



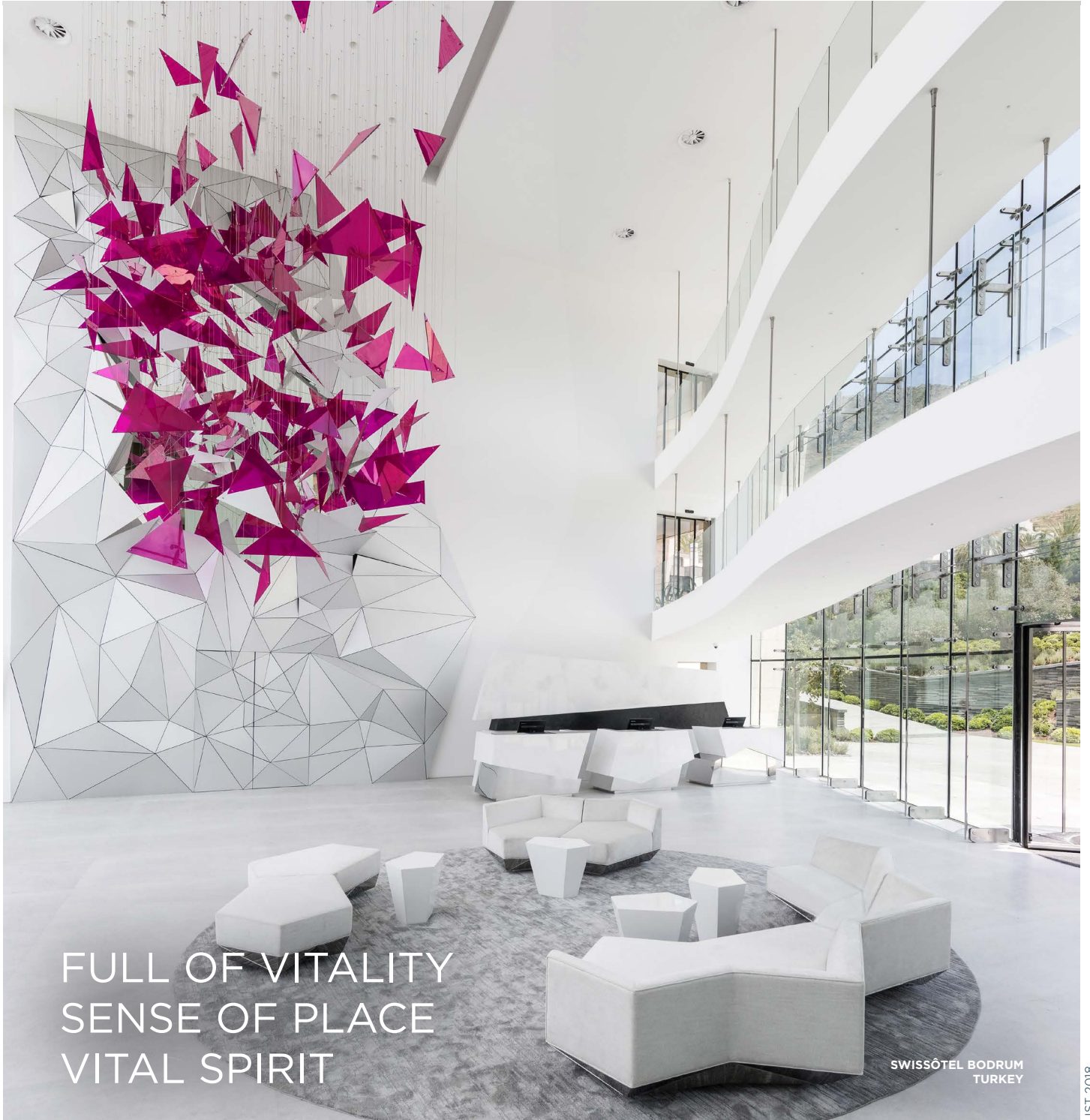
LIFE IS A JOURNEY. LIVE IT WELL.

Contemporary hotels designed with the quality and care of Swiss hospitality.

We are Swiss at heart and global by nature.

We offer guests the quality of life, vitality and peace of mind they need to explore the world and discover life's true rewards.

