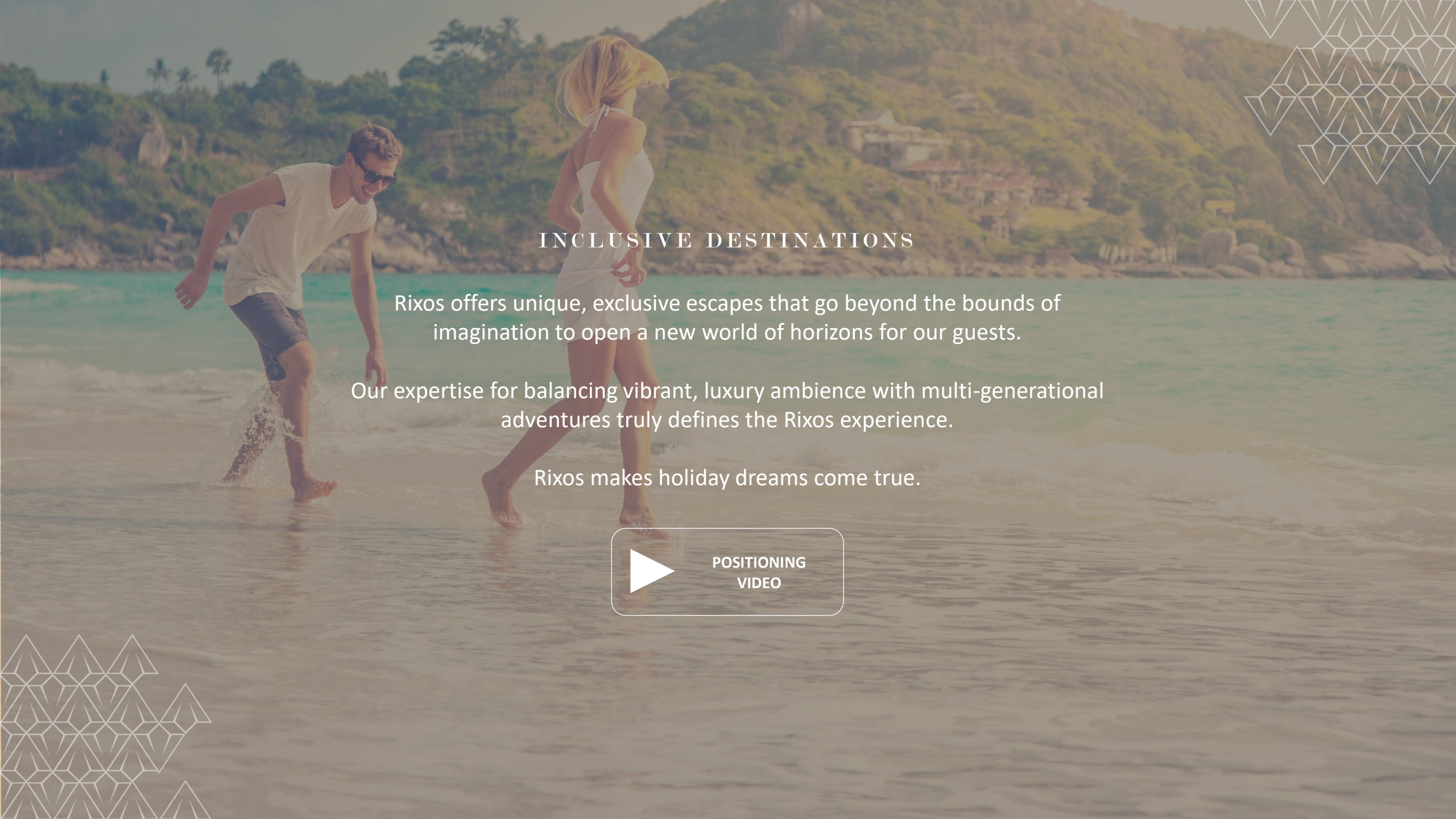
WHY INVEST IN

RIXOS HOTELS

ACCOR GLOBAL DEVELOPMENT
FEBRUARY 2020



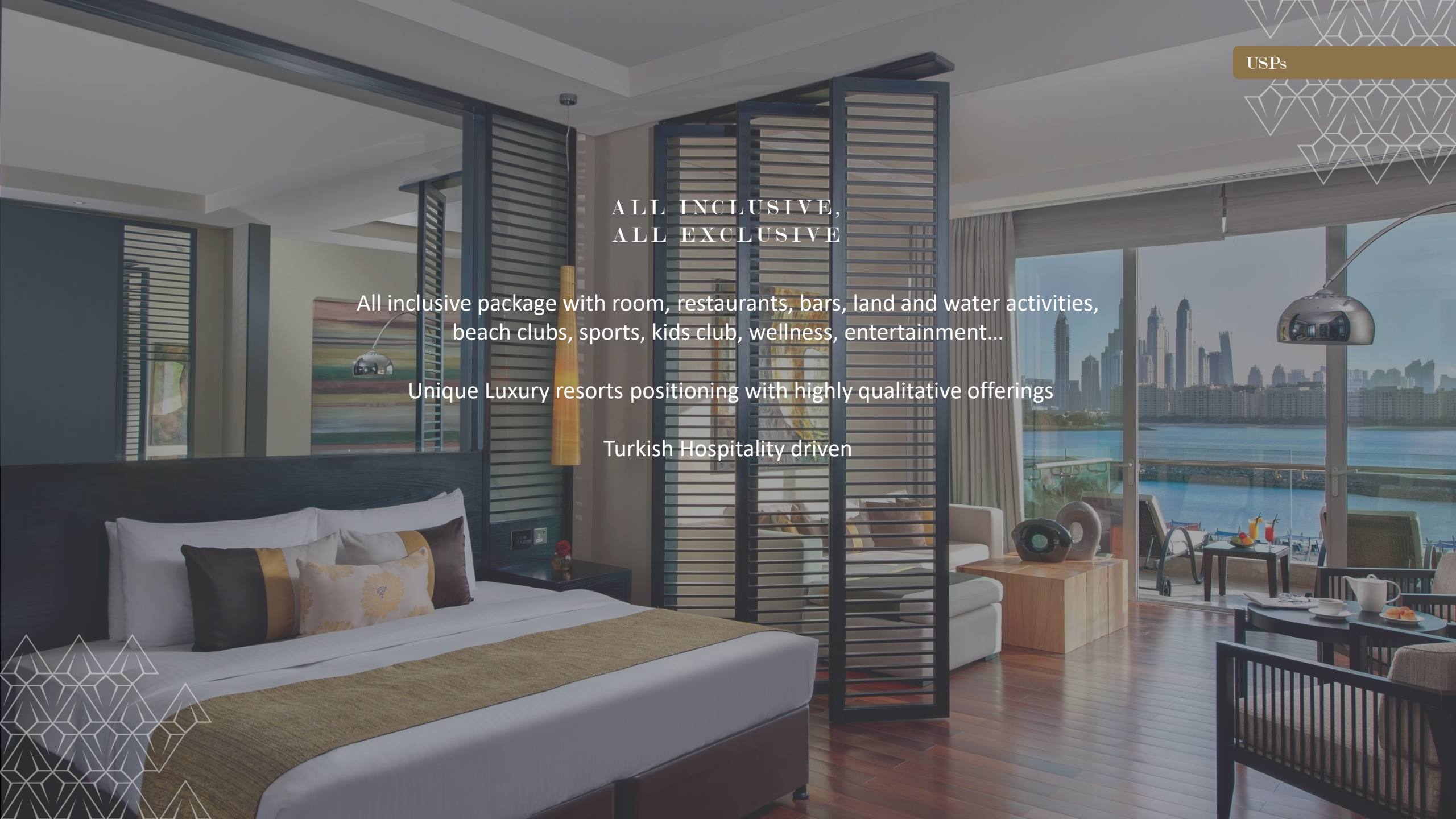
INCLUSIVE DESTINATIONS

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.

