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

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

AUGUST 2019 - PHOTOS © ACCOR PHOTO LIBRARY

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 \ 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

SOFITEL

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

120 HOTELS & 29,570 ROOMS

Pipeline

19 HOTELS & 5,274 ROOMS

EUROPE
32 hotels
6,481 rooms
Pipeline: +448 rooms

ASIA / PACIFIC
50 hotels
14,390 rooms
Pipeline: +2,515 rooms

AFRICA
MIDDLE EAST
22 hotels
5,574 rooms
Pipeline: +1,692 rooms

AMERICAS
14 hotels
3,125 rooms
Pipeline: +619 rooms

NUMBER OF HOTELS AND ROOMS PER REGION
NETWORK + PIPELINE

Development

New Built & Conversion

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

Upcoming openings

Dubai, United Arab Emirates, 595 rooms (2020)
Limassol, Cyprus, 245 rooms (2023)
Adelaide, Australia, 250 rooms (2020)
Mexico, Mexico, 275 rooms (2019)
Haikou, China, 211 rooms (2020)

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...)

X 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 (1) (sqm)	● 40 and +	● 45 + balcony
— Total Gross Floor Area (1) (sqm)	● 90-110	● 120-165

FOOD & BEVERAGE	1 Breakfast restaurant 1 Destination Restaurant	1 Destination Bar Additional F&B (2)
WELL-BEING	SoSpa SoFit	Swimming pool
MEETINGS, EVENTS & OTHERS	Magnifique Meetings & Events Ballroom (2) Business centre	Club Millésime Kids Club (Le Petit Prince / Villa des Enfants) (2)

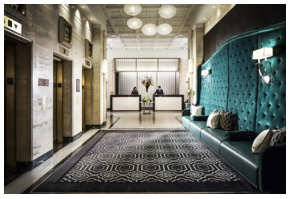
Customer profile

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 June 2019