



## WHY INVEST IN RIXOS

ACCOR GLOBAL DEVELOPMENT  
AUGUST 2019



Rixos offers unique, exclusive escapes that go beyond the bounds of imagination to open a new world of horizons for our guests.

Our expertise for balancing vibrant, luxury ambience with multi-generational adventures truly defines the Rixos experience.

Rixos makes holiday dreams come true.



## RIXOS HISTORY

I established Rixos Hotels in 2000 in Antalya, the capital of Turkey's tourism industry. The concept of "All Inclusive - All Exclusive" was developed at Rixos Hotels and represents our commitment to reinventing the all-inclusive concept for the luxury market.

Today, our culture is firmly grounded in our people and our approach to customer excellence. Our employees are proud members of a big family who are passionately welcoming a million guests a year.

Since our inception, we have taken great pride in our relationships with our business partners, developers and tour operators, as we seek to create new destinations for our guests.

Mr. Fettah Tamince

# ALL INCLUSIVE, ALL EXCLUSIVE

## TOP 3 USP's

1

All inclusive package with room, restaurants, bars, land and water activities, beach clubs, sports, kids club, wellness, entertainment...



Rixos Seagate Sharm El Sheikh, Egypt

2

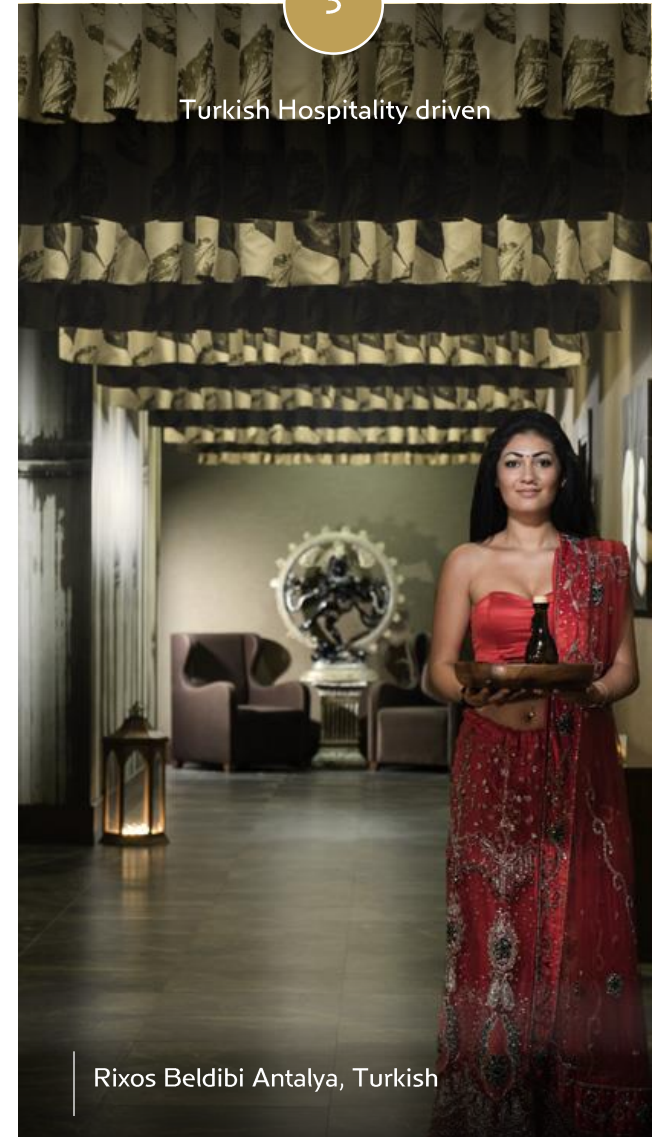
Unique Luxury/Premium resorts positioning with highly qualitative offerings



Rixos Premium Bodrum, Turkey

3

Turkish Hospitality driven



Rixos Beldibi Antalya, Turkish

1

Large sized resorts from 300 to 750 keys  
& huge range of offerings (restaurants & bars, activities & pools, kids club...)



