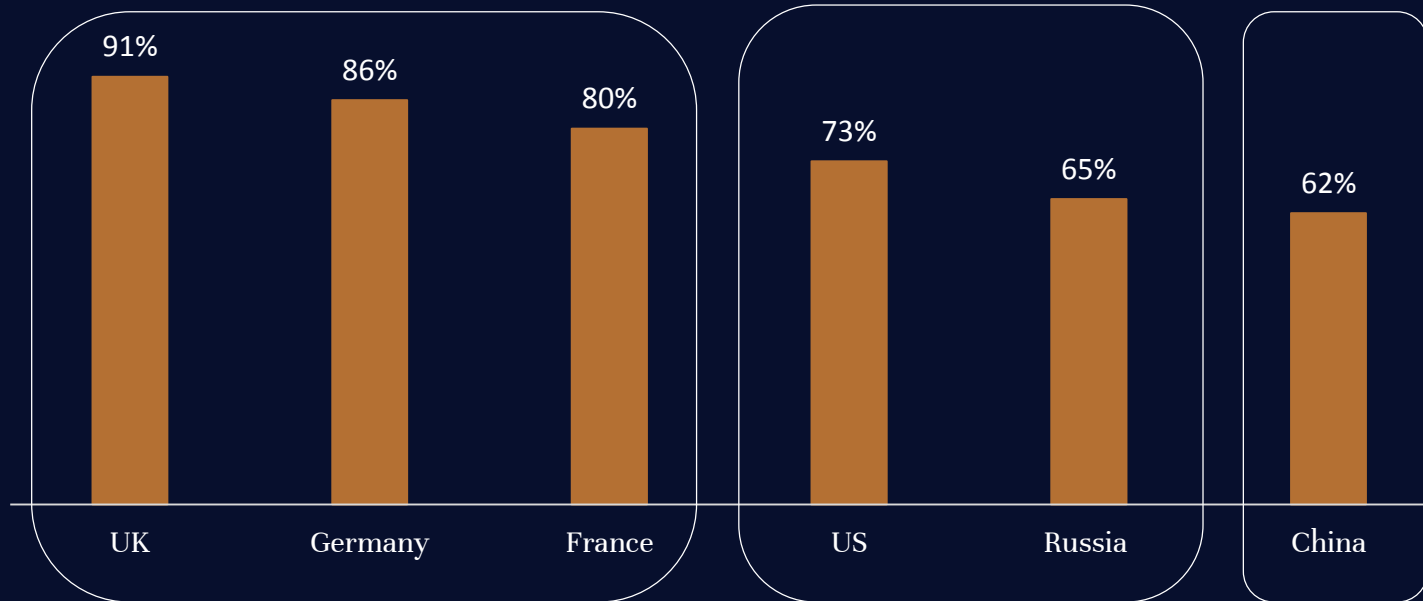
## A MYTH MORE ALIVE THAN EVER

Agatha Christie's novel, which related the investigation of her fetish hero – detective Hercule Poirot – in the legendary train, had previously received a film adaptation, directed by Sidney Lumet in 1974.

In December 2017, the release of Kenneth Branagh's version of "Murder on the Orient Express" shows how vivid the myth is still in people's minds. Orient Express was naturally an official partner of the movie.

The latter has earned more than \$350 million worldwide (on a \$55m budget).