POSITIONING VIDEO



ALL INCLUSIVE, ALL EXCLUSIVE

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

Unique Luxury resorts positioning with highly qualitative offerings

Turkish Hospitality driven

RESORT EXPERTS

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

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

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 advanceplus Accor digital distribution expertise leverages additional revenue from high contributing individuals

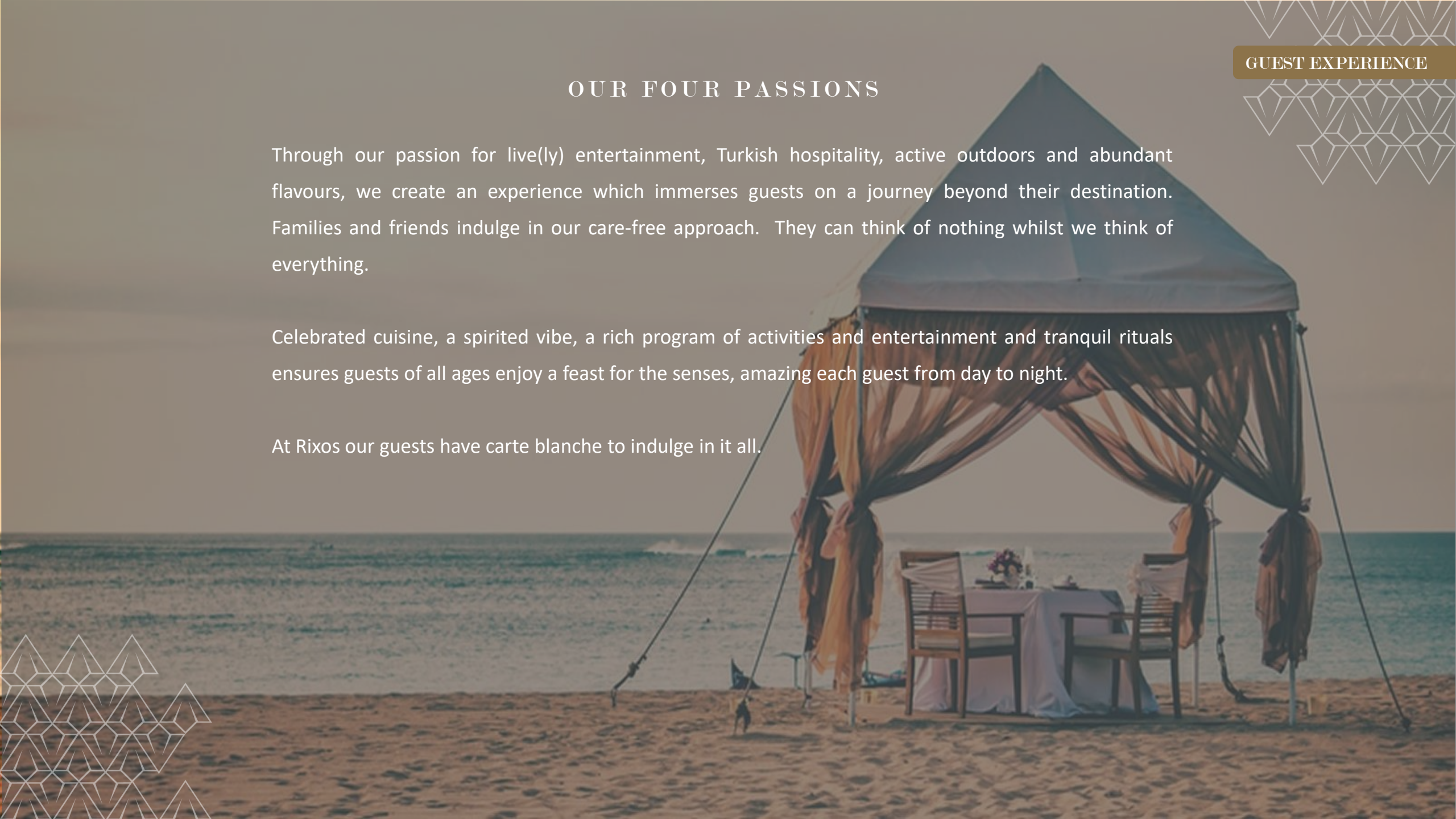
Partnerships with third party entertainment, restaurant brands, venues and retail generate additional revenue and fees

OUR FOUR PASSIONS

Through our passion for live(ly) entertainment, Turkish hospitality, active outdoors and abundant flavours, we create an experience which immerses guests on a journey beyond their destination. Families and friends indulge in our care-free approach. They can think of nothing whilst we think of everything.

Celebrated cuisine, a spirited vibe, a rich program of activities and entertainment and tranquil rituals ensures guests of all ages enjoy a feast for the senses, amazing each guest from day to night.

At Rixos our guests have carte blanche to indulge in it all.



PASSION: LIVE(LY) ENTERTAINMENT

LIVELY
CULTURAL
FESTIVE

Spectacular shows and breath-taking performances by professional artists and experts mean our breathtaking entertainment is the focal attraction in our properties. Mainly held in outdoor entertainment facilities.

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

CONCERTS & SHOWS

Concerts and shows are the most emblematic expression of the Live(ly) Entertainment passion.

Renowned musicians, international DJ's, dancers, stage designers, sound and lighting experts come together to realise the most breathtaking 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.