Rixos Premium Sharm El Sheikh, Egypt

2

Resorts experts: spa expertise,  
resort programming, design & construction



Rixos Premium Goccek Mugla, Turkish

3

Mostly important:  
professional entertainers



Rixos Seagate Sharm, Egypt

1

Luxury/premium positioning plus all inclusive formula drive the highest level of pricing in the resorts industry

Rixos Bab Al Bahr, United Arab Emirates

2

Strong momentum in leisure/resorts distribution where revenue is secured months in advance plus Accor digital distribution expertise leverages additional revenue from high contributing individuals

3

Partnerships with third party entertainment, restaurant brands, venues and retail generate additional revenue and fees

Rixos Dubai JBR, United Arab Emirates

# PROFESSIONAL ENTERTAINMENT

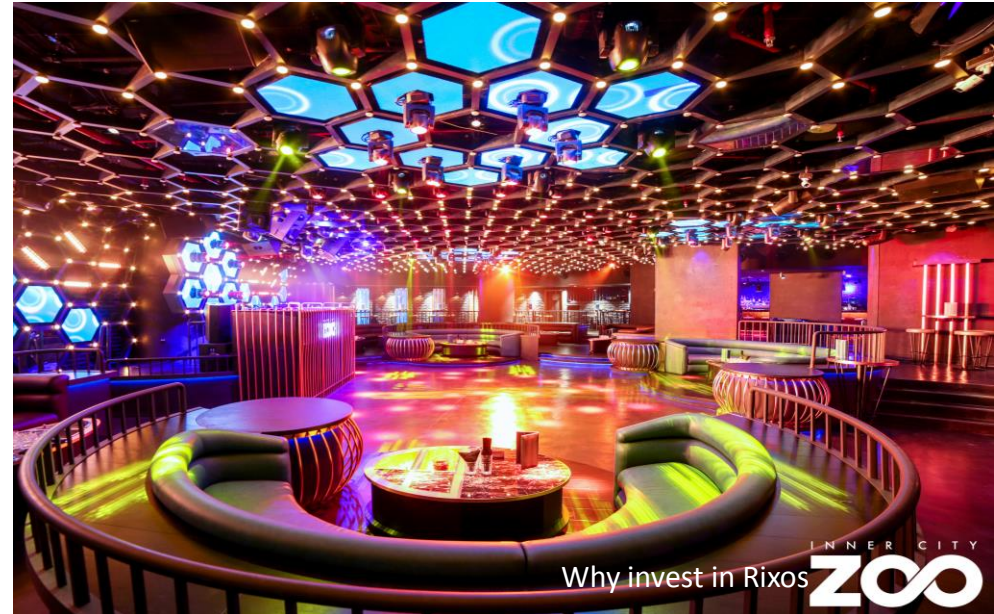
## LIVELY CULTURAL FESTIVE

*Spectacular shows and breath-taking performances by professional artists and experts mean our breath-taking entertainment is the focal attraction in our properties.*

*Our programme of entertainment sees more than 800 events, shows and concerts held each year.*



Over 1,600  
events every  
year



INNER CITY  
Why invest in Rixos **ZOO**

# TURKISH HOSPITALITY

## THE RIXOS TURKISH FLAIR

*Deeply rooted in our approach to hospitality are our Turkish origins and traditions.*

*Turkish accents infuse the guest experience from the authentic Hammam at the heart of each Rixos spa to our renowned restaurants proffering delectable feasts of International, Turkish and local tastes & aromas.*



