



ORIENT EXPRESS
HOTELS

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

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

AUGUST 2019

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 \ GREET \ JO&JOE \ HOTELF1

Pipeline committed

1 HOTEL & 155 ROOMS
BANGKOK, THAILAND

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.

Under negotiation

5 HOTELS: LONDON, PARIS,
ROME, MILAN, FLORENCE

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

LEGENDARY MYTH & WORLDWIDE AWARENESS

A legendary myth created in 19th century
A bridge but from London to Cairo
King of the trains and Train of the Kings and Celebrities
Strong awareness > 60% in many countries, more than 90% in UK

+ A STRONG BRAND ENCAPSULATING A HOTEL COLLECTION

A strong brand: hotels are linked by a common thread in terms of Orient Express experiences & services
A collection of hotels: properties present unique identities reflecting the destination with a touch of locally inspired exoticism

+ ORIENT EXPRESS TRADEMARK & EQUITY

Orient Express Train in operation for events
Art of living range of products
Foundations & partnerships

Key programs

A cast of characters. Orient Express commits to bringing guests together with distinct personalities that have a story to tell and experiences to share. The Orient Express staff become the highlight of the guest experience.

Wagon-Bar. Inspired by the original train design, the OE Speakeasy takes guests on a journey through time once they've uncovered the mystery of the bar's secret location.

The great transformation. Each day, as night falls, the hotel reveals itself. The mood shifts from local exoticism to more intimate, more mysterious atmospheres. All five senses are re-evoked, with changes to light, scent, design, sound and experience.

Orient Express Spa by Guerlain. Inspired by past traditions and Ottoman baths, Orient Express Spa by Guerlain learns from ancient wisdom to offer timeless rituals in places of extreme indulgence.

Programming

(1) 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)	● 110-150	● 110-160
FOOD & BEVERAGE	1 Signature Restaurant 1 Specialty Dining ⁽²⁾ 1 Private Dining ⁽²⁾ 1 Destination Bar with Wagon Bar	
WELL-BEING	Orient Express Spa by Guerlain Luxury Fitness Swimming pool (<i>mandatory for resorts</i>)	
MEETINGS, EVENTS & OTHERS	Rooftop Terrace (<i>preferred</i>) / Terrace / Garden / Courtyard ⁽²⁾ Executive Meeting rooms ⁽²⁾ Exclusive Orient Express Retail & Concierge	

Customer profile

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

