

RAFFLES
HOTELS & RESORTS

An oasis for the well travelled

A true pioneer of worldly elegance and hospitality. An iconic brand where each Raffles hotel offers gracious warm and discreet service, delivering emotional luxury to the well travelled guests. Legendary service since 1887.

raffles.com

RAFFLES SINGAPORE



Gracious · Intuitive · Sumptuously pampered · Perfectly understood

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

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFTEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFTEL \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGANA
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ JO&JOE \ HOTELF1

RAFFLES

CLASSIC - LUXURY
INTERNATIONAL 5 STARS

93/100

HIGH E-REPUTATION
PERFORMANCE & POSITIVE
GUEST PERCEPTION

90€

BRAND AVERAGE RATE PREMIUM
VERSUS
INDEPENDANT HOTELS

84%

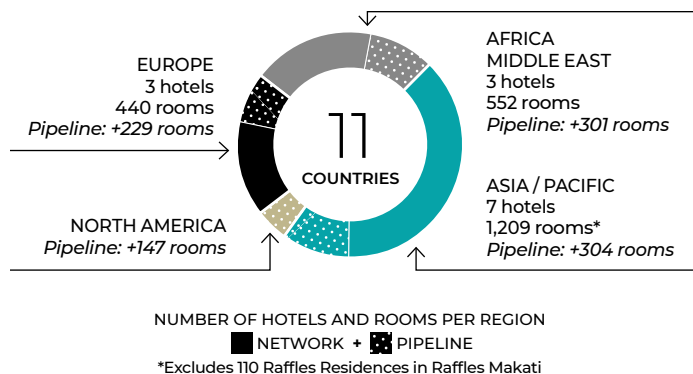
OF GUESTS
QUALIFY RAFFLES
AS ICONIC

Network

13 HOTELS & 2,201 ROOMS

Pipeline

8 HOTELS & 981 ROOMS



Development

New Built & Conversion

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

Upcoming properties

Shenzhen, China, 154 rooms (2019)
Udaipur, India, 101 rooms (2019)
London, United Kingdom, 125 rooms (2020)
Mykonos, Greece, 104 rooms (2021)
Dubai The Palm, United Arab Emirates, 121 rooms (2021)

Top 3 unique selling propositions

ICONIC DESTINATIONS

Small exclusive portfolio of unique hotels in AAA locations in key cities
Every hotel is a distinctive and remarkable landmark, an icon of its destination
Every hotel is tailor made and enhances the owner's personal vision

EMOTIONAL LUXURY SUPPORTED BY LEGENDARY SERVICE

High end luxury standards
Dedicated teams sharing the same passion for excellence: from design & construction, training, operations, to personalised, intuitive, attentive & discrete service

RAFFLES HOTEL PLUS BRANDED RESIDENCES FOR SALE LEVERAGES THE BRAND BUSINESS MODEL PROFITABILITY

Unique value proposition driving additional revenue & fees and brand premium with Residential owners using hotel's paying services
Home Owner Association operations & optional rental pools

Key programs

The Butler. "Service like a Gentle Breeze" You never realize they are there, but you always miss them when you leave. A personal assistant who anticipates your needs, personalises your stay and transforms your experience into one of pure emotional luxury. Perfectly discreet, perfectly attentive.

Long Bar. The vibrant heart of the hotel - a lively destination bar with a warm welcoming atmosphere where local community and hotel guests come together to celebrate the life of the destination. Signature long bar, signature cocktails & rituals connected to the hotel and location.

Personality Suite. Named after historical luminaries relevant to hotel history or culture. Showcases art, literature, photographs, memorabilia, music or movies related to the luminaries and their passions.

Raffles Curator. Be it the Resident Historian, Art Concierge or Marine Biologist, each Raffles has a curator who brings to life the historical or cultural heritage of the hotel, and its role in the cultural landscape of the destination.

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

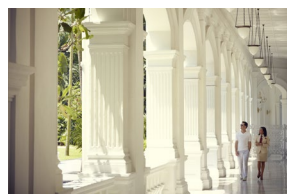
ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 100-200	● 60-100 villas
— Room average size ⁽¹⁾ (sqm)	● 60 and +	● 90
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 130-115	● 170-210
FOOD & BEVERAGE	1 Signature restaurant (inc Breakfast) Speciality restaurant ⁽²⁾ 1 Long bar (urban only – can be branded matching market) 1 Writers bar Raffles Patisserie	
WELL BEING	Raffles Spa ⁽²⁾ Luxury fitness centre	Swimming pool
MEETINGS, EVENTS & OTHERS	Meeting rooms ⁽²⁾ Ballroom ⁽²⁾	Raffles library Business Centre available

Customer profile

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

Top 5 flagships to visit

SINGAPORE
SINGAPORE



LE ROYAL MONCEAU, PARIS
FRANCE



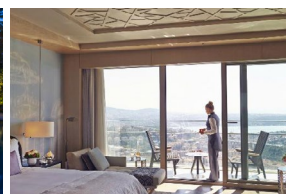
DUBAI
UNITED ARAB EMIRATES



GRAND HOTEL D'ANGKOR
CAMBODIA



ISTANBUL
TURKEY



All figures as of end 2018