# JOURNEY OF FLAVOURS

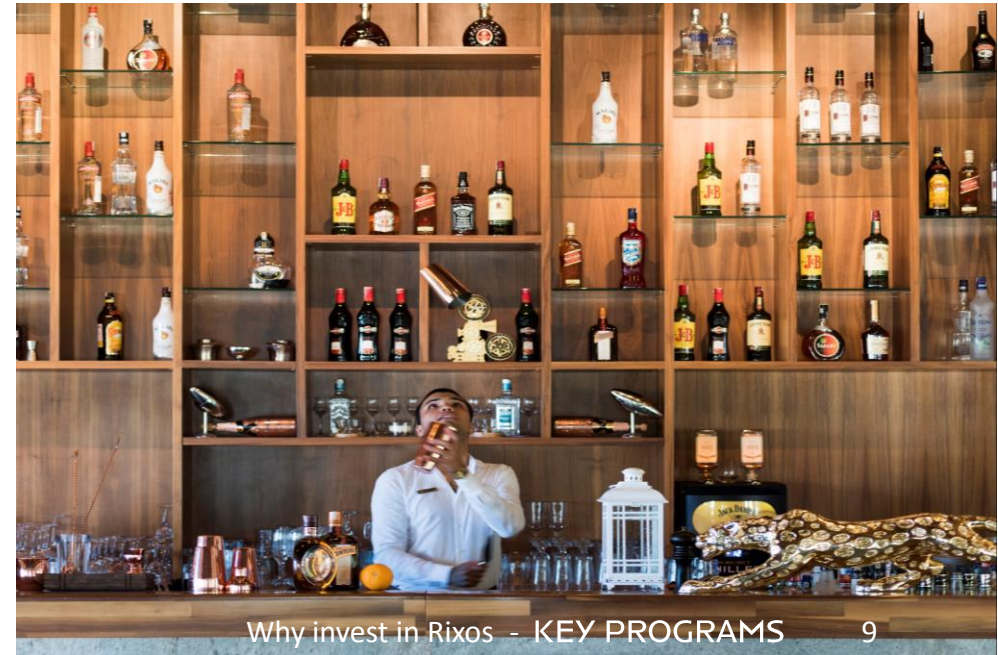
## GUSTATORY PLENTIFUL DELECTABLE

*Turkish, local and international cuisine, served in an epicurean ambience to indulge our guests. A wide variety of concepts is on offer from high-end buffets to exquisite a-la-carte restaurants.*

*Bountiful buffet tables, unrivalled variety and exceptional quality are hallmarks of our passion for food.*



Experience  
different  
food  
every  
day



# BESPOKE WELLBEING

## RITUALS RENEW REVITALISE

*Wellbeing is a way of life expressed throughout the Rixos experience. From our guest rooms & indulgent spa rituals, to improving fitness through our infinite sports programmes.*

*Each touchpoint makes certain our guests depart reconnected and rejuvenated.*

Wide Spas  
up to 12  
treatment  
rooms



Why invest in Rixos - KEY PROGRAMS

# RIXOS BRAND PROGRAMMES

## The essentials

*Through our professionally run brand programmes we embrace our vibrant atmosphere and offer our guests the very best in entertainment, artistic, edutainment, gastronomic, wellbeing and sporting activities.*



# CONCERTS & SHOWS

Live the experience  
Live the Rixos Festivals

*Concerts and shows are the most emblematic expression of the Professional Entertainment passion.*

*Renowned musicians, international DJ's, dancers, stage designers, sound and lighting experts come together to realise the most breath-taking performances.*



# RIXOS FESTIVALS

Live the experience  
Live the Rixos Festivals

Deeply passionate about entertaining our guests, Rixos Festivals are organised to fit the many different tastes of our many different guests. A best practise in the Antalya region is May Fest: an extraordinary party week that is organised every year.

The festivities are spread over multiple locations at our hotels in the region, accessible to both hotel guests and (local) visitors. International artists perform the most incredible shows you have ever seen in a resort.



## RIXY CLUB

Guaranteed fun  
for the little ones

Rixy club offers a privileged all-round experience for children, from 6 months to 17 years old. Making them feel special at every moment of their stay. Education meets entertainment so children can enjoy both meaningful and fun activities.

Enormous waterparks and playgrounds, cosy multimedia rooms, cinemas & special entertainment stages ensure kids' enjoyment, always under careful supervision of experts.



# INFINITY BUFFET

Cornerstone of the Rixos  
F&B experience

In an elegant setting, guests can find a great variety of Turkish, local and international food of the highest quality.

The opening hours are flexible to accommodate the rhythm of each guest. Open kitchens offer live-cooking sessions, blending F&B with entertainment.

To enhance the experience, a health chef and a baby chef await to take care of all needs.

# TURKISH BATH

## Traditional Hammam

Rixos offers the best Turkish bath rituals.