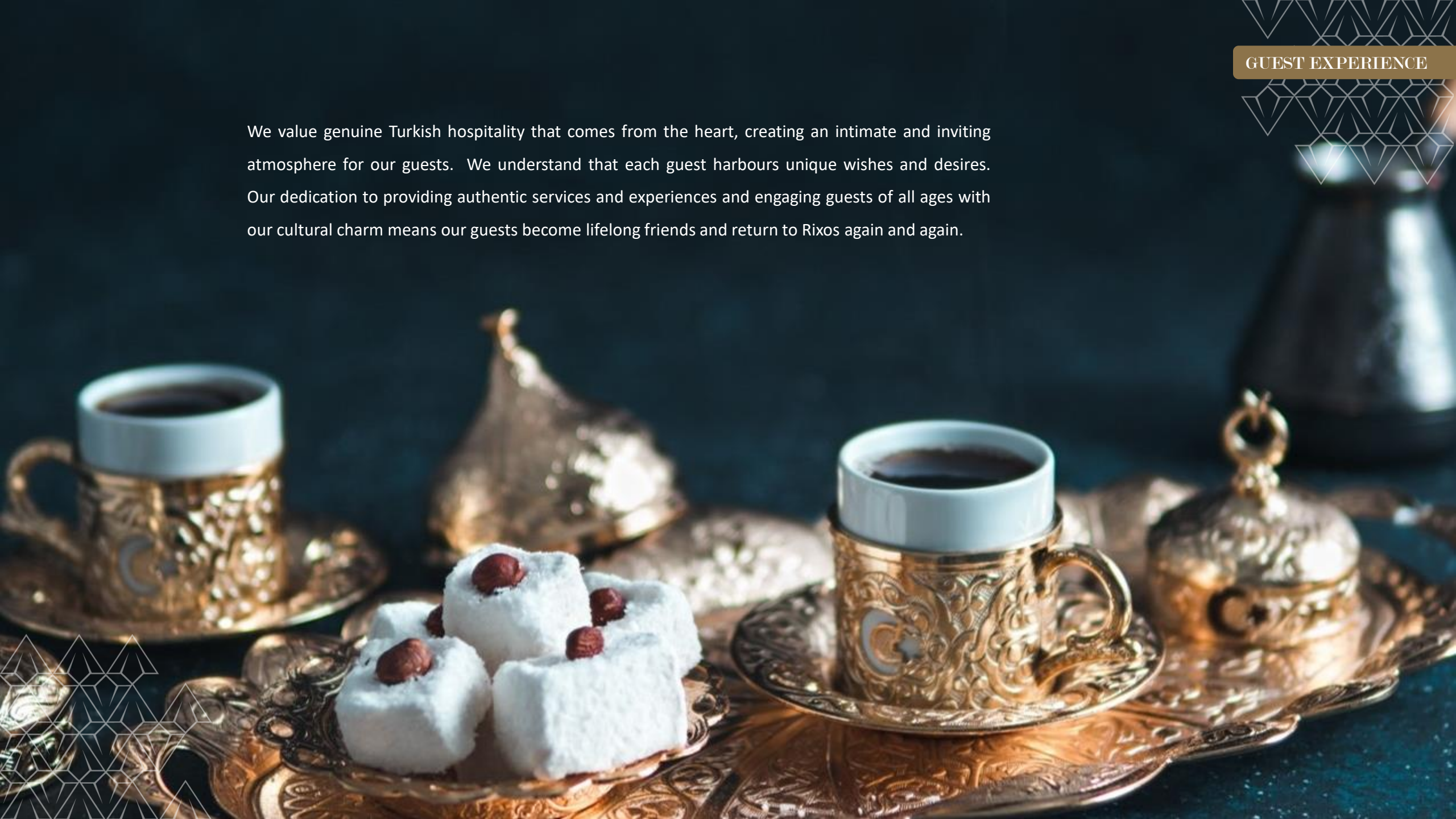
PASSION: TURKISH HOSPITALITY

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.

GUEST EXPERIENCE

We value genuine Turkish hospitality that comes from the heart, creating an intimate and inviting atmosphere for our guests. We understand that each guest harbours unique wishes and desires. Our dedication to providing authentic services and experiences and engaging guests of all ages with our cultural charm means our guests become lifelong friends and return to Rixos again and again.



PASSION: ACTIVE OUTDOORS

FUN - FAMILY
CHALLENGE
REVITALISE

Being active outdoor is a way of life expressed throughout the Rixos experience.
From our outdoor & water sports facilities, to improving fitness through our infinite group sports programmes.

Each touchpoint makes certain our guests depart fit and uplifted.

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.

EXCLUSIVE SPORTS CLUB

In each property, Rixos partners with professional trainers and fitness brands, delivering the best outdoor fitness programs in state of the art facilities.

ANJANA SPA

Rixos' Global Spa Concept

Anjana is Rixos' Global Spa Concept and will be adopted by all properties in the future. Each spa offers traditional Turkish beauty and wellness rituals as well as treatments from different cultures around the world.

This rich multicultural inspiration is also expressed through the décor, blending Turkish design codes with touches of modern elegance.

TURKISH BATH

Traditional Hammam

GUEST EXPERIENCE

Rixos offers the best Turkish bath rituals.

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

PASSION ABUNDANT 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.

Á LA CARTE

TURKISH RESTAURANT

A true immersive experience

Turkish cuisine is celebrated at the Á-la-carte restaurant: typical and reinvented Turkish dishes in an elegant setting blending modern and traditional design with warm and generous service.

INFINITY BUFFET

Cornerstone of the Rixos F&B experience

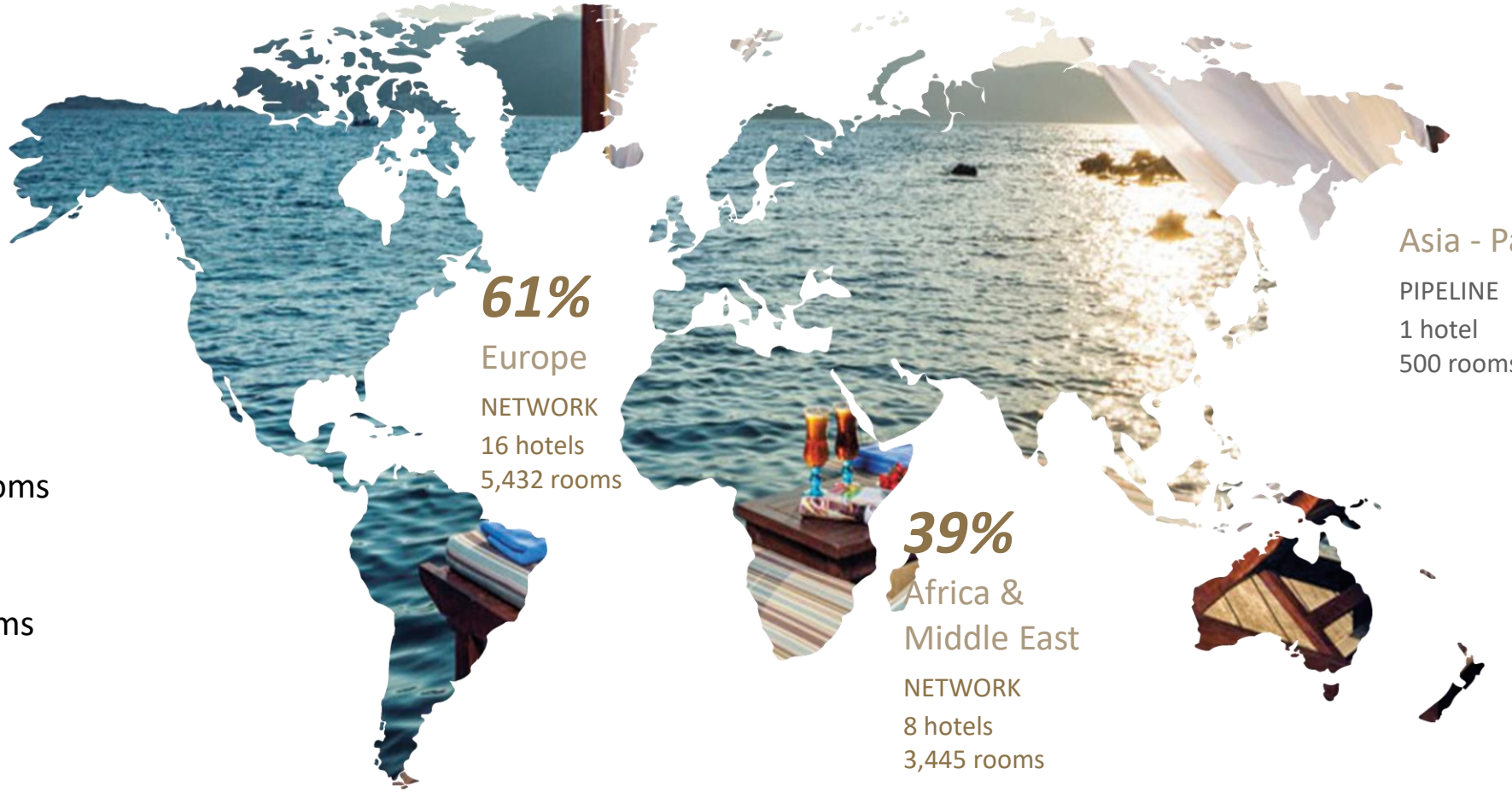
In an elegant setting, guests can find a great variety of Turkish, local and international food of the highest quality. The opening hours are flexible to accommodate the rhythm of each guest. Open kitchens offer live-cooking sessions, blending F&B with entertainment. To enhance the experience, a health chef and a baby chef await to take care of all needs.

