



Unlimited wonders

Dedicated to offering traditional Turkish hospitality and a unique spa experience in the finest surroundings and a luxurious ambience. Rixos provides an outstanding resort experience with professional entertainment and sports. At Rixos, the all-inclusive is all-exclusive.

rixos.com

RIXOS PREMIUM GÖCEK
MUĞLA, TURKEY

Resorts · Entertainment · Gourmet · Family fun

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

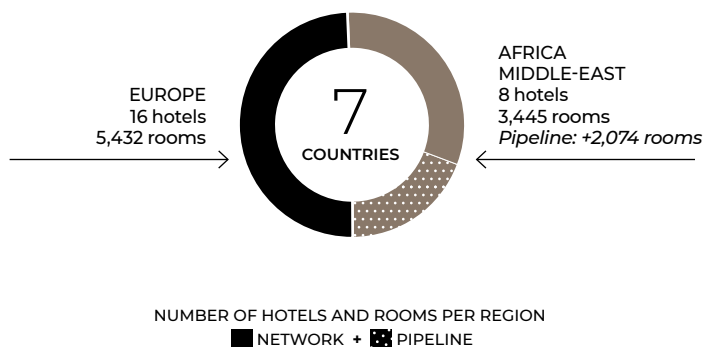
RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFTEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFTEL \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL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

Network

24 HOTELS & 8,877 ROOMS

Pipeline

2 HOTELS & 2,074 ROOMS



Target countries

North America

U.S.A. (Hawaii, Florida, California), Mexico

Caribbean

Barbados, Dominican Republic, Jamaica

Europe / Middle East / Africa

Greece, Italy, Spain, Morocco, Tunisia, U.A.E., Oman, Seychelles

Asia Pacific

China, Indonesia, Malaysia, Thailand, Philippines

Upcoming openings

Rixos Premium Magawish, Egypt, 438 rooms (2019)

Rixos Makadi Bay, Egypt, 1,636 rooms (2020)

Top 3 unique selling propositions

ALL INCLUSIVE, ALL EXCLUSIVE

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

Unique Luxury/Premium resorts positioning with highly qualitative offerings

Unique Turkish Hospitality driven

RESORTS EXPERTS

Large sized resorts from 300 to 750 keys

Wide range of offerings (many restaurants & bars, activities & pools, kids club...)

Spa expertise (many treatment rooms...)

Resorts programming, design & construction experts

Mostly important: professional entertainers

BUSINESS MODEL PROFITABILITY

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

Strong momentum in leisure/resorts distribution where revenue is secured months in advance

Accor digital distribution expertise leverages additional revenue from high contributing individuals

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

Key programs

Professional entertainment. Spectacular shows and breathtaking performances by professional artists and experts mean our breathtaking entertainment is the focal attraction in our properties.

Turkish hospitality. 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.

Bespoke wellbeing. 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.

Journey of favours. 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.

Programming

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

ROOMS		RESORTS
— Average number of rooms	300-750	
— Room average size ⁽¹⁾ (sqm)	40 and +	
— Total Gross Floor Area ⁽¹⁾ (sqm)	150 and +	
FOOD & BEVERAGE	All Inclusive or Resort 1 Buffet restaurant From 3 to 7 restaurants "à la carte" 3 bars	1 Lunch & Disco 1 Concert Place, Retail, Departure Lounge, The Fountain of Youth, We Will Rock You
WELL-BEING	Spa, treatment rooms & Turkish bath, sauna... 2 swimming pools	Land sports, aqua sports, Aqua Park 1 Fitness Centre
MEETINGS, EVENTS & OTHERS	Meeting rooms Ballroom	Connectivity lounge Kids Club

Customer profile

BUSINESS	4%	96%	LEISURE
DOMESTIC	15%	85%	INTERNATIONAL

Top 5 flagships to visit

RIXOS PREMIUM BELEK
ANTALYA, TURKEY



RIXOS PREMIUM GÖCEK
MUĞLA, TURKEY



THE LANDS OF LEGENDS
THEME PARK, ANTALYA, TURKEY



RIXOS PREMIUM DUBAI
UNITED ARAB EMIRATES



RIXOS LIBERTAS DUBROVNIK
CROATIA