## OVERALL BRAND AWARENESS

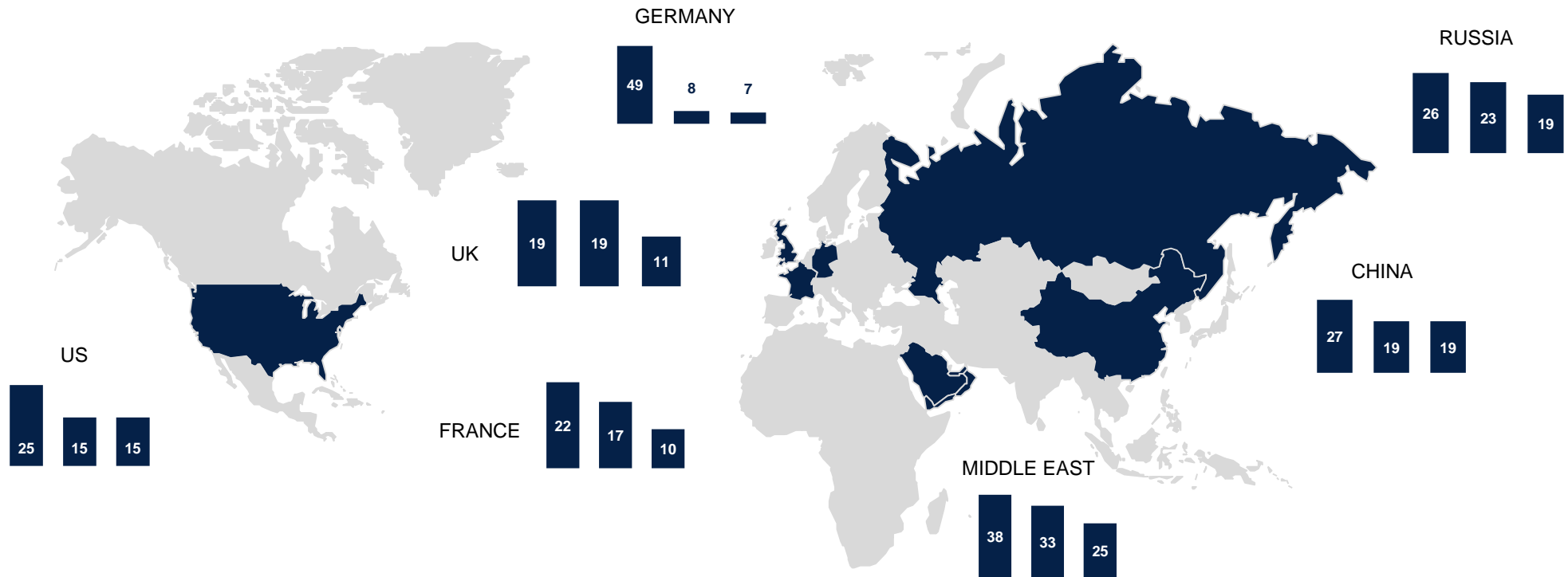


The name "ORIENT EXPRESS" enjoys incredible brand awareness around the world. The brand is notably associated with the words "travel", "luxury" or "refinement".

BCG quantitative research among 3500 respondents in France, UK, US, Germany, Russia, China and Middle East number of country associations as % of respondents aware of the Orient Express name.