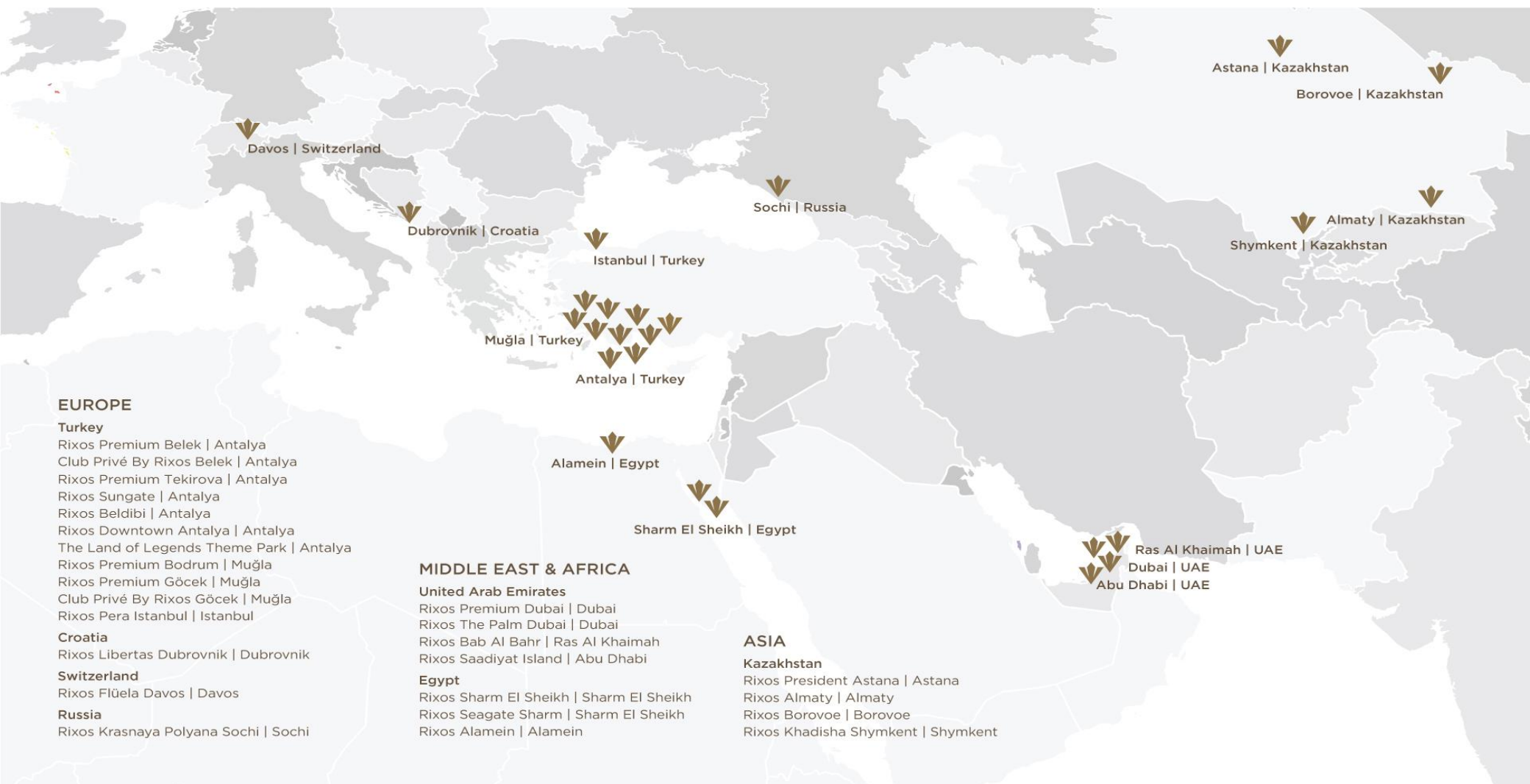
Guests are cared for in a traditional decor with beautiful mosaics, where expert hands introduce them to a foam treatment and coarse peeling.



# RIXOS NETWORK & PIPELINE

**Rixos Resorts:** 19 hotels with 7,935 rooms in network  
& 1 hotel with 104 rooms in pipeline

**Rixos World:** 1 hotel with 401 rooms in network





## Rixos Premium Belek

TURKEY  
739 ROOMS





## Rixos Premium Tekirova

TURKEY  
770 ROOMS





## Rixos The Palm Dubai

UNITED ARAB EMIRATES

230 ROOMS

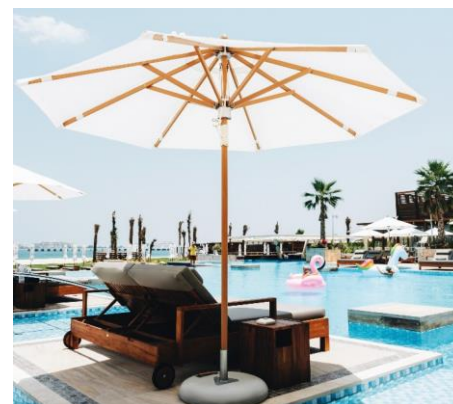




## Rixos Premium Dubai JBR

UNITED ARAB EMIRATES

443 ROOMS





## Rixos Libertas Dubrovnik

CROATIA  
254 ROOMS





Rixos World

TURKEY  
401 ROOMS



# RIXOS BRAND PROGRAMMING BY EXPERIENCE

## RIXOS RESORTS ALL INCLUSIVE ▪ ALL EXCLUSIVE



## RIXOS WORLD NATURAL ENTERTAINERS

BEACH, NATURE and URBAN Resorts.

