



## *Our world is your playground*

Hotels and resorts in tune with today's mobile world, blending peak performance and personal well-being. A vibrant place where global nomads can feel at their very best, whether on business or leisure.

[pullmanhotels.com](http://pullmanhotels.com)

PULLMAN KING POWER  
BANGKOK  
THAILAND

*Pioneering · Stylish · Accomplished · Invigorated*

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

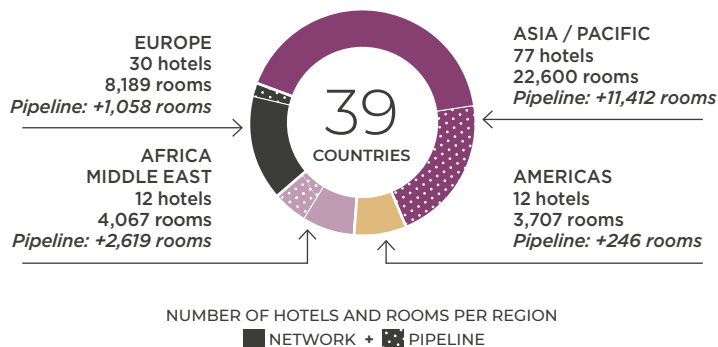
RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFTEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFTEL \ THE HOUSE OF ORIGINALS  
RIXOS \ ONEFINESTAY \ MANTIS \ MALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSA  
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO  
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ JO&JOE \ HOTELFI

## Network

131 HOTELS & 38,563 ROOMS

## Pipeline

53 HOTELS & 15,335 ROOMS



## Development

New Built & Conversion

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

## Top 5 latest openings

Tokyo Tamachi, Japan, 143 rooms  
Luang Prabang, Laos, 123 rooms  
Fuzhou Tahoe, China, 258 rooms  
Yangon Centrepoint, Myanmar, 298 rooms

## Top 3 unique selling propositions

### LEADING CONTEMPORARY DESIGN HOTEL BRAND

N°1 perceived design brand by customers  
versus competitors

Distinct work/play concept, which is translated  
across all touch points, services, products and  
design: The Junction, MEET/PLAY design, Artist  
Playground

Rail travel heritage and pioneering spirit provides  
strong foundation for contemporary approach

### X GROWING MOMENTUM

130 hotels in 10 years and 50 openings  
planned until 2030

Leveraging both business and leisure  
markets and opportunities

MICE steady space programming  
> 1000 sqm minimum (HARD)  
and MICE strong programmes (SOFT)

### = HIGH PERFORMANCE BUSINESS MODEL

Large number of keys - 300 rooms

Premium positioning in premium locations  
plus business oriented driving higher global  
average room rates

Additional MICE & F&B revenue

## Key programs

**Artist Playground.** Innovative and inspiring pieces of art easily visible to  
all guests, highly unexpected in the hotel's communal space.

**The Junction at Pullman.** The Junction is a fresh new take on the lobby  
concept and is at the very heart of the Pullman guest experience. It is  
a destination in itself, a dynamic, vibrant and happening place where  
global nomads check in and out, meet and mingle, work and play.

**Sarah Hoey Wellbeing Program.** Pullman is strengthening its  
commitment to wellbeing with a program designed to help travelers  
adopt a healthier lifestyle. This holistic approach was developed in  
collaboration with Pullman's Wellness Coach, Sarah Hoey. It is based on  
the four universal pillars of health: SLEEP, FOOD, SPORT and SPA.

**Artnight.** An exclusive signature event hosted by a Pullman hotel, built  
around contemporary art and design. A fresh and exciting way for  
our guests to discover the hotel (Spaces, key features and personality)  
through stylish contemporary parties.

## Programming

(1) For AAA ultra city center, historic conversion,  
the room size and areas can go down by 15-20%  
(2) Based on market demand (3) For resorts

ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 200-450	● 200-450
— Room average size <sup>(1)</sup> (sqm)	● 30-36	● 36-42 + balcony
— Total Gross Floor Area <sup>(1)</sup> (sqm)	● 75-110	● 82-120
FOOD & BEVERAGE	Locally Relevant Restaurant Destination Bar	Active Breakfast & Early Bird Coffee Cart Bites-on-Wheels <sup>(3)</sup>
WELL BEING	Swimming pool <sup>(2)</sup> Fitness centre & spa <sup>(2)</sup>	Sarah Hoey fitness programme and minimum 2 treatment rooms
MEETINGS, EVENTS & OTHERS	The Junction Generous ballroom & meeting space (1,000 sqm minimum)	Artist Playground The Hub and Teens Only Programme <sup>(3)</sup>

## Customer profile

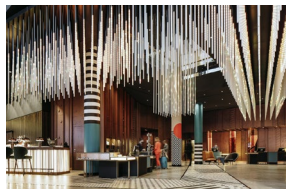
BUSINESS	42%	58%	LEISURE
DOMESTIC	59%	41%	INTERNATIONAL

## Top 5 flagships to visit

LONDON ST PANCRAS  
UNITED KINGDOM



BERLIN SCHWEIZERHOF  
GERMANY



PHUKET ARCADIA NAITHON  
BEACH THAILAND



BANGKOK KING POWER  
THAILAND



SÃO PAULO VILA OLÍMPIA  
BRAZIL

