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
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.

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
— Average number of rooms
— Room average size (sqm)
— Total Gross Floor Area (sqm)

FOOD & BEVERAGE
1 Signature Restaurant
1 Specialty Dining
1 Private Dining
1 Destination Bar with Wagon Bar

WELL-BEING
Orient Express Spa by Guerlain
Luxury Fitness
Swimming pool (mandatory for resorts)

MEETINGS, EVENTS & OTHERS
Rooftop Terrace (preferred) / Terrace / Garden / Courtyard
Executive Meeting rooms
Exclusive Orient Express Retail & Concierge

Customer profile

TRANSIENT
DOMESTIC
GROUP
INTERNATIONAL

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