**CLUB PRIVÉ by RIXOS**  
Club Privé by Rixos offers a brand-new approach to luxury holidays: privacy and exclusivity with access to all services and experiences of the all-inclusive resort.

### COMMON DNA

- Luxury resorts where holiday dreams come true
- Unrivalled choice of activities & state of the art facilities
- Cultural, artistic and educational experiences
- Exceptional quality and variety of dining options
- Rixy Kids Clubs for toddler to tweens

Beach-front Location

Average hotel size: 434 keys

Recommended room count:  
300 – 750 keys

Average room size: 40sqm +

TGFA/room: 150sqm +

Land required 6+ hectares

F&B: All Inclusive only

- 1 All Day Dining Restaurant
- 3 – 7 restaurants a la carte (at least 1 Turkish & 1 local cuisine)
  - 3 or more bars
- Lounge, disco and show stage
- Spa, Turkish Bath and Treatment Rooms
  - 2 or more swimming pools
  - Fitness Centre

Large Rixy Kids Club

Meeting spaces and ballroom

Hotel and Theme/Aqua Park

Average hotel size: 401 keys

Recommended room count:  
400 – 600 keys

Average room size: 40sqm +

TGFA/room: 100sqm +

Land required 20+ hectares

F&B: All Inclusive, B&B or HB

- 1 All Day Dining restaurant
- 3 – 5 restaurant partnerships
- 1 or more bar
- Spa, Turkish Bath and Treatment Rooms
- 1 or more swimming pool
- Large aqua park or theme park

Large Rixy Kids Club

Retail

Global entertainment expertise.

Rixos World is a unique world of entertainment where attractions, shopping and hospitality meet to offer exceptional dream experiences for the entire family.

- Rixos Hotel with signature Rixos offerings for families & friends
- World class entertainment with creative partnerships such as Franco Dragone
- Out of this world aqua park with water coaster, slides and rides
- Premier dining venues including global partnerships
- Shopping mall and retail

## RIXOS BRAND COMMUNICATIONS



### What Is Real Luxury?

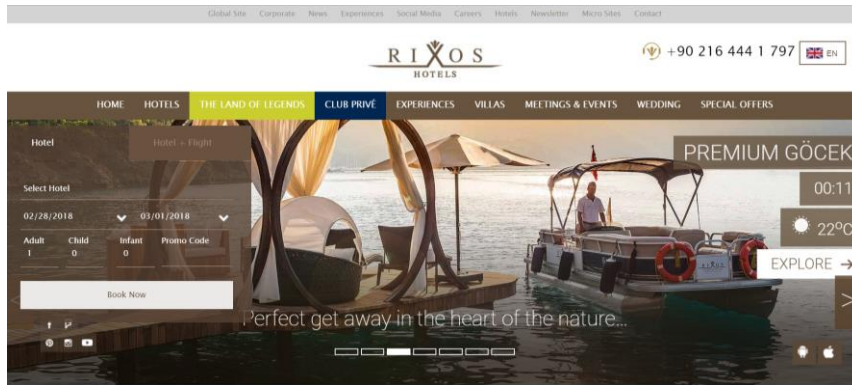
Rixos Hotels Redefines The Concept Of Luxury

By changing the concept of real luxury and giving new meaning to the holiday concept, Rixos Hotels provides a unique experience for its guests. Rixos Hotels, making every guest feel special with its attention to detail, offering an experiential holiday opportunity, Real Luxury.

The Luxury of Time. The Luxury of Family. The Luxury of Simple Pleasures. The Luxury of Time Together. The Luxury of the Outdoors. Real Luxury. Rixos Luxury.

