

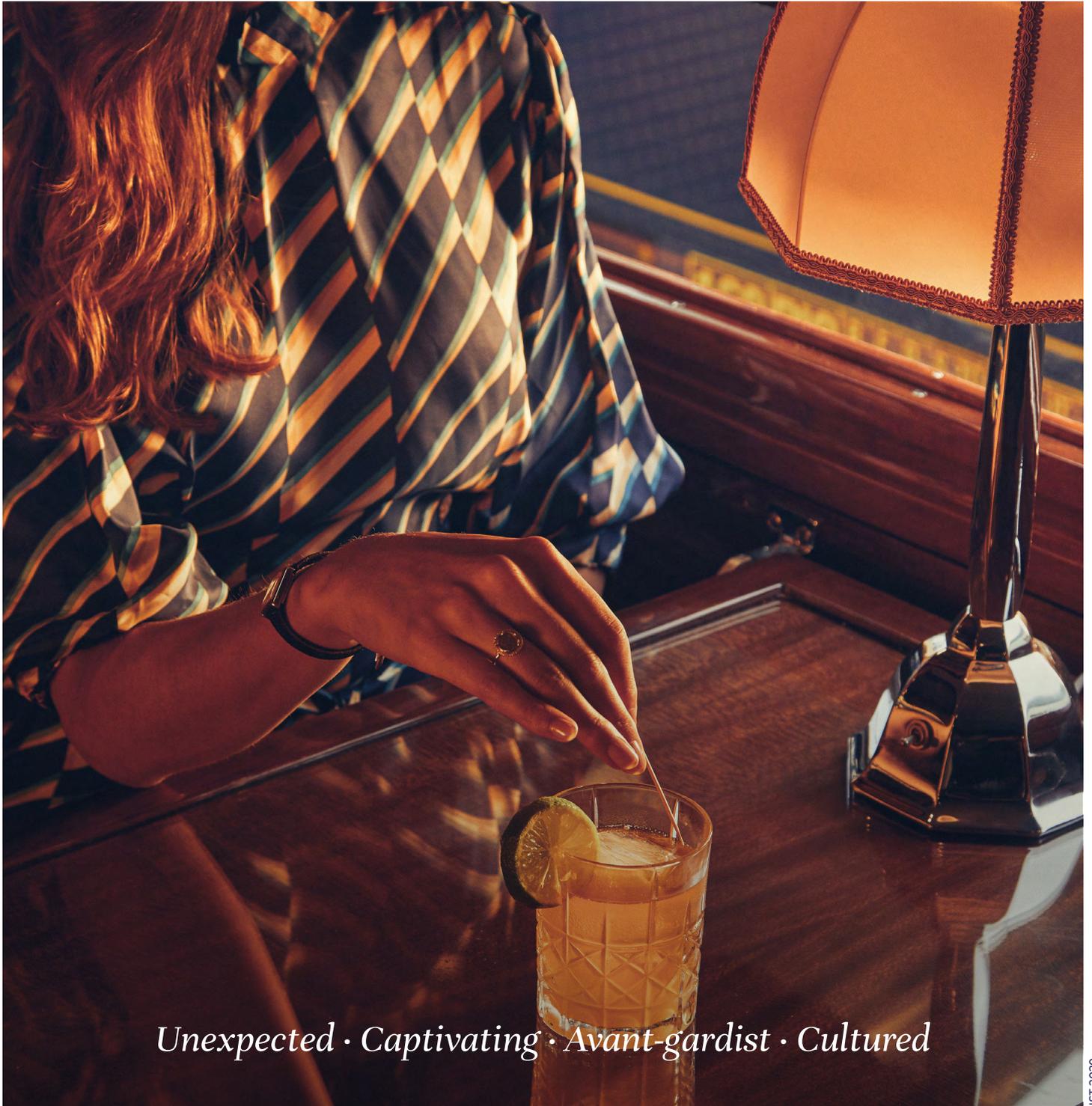


**ORIENT EXPRESS**  
HOTELS

## *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](http://orient-express.eu)



*Unexpected · Captivating · Avant-gardist · Cultured*

FIND YOUR LOCAL DEVELOPER CONTACT ON [GROUP.ACCOR.COM/HOTELDEVELOPMENT](http://GROUP.ACCOR.COM/HOTELDEVELOPMENT)

AUGUST 2020

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

## Under negotiation

5 HOTELS  
LONDON, PARIS, ROME, MILAN, FLORENCE

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

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

## Top 3 unique selling propositions

### INSPIRED BY THE MYTH

Orient Express is a myth which goes back to 1883 – since then, the internationally renowned name has always been synonymous with travel, luxury and refinement.

Today, the brand is offering a resolutely modern interpretation of this Myth.

### + OVERALL BRAND AWARENESS

The name "Orient Express" enjoys incredible brand awareness around the world, with an average awareness of 86% in Europe (up to 91% in U.K.) and more than 60% in key feeder markets (China, U.S.A., Russia).

### + INVESTORS' ASSURANCE

135 years of brand heritage  
Cross-cultural perception  
Finest design & craftsmanship  
Etiquette & outstanding service

## Passions

### Nomadic Design

At Orient Express, always on the move citizen of the world experience a design combining state of the art refinement and innovative modularity to create unpredictable atmospheres.

### Unexpected Encounters

At Orient Express hotels you never know discoveries you are going to make or who you are going to run into, but you know it will be enriching.

### Spirit of the Orient Express

A stay at Orient Express is the exploration of a myth built upon a historical legacy and stories from bigger-than-life travelers.

### Elemental Well-being

Orient Express hotels offer a selection of rituals and treatments going back to the roots of the ottoman baths tradition to help you reach serenity.

## Programming

ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 70-200	● 80-110 villas
— Room average size <sup>(1)</sup> (sqm)	● 45 and +	● 45-55 + balcony
— Total Gross Floor Area <sup>(1)</sup> (sqm)	● 110-150	● 110-160
FOOD & BEVERAGE	1 Signature Restaurant 1 Specialty Dining <sup>(2)</sup> 1 Private Dining <sup>(2)</sup> 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 <sup>(2)</sup> Executive Meeting rooms <sup>(2)</sup> Exclusive Orient Express Retail & Concierge	

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

## Customer profile

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