TURKISH WELCOME & GOODBYE

Hospitality being a cornerstone of Turkish culture, Rixos develops welcome and goodbye rituals inspired by Turkish traditions.

When guests arrive or depart, they are gifted a blue eye, and get to indulge in Turkish tea or coffee accompanied by some scrumptious Turkish delights.

RIXOS NETWORK MAP



Network

24 Hotels & 8,877 Rooms

Pipeline

5 Hotels & 3,423 Rooms

61%

Europe

NETWORK

16 hotels

5,432 rooms

39%

Africa & Middle East

NETWORK

8 hotels

3,445 rooms

PIPELINE

4 hotels

2,923

Asia - Pacific

PIPELINE

1 hotel

500 rooms

THE RIXOS UNIVERSE ▪ RESORTS

ALL INCLUSIVE ▪ ALL EXCLUSIVE

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 toddlers to tweens

▪ BEACH

Resorts where the beach and the seaside inspire breathtaking experiences.

▪ NATURE

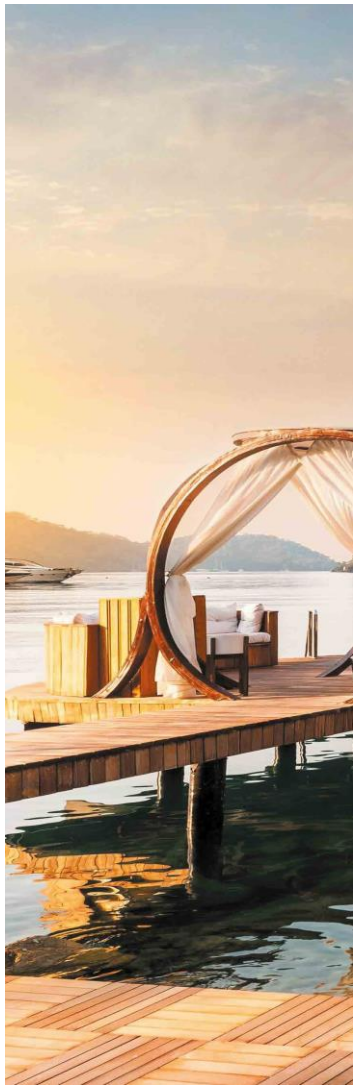
Resorts immersed in energizing and breathtaking natural settings.

▪ URBAN

Resorts where the beauty of the sea blends with the excitement of the city

▪ 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.
Luxurious villas, gourmet restaurants, breathtaking shows, private beaches and exclusive services. A world where refined luxury meets the beauty of nature.



Network Rixos Resorts – 24 Hotels & 8,877 Rooms

Beach

Resorts where the beach and the seaside inspire breathtaking experiences

- ❖Rixos Premium Belek (Turkey)
- ❖Rixos Premium Tekirova (Turkey)
- ❖Rixos Premium Bodrum (Turkey)
- ❖Rixos Premium Göcek (Turkey)
- ❖Rixos Sungate (Turkey)
- ❖Rixos Beldibi (Turkey)
- ❖Rixos Bab al Bahr (UAE)
- ❖Rixos Sharm el Sheikh (Egypt)
- ❖Rixos Premium Seagate (Egypt)
- ❖Rixos Alamein (Egypt)
- ❖Rixos Premium Saadiyat Island (UAE)

Nature

Resorts immersed in energizing and breathtaking natural settings

- ❖Rixos Krasnaya Polyana Sochi (Russia)
- ❖Rixos Flüela Davos (Switzerland)
- ❖Rixos Borovoe (Kazakhstan)

Urban

Resorts where the beauty of the sea blends with the excitement of the city

- ❖Rixos Premium Libertas Dubrovnik (Croatia)
- ❖Rixos The Palm Dubai (UAE)
- ❖Rixos Premium Dubai (UAE)
- ❖Rixos Downtown Antalya (Turkey)

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.

Luxurious villas, gourmet restaurants, breathtaking shows, private beaches and exclusive services combined in a world where refined luxury meets the beauty of nature, and all guests' desires are fulfilled.

- ❖Club Privé by Rixos Belek (Turkey)
- ❖Club Privé by Rixos Göcek (Turkey)

Network Rixos City Hotels

Rixos City Hotels connect business and pleasure through playful entertainment, generous Turkish hospitality and a stimulating work environment. Although their offer is not all-inclusive, all experiences are infused with Rixos resorts' spirit.

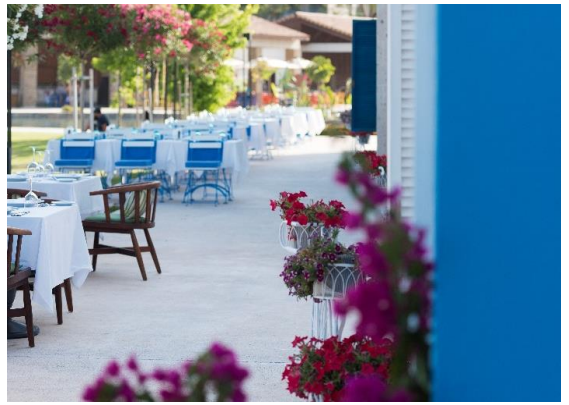
- ❖Pera Istanbul (Turkey)
- ❖President Astana (Kazakhstan)
- ❖Almaty (Kazakhstan)
- ❖Khadisha Shymkent (Kazakhstan)