# RIXOS BRAND COMMUNICATIONS

## A Powerful Website



More than 14 million visits, 4 languages supported

## A Strong Digital Presence On Social Media Platforms



> 250,000 followers



> 25,000 followers

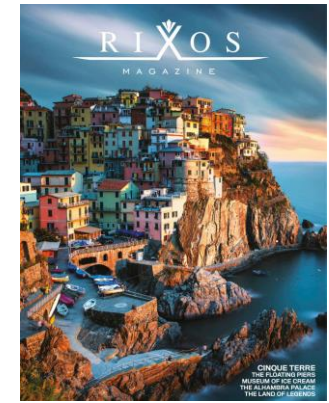


> 138,000 followers



> 1,800 subscribers

## Rixos Magazine



4 editions a year, 35,000 printed copies

## Award Winning Brand



2018 World Travel Awards

## THE RIXOS GUEST ▪ THE LIFE ENJOYERS



### **8-10 DAYS**

AVERAGE LENGTH OF  
STAY FOR  
INTERNATIONAL  
GUESTS

### **2.1+P**

AVERAGE  
# PERSONS PER  
ROOM

UP TO

### **3.3+P**

DURING SUMMER

### **\$370**

AVERAGE  
REVENUE PER  
ROOM NIGHT IN  
UAE

### **\$250**

AVERAGE  
REVENUE PER  
ROOM NIGHT IN  
TURKEY

**\$375 MM**

**REVENUE GENERATED FOR FY 2017**

### **SOURCE MARKETS**

RUSSIA & CIS COUNTRIES  
WESTERN EUROPE MARKET  
GCC COUNTRIES  
LOCAL MARKET

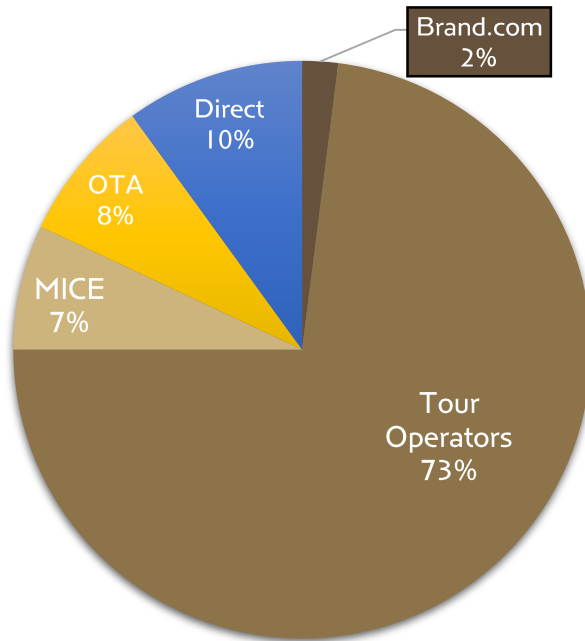
### **3-4 DAYS**

AVERAGE LENGTH  
OF STAY FOR LOCAL  
GUESTS

# RIXOS DISTRIBUTION

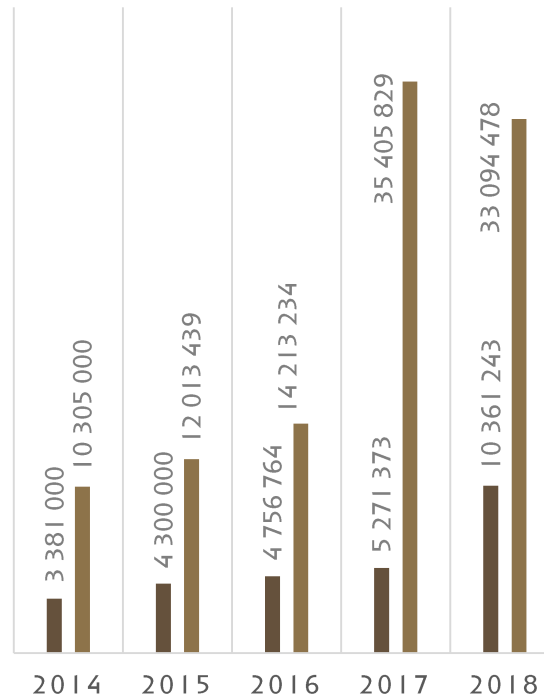
Rixos brand reputation performance score of 89%

