



ORIENT EXPRESS

Journey to elsewhere

A myth for over 130 years, Orient Express remains the symbol of luxury travel and timeless refinement. The multicultural heritage of the legendary train will soon be transported to a collection of Orient Express hotels, taking travelers on a captivating journey to elsewhere.

orient-express.eu

ORIENT EXPRESS
BANGKOK MAHANAKHON
THAILAND
OPENING 2019



Unexpected · Captivating · Avant-gardist · Cultured

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MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ JO&JOE \ HOTELF1

FEBRUARY 2019

Pipeline

1 HOTEL & 154 ROOMS

Rare know-how and noble materials echo the original train's splendor, creating a permanent experience marked by emotion 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: a culture.

Development

New Built & Conversion

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

Top 3 unique selling propositions

WORLDWIDE BRAND AWARENESS

Strong awareness > 60% in many countries, up to 90% in Europe

Orient Express trains since 19th 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

= ORIENT EXPRESS TRADEMARK COLLECTION

OE Trains in operations for events

Art of living range of products

Strong partnerships

Foundation

Key programs

Craftsmanship design. Rare know-how and noble materials echo the original train's splendor, creating a permanent experience marked by emotion, exoticism and wanderlust.

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.

Orient Express Spa by Guerlain. 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.

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	● 70-200	● 80-110 villas
— Room average size ⁽¹⁾ (sqm)	● 45 and +	● 45-55 + balcony
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 130-150	● 110-160
FOOD & BEVERAGE	1 Signature restaurant (1 inc Breakfast) 1 Destination bar (consider OE train carriage) Hidden bar ⁽²⁾ Cigar Bar ⁽²⁾	
WELL BEING	Orient Express Spa and Wellness Luxury Fitness Centre Swimming Pool highly recommended	
MEETINGS, EVENTS & OTHERS	Private Dining & Executive Meeting rooms ⁽²⁾ Ballroom ⁽²⁾ Orient Express Concierge & Retail Kids Club ⁽²⁾	

Customer profile

TRANSIENT	84%	16%	GROUP
DOMESTIC	11%	89%	INTERNATIONAL