Rixos Premium Belek

TURKEY
739 ROOMS

Rixos Premium Tekirova

TURKEY
770 ROOMS

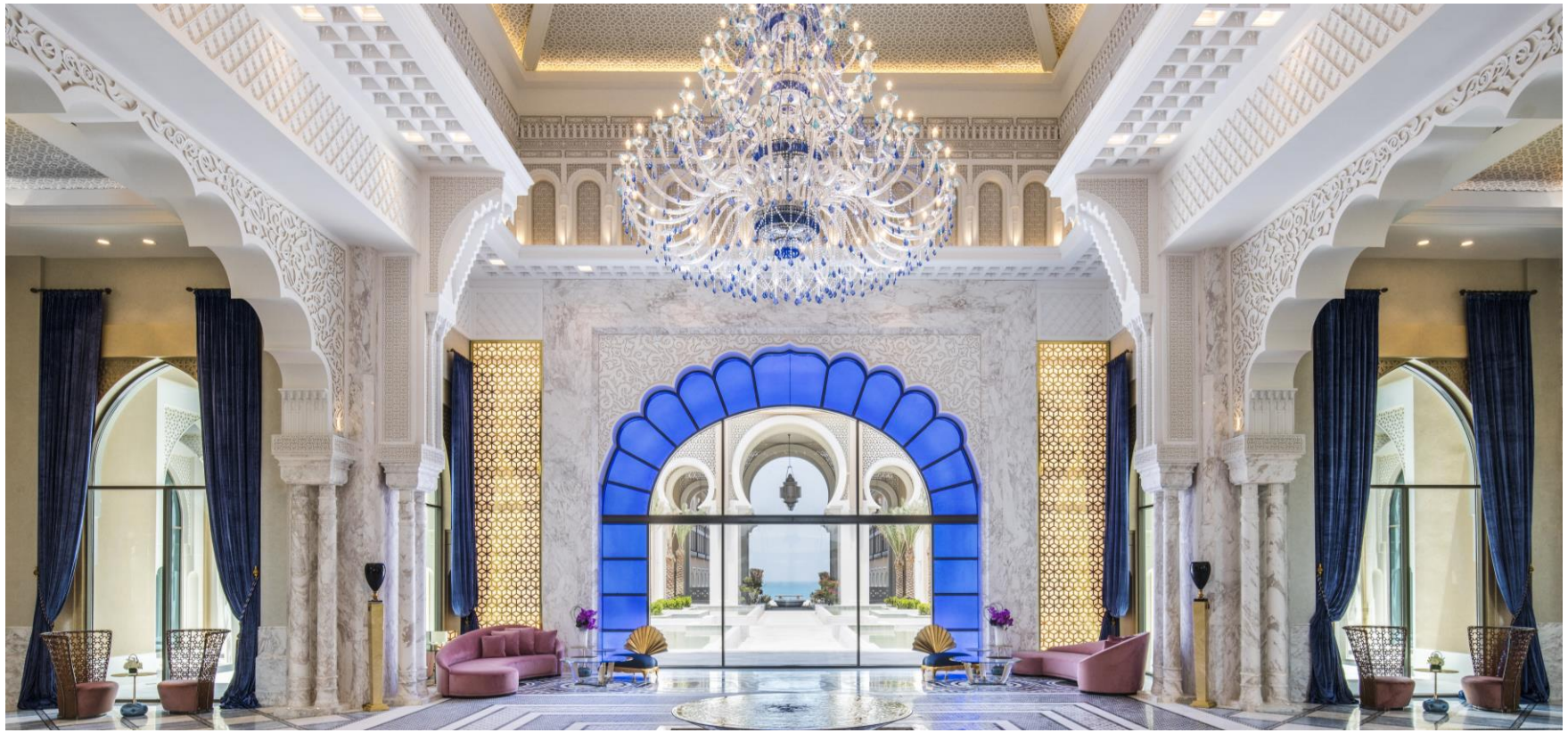


Rixos The Palm Dubai

UNITED ARAB EMIRATES
230 ROOMS

Rixos Premium Saadiyat Island Abu Dhabi

UNITED ARAB EMIRATES
366 ROOMS



Rixos Premium Dubai JBR

UNITED ARAB EMIRATES
443 ROOMS

Rixos Libertas Dubrovnik

CROATIA
254 ROOMS

RIXOS BRAND COMMUNICATIONS

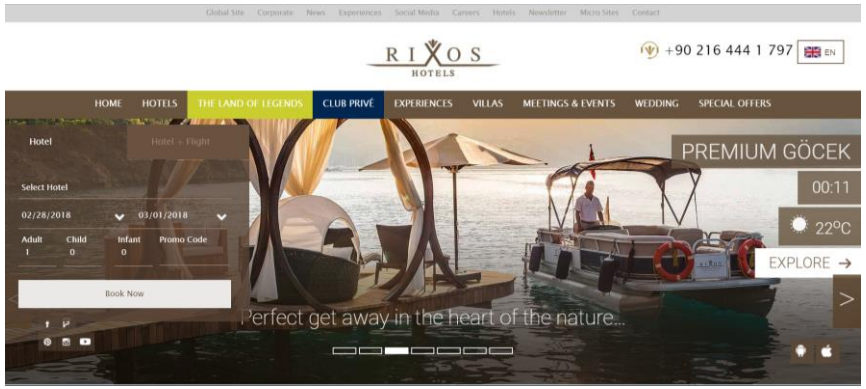
RIXOS 20TH YEAR CAMPAIGN

Discover your #Rixosmoments

We use the door metaphor to symbolise opening up from one world to another, to what's new, to excitement, happiness, fun and adventure.
The main theme consists of the gates, passageways, doors and similar symbols to refer to the different moments and experiences Rixos offers.
It describes the endless services of Rixos and different experiences that you live in different Rixos hotels through a surreal setting.

RIXOS BRAND COMMUNICATIONS

A Powerful Website



More than 14 million visits, 4 languages supported

A Strong Digital Presence On Social Media Platforms

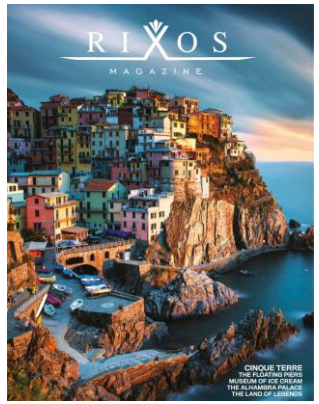
> 260 000 followers

> 24 000 followers

> 147 000 followers

> 2300 subscribers

Rixos Magazine



4 editions a year, 35,000 printed copies

Award Winning Brand

2019 World Travel Awards

AWARDS

52 LEADING AWARDS ACROSS 19 PROPERTIES

Top Region: Middle East with 32 awards

TripAdvsior

Rixos Khadisha Shymkent – 2 Awards

Rixos Almaty – 2 Awards

Rixos Premium Seagate – 6 Awards

Rixos President Astana – 2 Awards

Rixos Sharm El Sheikh – 9 Awards

World Travel Awards

Rixos Premium Dubai – 1 Award

Rixos Premium Saadiyat Island – 3 Awards

The Land of Legends Kingdom – 1 Award

ACTIVE INDULGERS

8-10 DAYS

AVERAGE LENGTH OF STAY FOR INTERNATIONAL GUESTS

3-4 DAYS

AVERAGE LENGTH OF STAY FOR LOCAL 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