# UNIVERSAL NAME PERCEIVED AS A BRIDGE BETWEEN EAST AND WEST

top 3 countries / regions associated to orient express by country



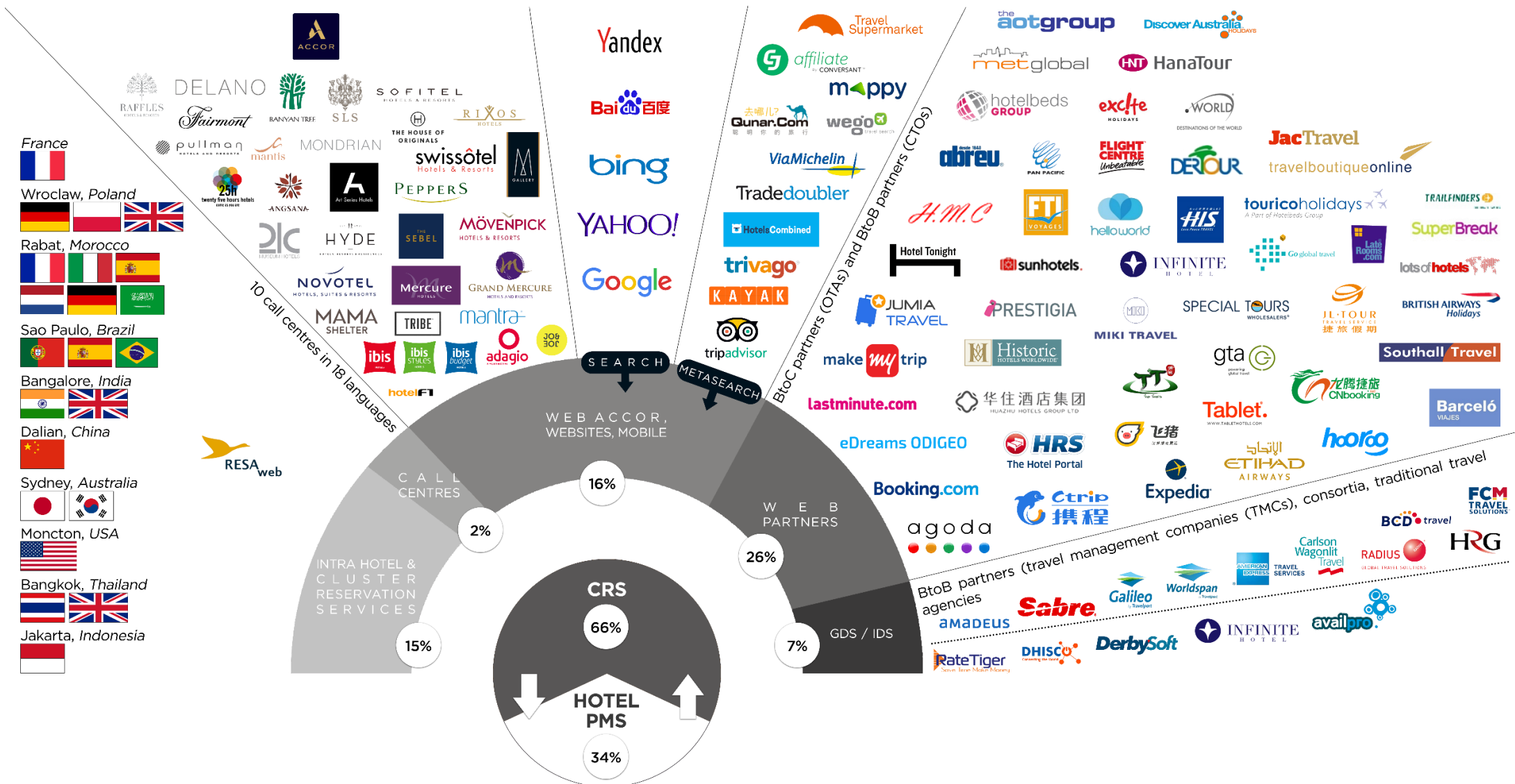
1. Note Several answers possible to the questions : What are the countries or regions most associated to the name Orient Express ?  
 2. Source BCG quantitative research among 3500 respondents in France, Germany, the United Kingdom, Russia, China and Middle East