swissotel.com



FULL OF VITALITY
SENSE OF PLACE
VITAL SPIRIT

SWISSÖTEL BODRUM
TURKEY

FIND YOUR LOCAL DEVELOPER CONTACT ON ACCORHOTELS.GROUP/HOTELDEVELOPMENT

- | | | | | | | | | | | | | |
|---------|----------------|-------------|------------|-------------------|----------|--------------|-----------|---------------------------------|----------------|----------------|---------------|---------|
| RAFFLES | ORIENT EXPRESS | BANYAN TREE | DELANO | SO FITE L LEGEN D | Fairmont | SLS | SOY | SO FITE L | ORIGINALS | RIXOS | | |
| mantis | M GALLERY | 2C | Art Series | MONDRIAN | pullman | swissotel | ANGSANA | 25h
twenty five hours hotels | HYDE | MÖVENPICK | GRAND MERCURE | |
| PEPPERS | THE SEBEL | mantra | NOVOTEL | Mercure | adagio | MAMA SHELTER | BreakFree | ibis | ibis
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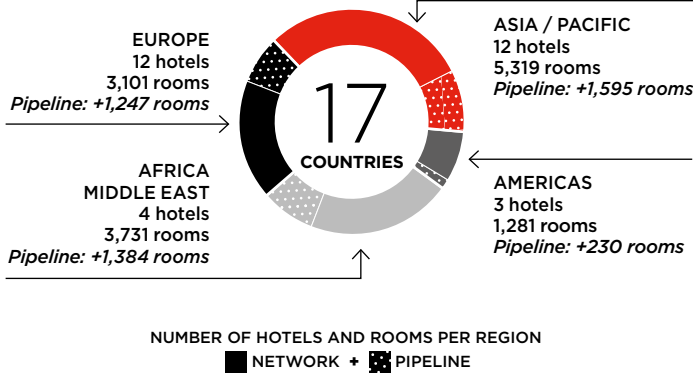
AUGUST 2018

NETWORK

31 HOTELS & 13,432 ROOMS

PIPELINE

19 HOTELS & 4,456 ROOMS



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

- MEDELLIN, COLOMBIA (2020)
- RESORT BALI, INDONESIA (2021)
- KOZAPARK ISTANBUL, TURKEY (2019)
- JEDDAH, SAUDI ARABIA (2020)
- GOLD COAST HOPE ISLAND RESORT, AUSTRALIA (2020)

POSITIONING

RATING Vitality Premium International 4 & 5 stars
SEGMENT Premium
RESIDENTIAL MODEL Private Residences and Serviced Residences (living)

CUSTOMER PROFILE

BUSINESS 53%	LEISURE 47%
DOMESTIC 27%	INTERNATIONAL 73%

DISTRIBUTION

AccorHotels LUXE brands, net figures
*Central Reservation System

- 58% **CRS* CONTRIBUTION RATE**
Global AccorHotels LUXE brands' room revenue via AccorHotels CRS*
- 16% **WEB**
AccorHotels LUXE online direct sales: AccorHotels web sites and mobile
- +60% **MOBILE GROWTH**
AccorHotels LUXE brands room revenue via AccorHotels CRS*

KEY IDENTIFIERS

Swiss Advantage Room. The room features spacious and uncluttered workspace with ergonomic chair, a personal in-room espresso machine, 42" flat screen television & Iron and ironing board.

Pürovel. The Pürovel philosophy is derived from the origin of wellbeing and use of nature's resources. The Pürovel essence is transfused in Pürovel Spa & Sport facilities, Pürovel bathroom amenities & Pürovel signature treatments.

Swissôtel Vitality Room. A new perspective on well-being and hospitality. Launched in October 2016, the serene and stylish sanctuary includes bespoke wellness features to help guests maintain their mental and physical health while away from home. The innovative concept builds on Swissôtel's exceptionally well-received Vitality Programme.

The Quarter. Signature restaurant at Swissôtel Hotels & Resorts a reminiscent of a brasserie/bistro, international and eclectic, a restaurant where locals 'want to be', embracing contemporary design as well as the values of Swissôtel as a brand with an emphasis on fresh, local and sustainable products. Definitely Swiss, totally local.

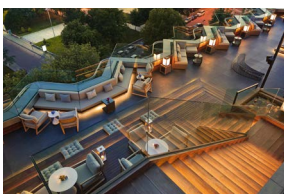
PROGRAMMING

(1) For AAA ultra city center, historic conversion, the room size and areas can go down by 15-20%
(2) Based on market demand

ROOMS	URBAN	RESORTS
— Average number of rooms	● 200 and +	● 200 and +
— Room average size ⁽¹⁾ (sqm)	● 30-36	● 36-42 + balcony
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 75-110	● 100-130
FOOD & BEVERAGE	Breakfast restaurant Speciality restaurant 1 bar at a minimum Vitality Week ⁽²⁾	
WELL-BEING	> 250 keys = Pürovel Spa and Sport (more than 4 treatment rooms and 4 spa amenities) ⁽²⁾ < 250 keys = Pürovel Sport (minimum 2 treatment rooms but less than 4 and 3 spa amenities)	
MEETINGS, EVENTS & OTHERS	Key meeting rooms Ballroom ⁽²⁾	

TOP 5 FLAGSHIPS TO VISIT

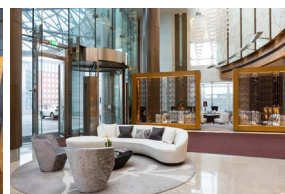
THE BOSPHORUS, ISTANBUL
TURKEY



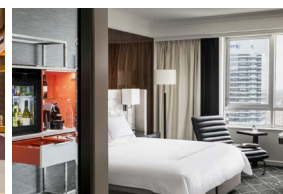
BODRUM BEACH RESORT
TURKEY



KRASNYE HOLMY, MOSCOW
RUSSIA



SYDNEY
AUSTRALIA



THE MERCHANT COURT
SINGAPORE