FINANCIALS

RIXOS RESORTS

ADR: $270

Occupancy: 70%

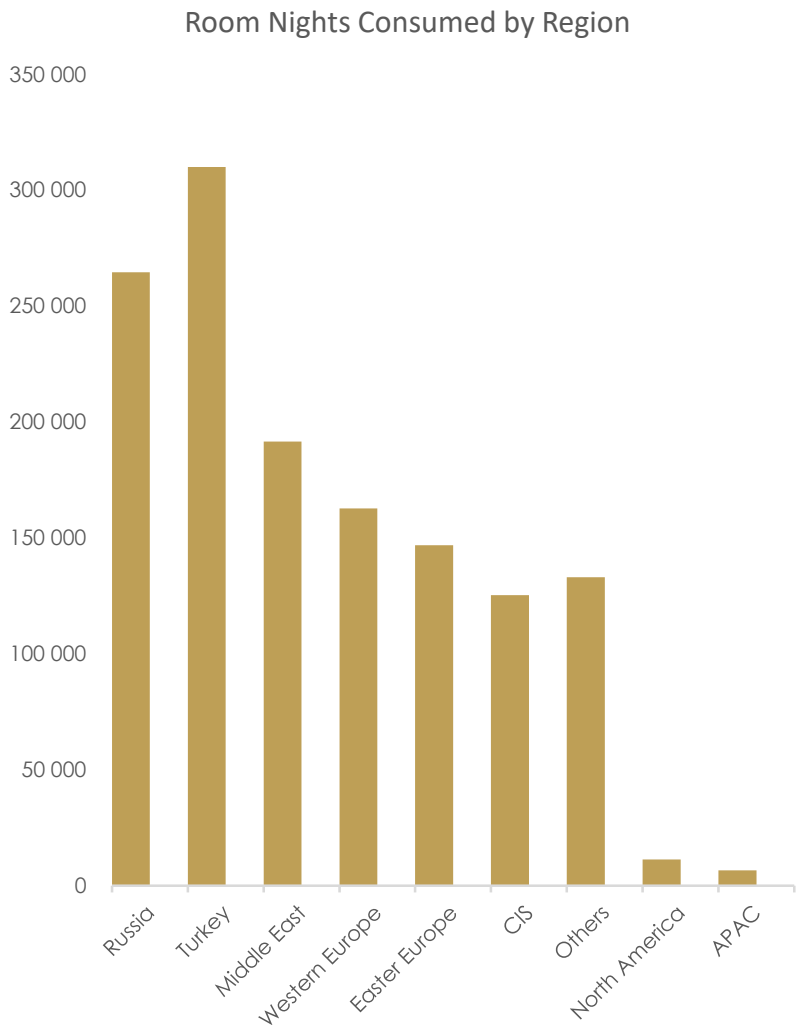
Staff ratio: 120% of room count

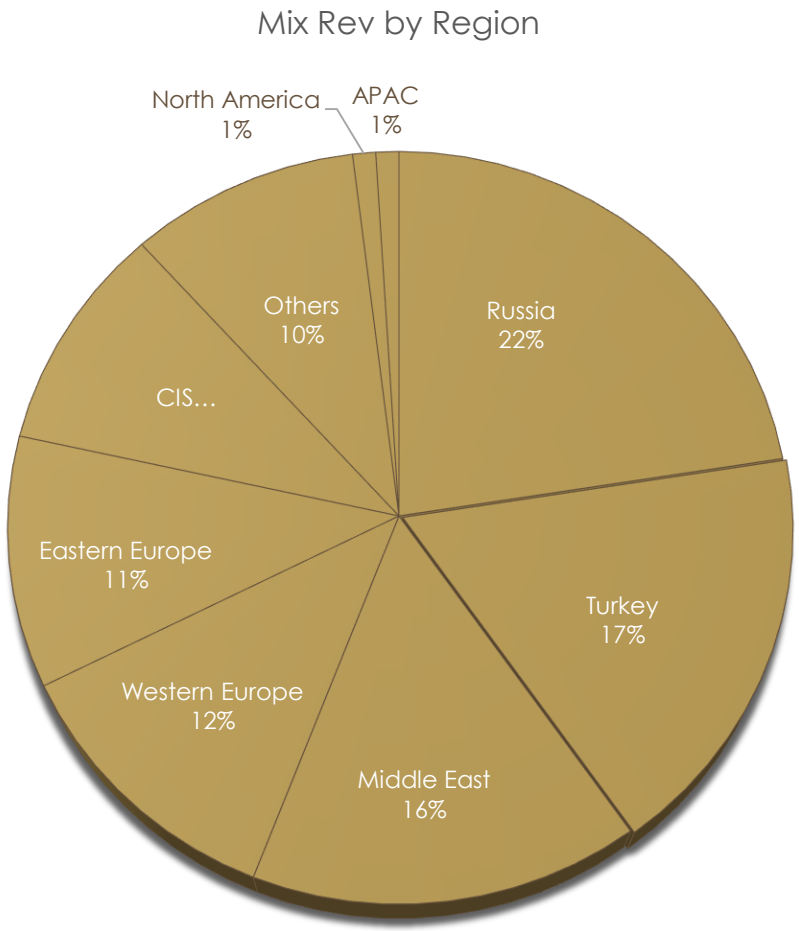
Revpar: $189

GOP: 46%

Indicative Development costs:
$225K per key
500 keys: $112,500,000

ORIGINS

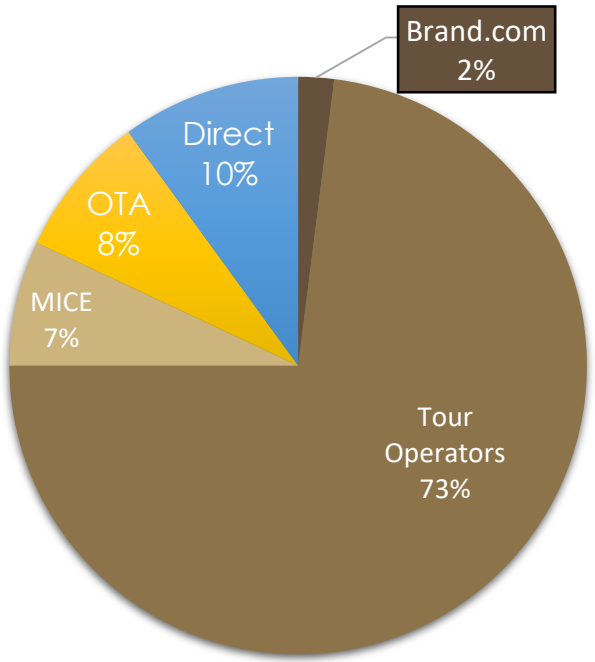

Room Nights Consumed by Region
350 000
300 000
250 000
200 000
150 000
100 000
50 000
0
Russia
Turkey
Middle East
Western Europe
Easter Europe
CIS
Others
North America
APAC


Mix Rev by Region
North America 1%
APAC 1%
Russia 22%
Others 10%
CIS...
Eastern Europe 11%
Turkey 17%
Western Europe 12%
Middle East 16%