Market Analysis by Room Revenue

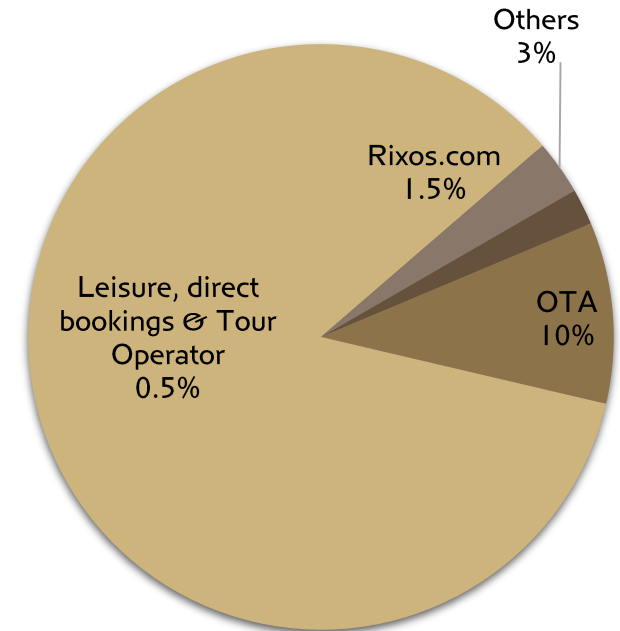


Yearly website statistics

■ Visits ■ Page Views



Rixos Brand Distribution

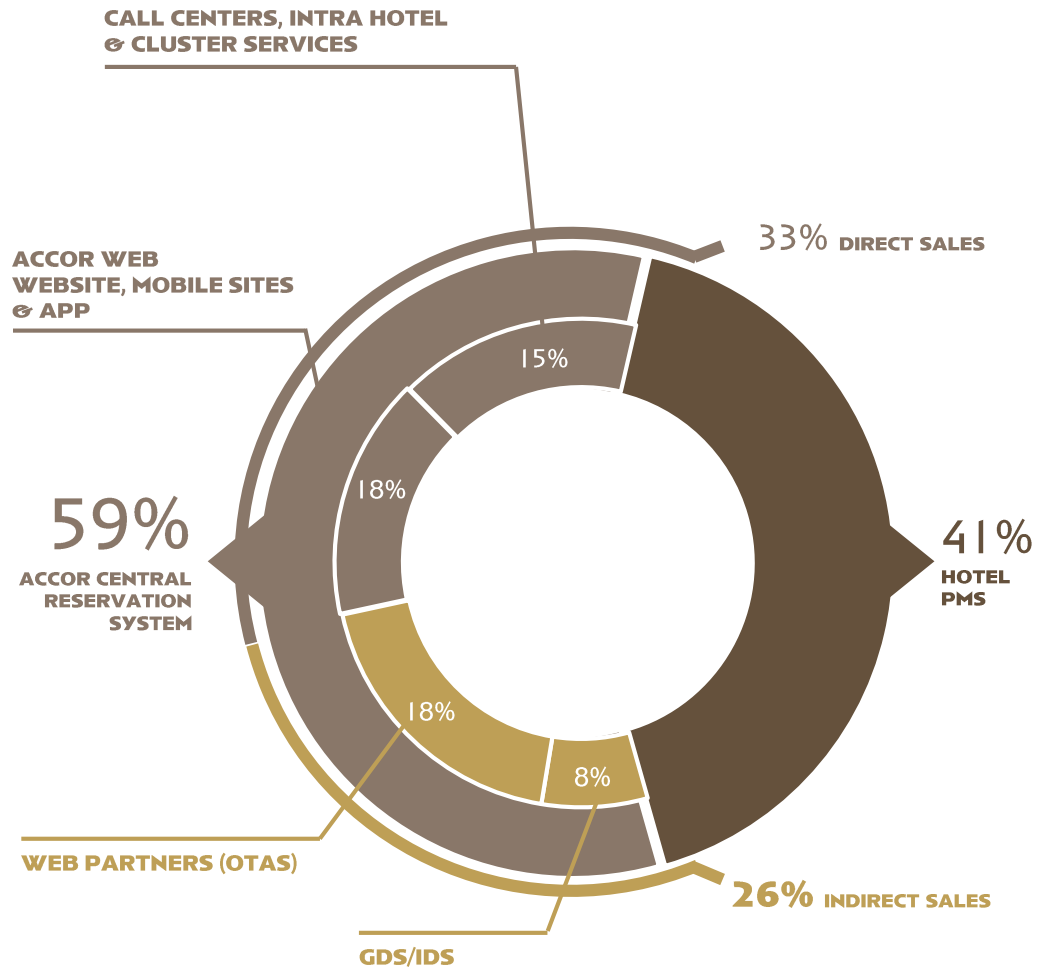


Offers > 110 Global Distribution Channels At Best Market Conditions



# STRATEGIC PARTNERSHIP WITH ACCOR

Distribution powered by Accor for Luxury & Premium Brands




FOCUS ON WEB  
BRAND.COM+  
ACCORHOTELS.COM  
+ MOBILE WEBSITES  
+ PARTNER WEBSITES

36%  
WEB ACCOR &  
PARTNERS  
ONLINE SALES FOR LUXURY &  
PREMIUM BRANDS

€1.786  
MILLION  
ONLINE ROOM  
REVENUE  
LUXURY & PREMIUM BRANDS

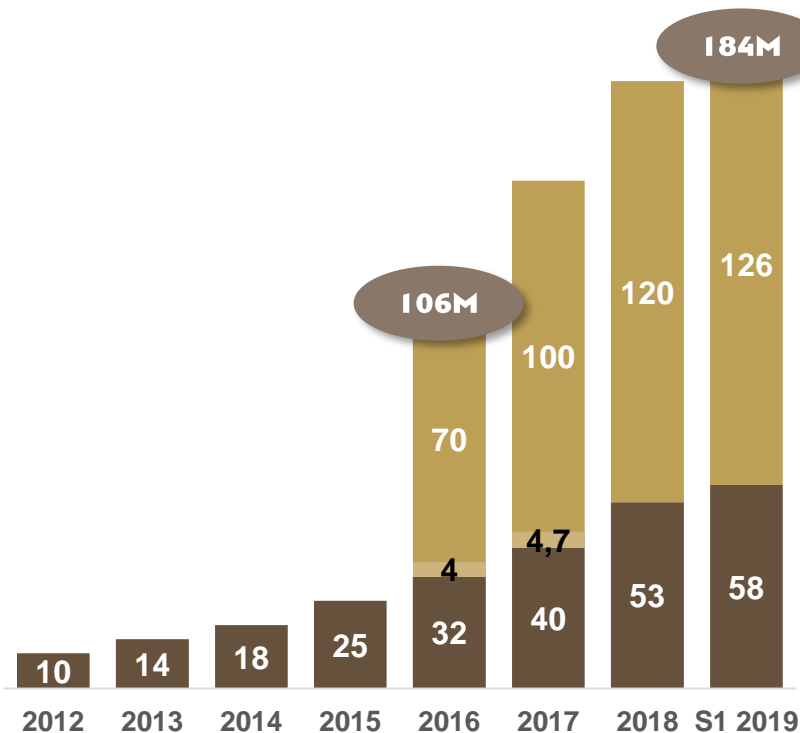
Figures as of end 2018. Distribution for Accor Luxury & Premium brands