# ACCOR DISTRIBUTION SOLUTION

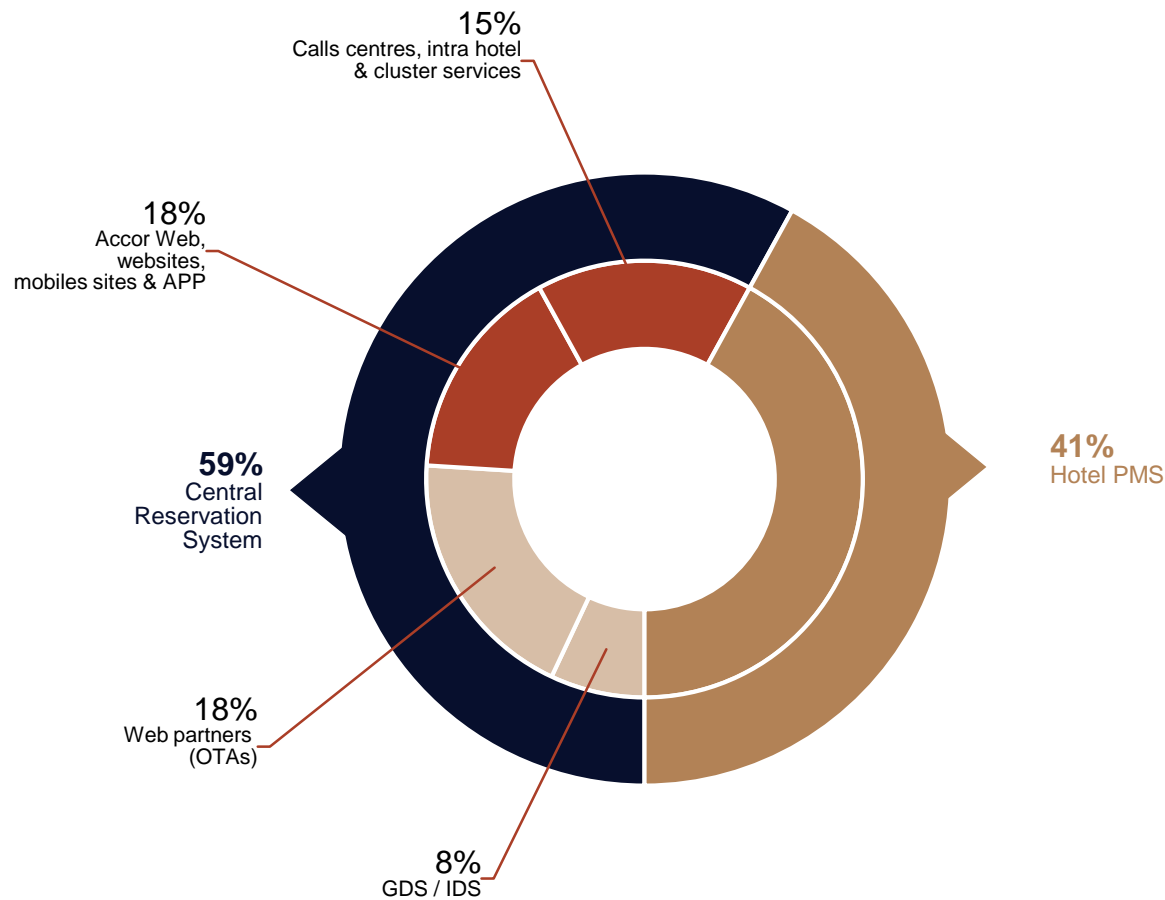
CRS OFFICIAL FIGURES AS OF END 2018

Accor offers > 110 Global Distribution Channels at Best Market Conditions



# DISTRIBUTION POWERED BY ACCOR FOR LUXURY AND PREMIUM BRANDS

OFFICIAL FIGURES AS OF END 2018



**FOCUS ON WEB**  
 AccorHotels.com + brands.com  
 + mobile websites + partner websites

**36%** WEB ACCOR & PARTNERS  
 ONLINE SALES FOR LUXURY & PREMIUM BRANDS

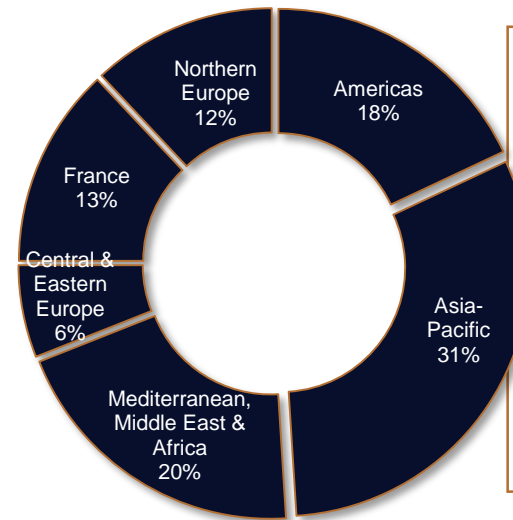
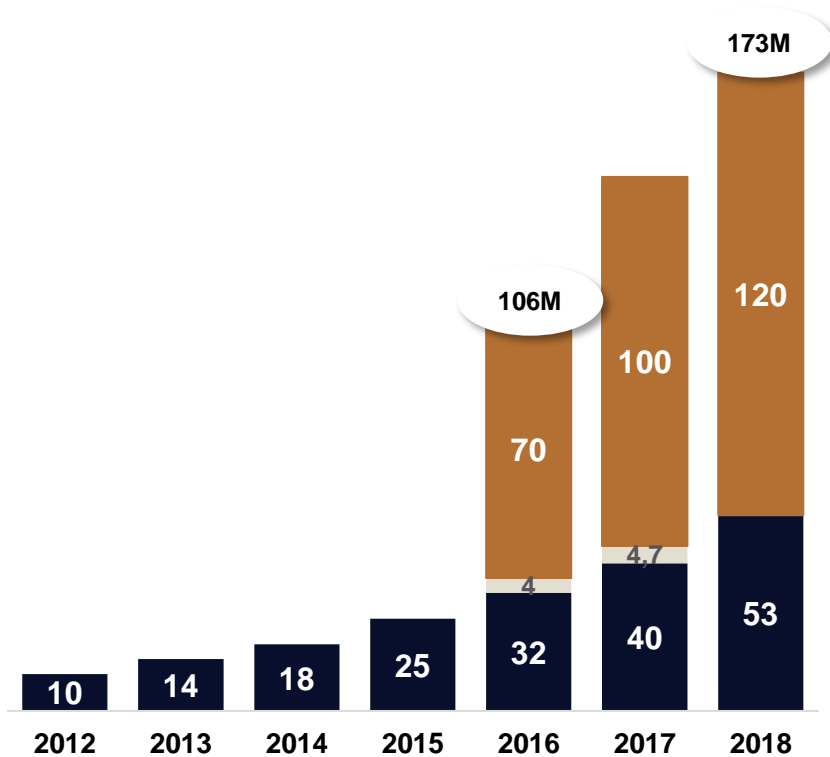
**1,786M€** ONLINE ROOM REVENUE  
 LUXURY & PREMIUM BRANDS

# ACCOR LOYALTY PROGRAM

LCAH OFFICIAL FIGURES AS OF END 2018

## Loyalty members - Worldwide

- Le Club AccorHotels
- FRS loyalty program
- Huazhu loyalty program



**A worldwide program:**

- 20 brands
- 3,500 hotels in 100 countries
- Free enrollment
- 100% web based program
- Partnerships with large Airlines loyalty program: Skyteam, One World, Star Alliance...

**>53 MILLION**  
MEMBERS WORLDWIDE

**+27,700**  
MEMBERS EVERY DAY