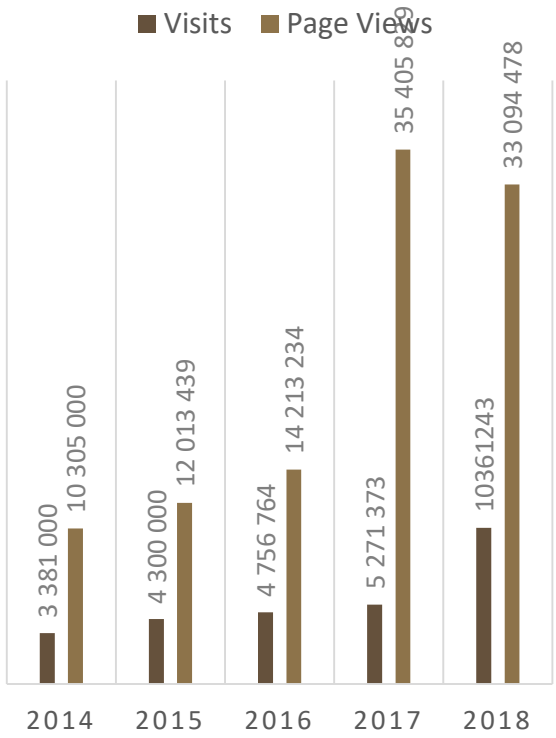
RIXOS DISTRIBUTION

Rixos brand reputation performance score of 89%

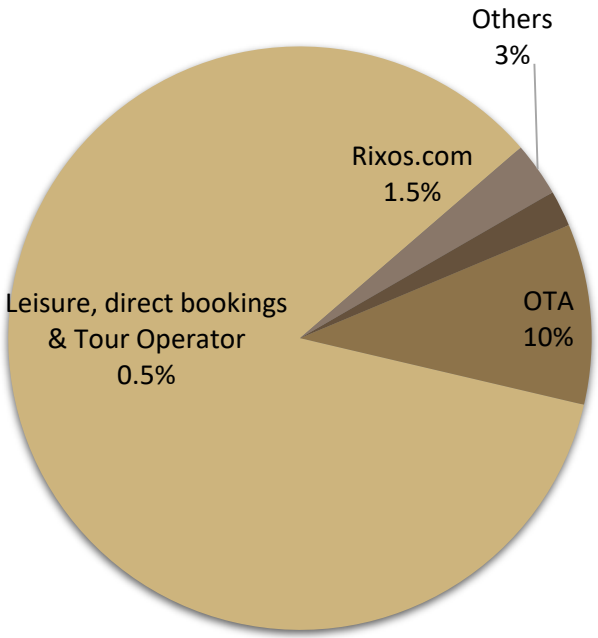
Market Analysis by Room Revenue



YEARLY WEBSITE STATISTICS



Rixos Brand Distribution



ACCOR DISTRIBUTION SOLUTION*

Offers > 110 Global Distribution Channels At Best Market Conditions

1 all.accor.com multi-brand portal

18 BRAND WEBSITES

1 MOBIL APP
35 point of sales animated by countries

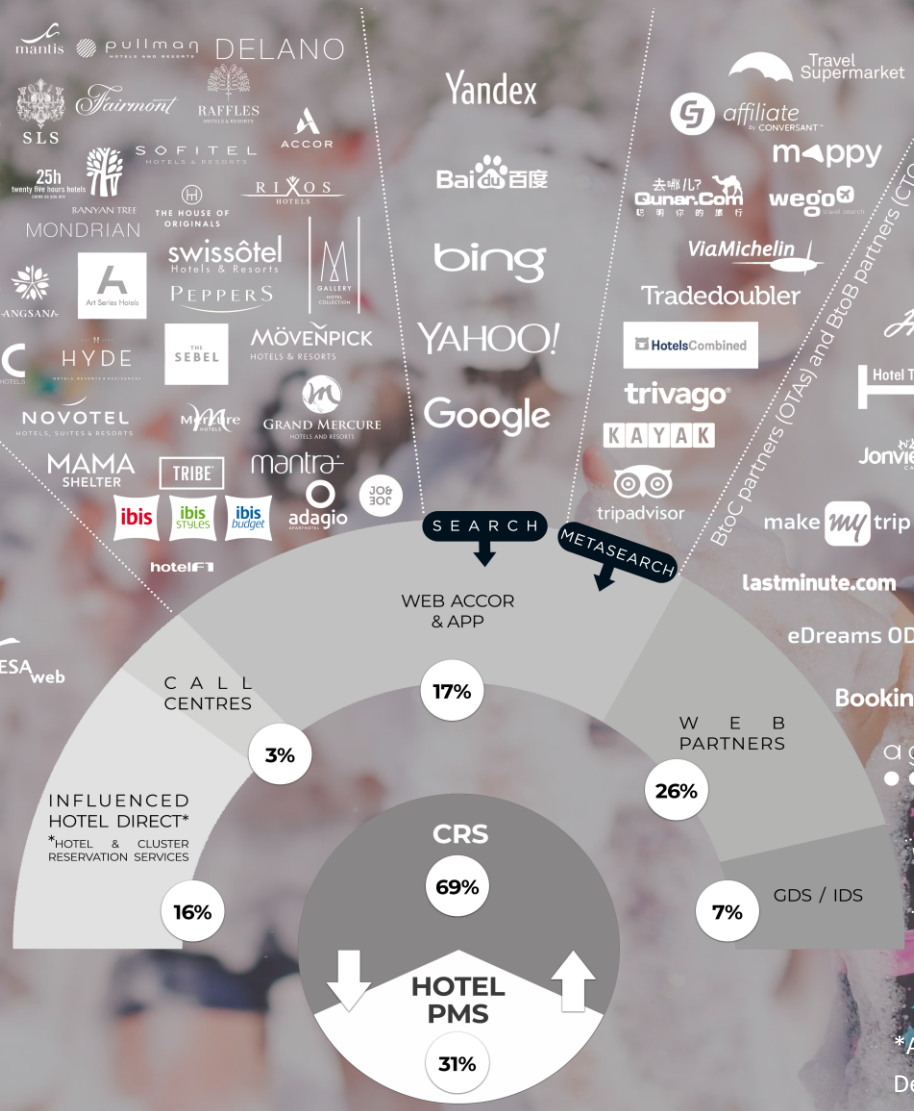
900 SALES AGENTS operate in

9 CALL CENTERS in 20 languages

+ RESAweb

1,470 HOTELS use Cluster facilities

1,500+ HOTELS use TARS for their own bookings



BtoC partners (OTAs) and BtoB partners (CTOs)

125+ PARTNERS*
*included search/metasearch/OTA/GDS/IDS

BtoB partners (travel management companies (TMCs), consortia, traditional travel agencies

Figures as of end 2019

*All Accor brands excluding recently integrated:
Delano, SLS, The House of Originals, Mondrian, Hyde, greet, Mantis, Tribe

