

# SOFITEL

HOTELS & RESORTS

## *Live the French way*

Imagine modern luxury hotels where the essence of each destination is artfully blended with French art de vivre, creating chic experiences for modern voyageurs to indulge in and celebrate life's pleasures, the French way.

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

SOFITEL LONDON ST JAMES  
UNITED KINGDOM



*Chic · Modern · French art de vivre · Joie de vivre*

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

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ THE HOUSE OF ORIGINALS  
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 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 \ HOTELF1



S O F I T E L

CLASSIC - LUXURY  
INTERNATIONAL 5 STARS

NEAR AND MORE

60%

BRAND TOTAL AWARENESS  
IN 9 COUNTRIES

93%

SOFITEL CUSTOMERS EITHER  
SATISFIED OR VERY SATISFIED  
BY THEIR STAY EXPERIENCE

2/3

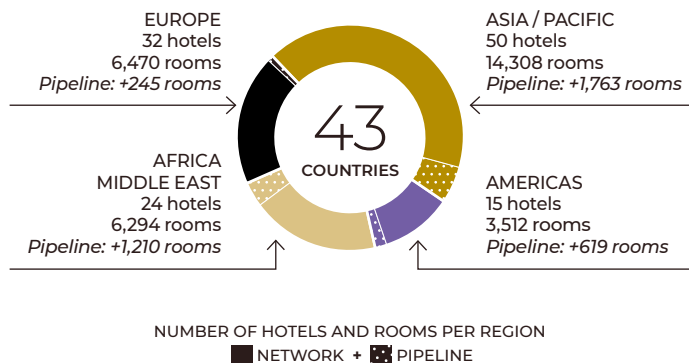
OF GUESTS  
ASSOCIATE SOFITEL  
WITH FRENCH ART DE VIVRE

## Network

121 HOTELS & 30,588 ROOMS

## Pipeline

14 HOTELS & 3,837 ROOMS



## Development

New Built & Conversion

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

## Latest openings

Buenos Aires Recoleta, Argentina, 175 rooms  
Inle Lake, Myanmar, 101 rooms

## Top 3 unique selling propositions

### ONLY INTERNATIONAL FRENCH LUXURY HOTEL BRAND

Modern French "Art de vivre" & local essence  
French chic & sophisticated modern design  
"Gastronomie française" & authentic F&B rituals (cheese, breads, viennoiseries, wines...)

### STRONG BRAND VALUE

Most international network with  
> 120 hotels in key cities in > 40 countries  
Strong awareness > 60% in key feeder markets  
Strong PR coverage 378 million (net reach) and > 450 annual awards  
High perceived value for guests with strong brand experience (partnerships, events, concepts/markers)

### INVESTORS' ASSURANCE

> 50 years of brand heritage and "savoir-faire"  
French origin & luxury drives brand perception and preference  
High level of standards & service excellence drive customer satisfaction and reputation  
Brand value contributes to "sure-win" investment potential

## Key programs

**Gastronomie française.** Sofitel brings to life celebrated French gastronomy through the modern reimagining of culinary traditions. From the kitchens of famed boulangeries and the cellars of storied vineyards, guests are served fine breads, delectable pastries, and premium wines and cheeses from across the globe.

**La Nuit by Sofitel.** Sofitel's signature, multi-sensory party concept combines the best of Parisian nightlife with local culture, bringing guests together through leading musical acts, dynamic DJ sets, experimental cocktails and strikingly creative lighting and visual effects.

**Sofitel MyBed™.** Designed to provide ultimate in sleep-time bliss, Sofitel MyBed ushers a whole new concept in relaxation. This multi-sensorial experience ensures all guests have a luxurious rest and wake up feeling refreshed. Sofitel MyBed™ lulls guests to sleep with plush beddings, comforting tea, aromatherapy scents inspired by the destination.

**Sleep Menu & Indulgent Bath.** As part of the Sofitel MyBed™ Sleep Menu offers, this signature in-room service transforms the bathroom into a private sanctuary with luxurious options for relaxation. Guests can choose between two complimentary baths – a therapeutic Soothing Bath that invites a lazy soak with calming essential oils and curative bath salts or a Bubble Bath that injects fun into the bath time experience.

**Sofitel Fashion Collection.** As the Sofitel Brands create "Magnifique" experiences and weave bonds with guests, our Ambassadors are the most important links and actors of this success. Accordingly, the Sofitel line of uniforms illustrates the essence of luxury, good taste and French elegance. It evokes a timeless sense of style.

## 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		● 200-250	● 200-250
— Room average size <sup>(1)</sup> (sqm)		● 40 and +	● 45 + balcony
— Total Gross Floor Area <sup>(1)</sup> (sqm)		● 90-110	● 120-165
FOOD & BEVERAGE	1 Breakfast restaurant 1 Destination Restaurant	1 Destination Bar Additional F&B <sup>(2)</sup>	
WELL BEING	SoSpa SoFit	Swimming pool	
MEETINGS, EVENTS & OTHERS	Magnifique Meetings & Events Ballroom <sup>(2)</sup> Business centre	Club Millésime Kids Club (Le Petit Prince / Villa des Enfants) <sup>(2)</sup>	

## Customer profile

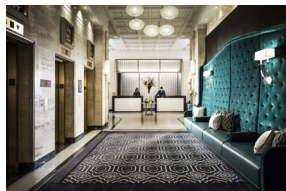
BUSINESS	31%	69%	LEISURE
DOMESTIC	57%	43%	INTERNATIONAL

## Top 5 flagships to visit

SINGAPORE SENTOSA RESORT & SPA, SINGAPORE



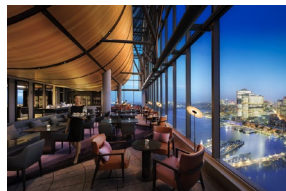
WASHINGTON DC UNITED STATES



FRANKFURT OPERA GERMANY



SYDNEY DARLING HARBOUR AUSTRALIA



TAMUDAY BAY BEACH & SPA MOROCCO



All figures as of end 2018