LE CLUB ACCORHOTELS REPRESENTS

**34.6%**  
OF ALL ROOMNIGHTS

# DEVELOPMENT CRITERIA

HOTELS

RESORTS

	AAA ultra city center location, historic conversion	WORLDWIDE
RECOMMENDED NUMBER OF ROOMS	70 – 200	70 – 200
ROOM AVERAGE SIZE	45 sqm and +	45 sqm and +
TGFA / ROOM	130 – 150 sqm	130 – 150 sqm
RECOMMENDED NUMBER OF ROOMS	80 – 110 villas	80 – 110 villas
ROOM AVERAGE SIZE	45 – 55 sqm + balcony	45 – 55 sqm indoor + balcony
TGFA / ROOM	110 – 160 sqm	110 – 160 sqm

- FOOD & BEVERAGE**
  - 2 Signature restaurants
  - 1 Destination Bar
  - Cigar Bar<sup>2</sup>
- WELL-BEING**
  - Orient Express Spa and Wellness
  - Luxury Fitness Centre
  - Swimming Pool (*mandatory for resorts*)
- MEETINGS**
  - Private Dining & Executive
  - Meeting rooms<sup>2</sup>
  - Ballroom<sup>2</sup>
  - Orient Express Concierge & Retail

	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
INTERNATIONAL CAPITALS KEY CITIES & RESORTS	●		
MAJOR DOMESTIC DESTINATIONS			
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS			

O·E

48"51' 59.681  
2"18' 41.886