Source : CRS Official figures as of 2019

DISTRIBUTION PERFORMANCE POWERED BY ACCOR

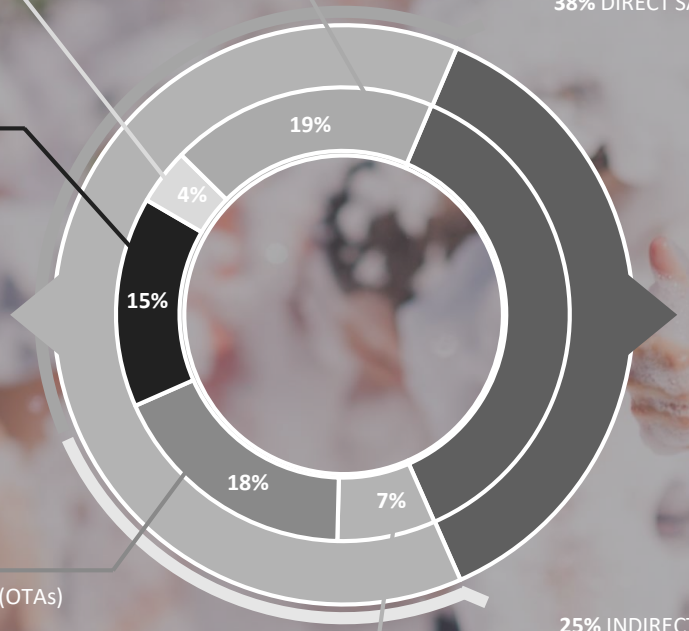
For Luxury & Premium – Room Revenue based

INFLUENCED HOTEL DIRECT*
*E-mails & cluster services

VOICE

ACCOR WEB
ALL.ACCOR.COM + APP
BRAND.COM

63%
OF LUXURY & PREMIUM ROOM REVENUE COMES THROUGH ACCOR CENTRAL RESERVATION SYSTEM



38% DIRECT SALES

37%
HOTEL PMS

WEB PARTNERS (OTAs)

25% INDIRECT SALES

GDS/IDS

FOCUS WEB
(ACCOR WEB + WEB PARTNER)

33%

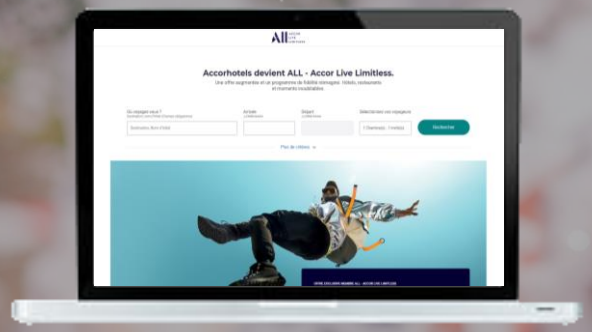
10M ROOM NIGHTS

€2,019M ROOM REVENUE

Official figures as of 2019

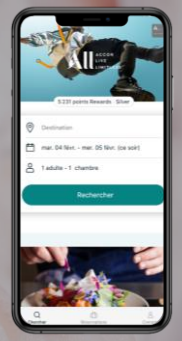
NEW BOOKING ENGINE & APP

1 MULTIBRAND PORTAL
ALL.ACCOR.COM



- **300M** Website + App visits
- **2,200** Destinations
- **18** Languages

1 LIFESTYLE COMPANION APP



- **56%** Mobile and App visits*
- **1** Download every minute

18 BRAND.COM WEBSITES

- Plugged to **ALL.ACCOR.COM**

Official figures as of 2019

NEW LOYALTY PROGRAM

THE ONLY LIFESTYLE LOYALTY PROGRAM

NEW LIMITLESS EXPERIENCES AND **EXTENDED OPPORTUNITIES**
TO EARN & REDEEM POINTS

NEW BENEFITS

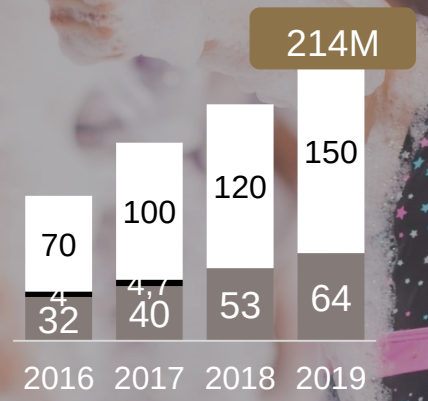
- **2** New tiers (diamond & limitless hidden tier)
- **34** Brands and +
- **Suite Night Upgrade**
- **F&B** outside a stay

NEW PARTNERSHIPS

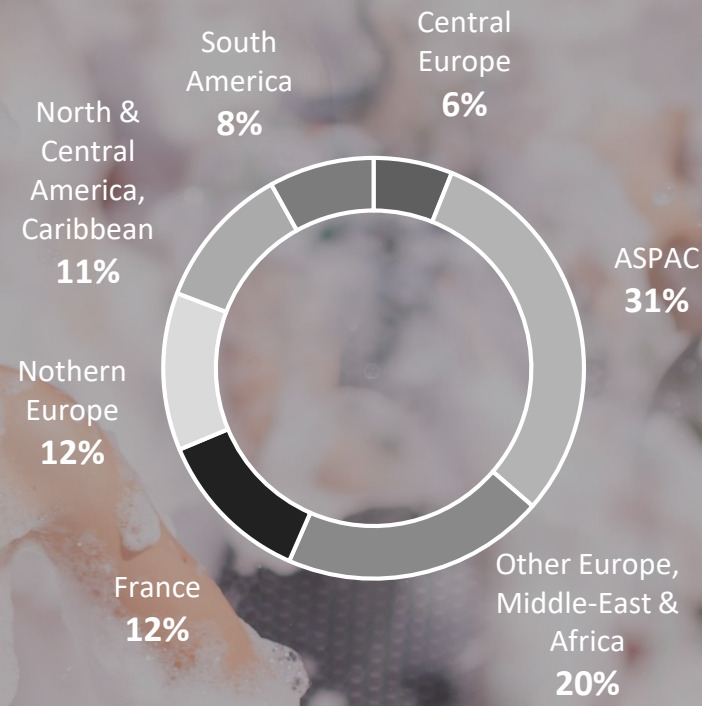
- **PSG** – Games / Net media value +€200m to ALL
- **AEG** – Worldwide arenas & festivals
- **IMG** – Taste festivals

THE FAST GROWING LOYALTY PROGRAM

- **64M** Loyalty members worldwide*
- **31%** Loyalty contribution rate
- **X 2** Members stay twice more
- **X 2** Members spend twice more



THE MOST GLOBAL LOYALTY PROGRAM



Official figures as of 2019

APPENDIX

RIXOS COMPETITIVE SET

Sandals
Luxury Included® Vacations

HYATT ZIVA
ALL INCLUSIVE RESORTS

GRAN MELIÁ

Club Med

KARISMA
HOTELS & RESORTS

RIXOS BRAND PROGRAMMING BY EXPERIENCE

RIXOS RESORTS

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 and 1 local cuisine)
- 3 or more bars
- Lounge, disco and show stage outside

- Spa, Turkish Bath and Treatment Rooms
- 2 or more swimming pools
- Fitness Centre & Outdoor Sports area

Large Rixy Kids Club

Meeting spaces and ballroom

DESIGN & TECHNICAL SERVICES - GUIDELINES

RIXOS DESIGN BRIEF

Can be used before HCSA is signed

RIXOS