## STRATEGIC PARTNERSHIP WITH ACCOR

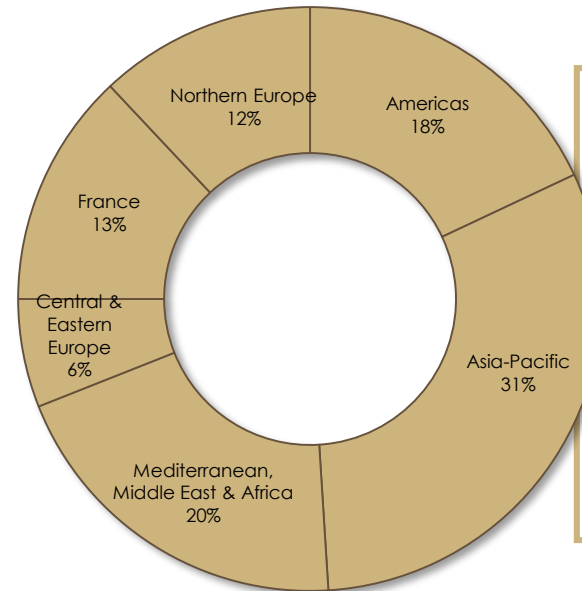
Accor owns the most international and fast growing loyalty program

### Loyalty members – Worldwide\*

■ Le Club AccorHotels ■ FRS loyalty program ■ Huazhu loyalty program



### Guests' origin



### A worldwide program:

- 20 brands
- 3,500 hotels in 100 countries
- Free enrollment
- 100% web based program
- Partnerships with large Airlines loyalty program: Skyteam, One World, Star Alliance...

**58 MILLION**  
MEMBERS WORLDWIDE\*

**28,000**  
MEMBERS EVERY DAY\*

LE CLUB ACCORHOTELS  
REPRESENTS

**34.6%**  
OF ALL ROOMNIGHTS

\*Figures as of end June 2019  
Figures as of end 2018

