At 25hours, we create individualized, made-to-measure hotels with personality in vibrant cities. Every unique, playful 25hours hotel has a soul inspired by its location and shaped by the art, culture, gastronomy and stories of its surroundings. And each one is centered around a surprising Social Hub, a space where global travellers and local guests can meet and form a dynamic adventurous community.
WE ARE PASSIONATE STORYTELLERS

- pioneer brand in storytelling
- narratives translated into design since 2003
- unique concepts inspired by the culture of its surroundings and shaped by designers, artists and creative minds
Elements and materials from naval architecture are rearranged with a pinch of irony and held together by sailor’s stories. During the development of the hotel 25 stories of seaman were collected and brought to paper in the logbook that can be found in every guest room. The logbook stories served as inspiration for the creation of the guest rooms’ wallpaper. For our guests browsing through the logbook a whole new world unfolds in front of them looking at the wallpaper – a world of dangerous crossings, romantic encounters and painful farewells.
POSITIONING
USP's
BRAND MARKERS
NETWORK & PIPELINE

DESIGN & TECHNICAL SERVICES

FOOD & BEVERAGE EXPERTISE

- each hotel has unique made-to-measure restaurant & bar concepts
- variety of food & beverage partnerships drive additional value
- 40% of total revenue & 25 to 35% of departmental margin
UPSCALE BUT LEAN

- no costly services that guests don’t appreciate, but partnerships and offerings that add value
- guests experience and consume services in the public areas
- reduced operational costs & increased revenues
KIOSK

INSPIRED BY KIOSKS OF LEGENDARY GRAND HOTELS

COLLABORATION
PUBLISHING HOUSES

TASCHEN
KEIN & ABER
gestalten
mare
A GLOBAL FOOTPRINT OF
NEAR 20 HOTELS
& 3,400 ROOMS
BY 2025

NETWORK
13 hotels
2,100 rooms

PIPELINE
6 hotels
1,300 rooms
**NUMBER OF ROOMS**
149

**OPENING**
2014

**LANDLORD**
Bayerische Hausbau

**DEVELOPMENT**
conversion

**OPERATING CONTRACT**
lease agreement

**ARCHITECTURE**
Hild und K Architekten

**INTERIOR DESIGN**
Studio Aisslinger
- **NUMBER OF ROOMS**: 170
- **OPENING**: 2011
- **LANDLORD**: Hines
- **DEVELOPMENT**: greenfield
- **OPERATING CONTRACT**: lease agreement
- **ARCHITECTURE**: Böge Lindner K2 Architekten
- **INTERIOR DESIGN**: Stephen Williams Associates, Conni Kotte Interior

**25HOURS HAMBURG HAFENCITY**
**NUMBER OF ROOMS**

217

**OPENING**

2011

**LANDLORD**

JP Immobilien  
WertInvest

**DEVELOPMENT**

conversion

**OPERATING CONTRACT**

lease agreement

**ARCHITECTURE**

BWM Architekten

**INTERIOR DESIGN**

Dreimeta

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25HOURS AT MUSEUMSQUARTIER

Vienna
**NUMBER OF ROOMS**
170

**OPENING**
2017

**LANDLORD**
SBB

**DEVELOPMENT**
greenfield

**OPERATING CONTRACT**
lease agreement

**ARCHITECTURE**
E2A Architekten

**INTERIOR DESIGN**
Studio Aisslinger
25h development presentation

- **NUMBER OF ROOMS**
  237

- **OPENING**
  2019

- **LANDLORD**
  Hua Kee

- **DEVELOPMENT**
  re-branding

- **OPERATING CONTRACT**
  management agreement

- **ARCHITECTURE**
  Axel Schönert Architects

- **INTERIOR DESIGN**
  Dreimeta

25HOURS TERMINUS NORD Paris
NUMBER OF ROOMS
434

OPENING
Setember 2021

LANDLORD
Dubai World Trade Center

DEVELOPMENT
greenfield

OPERATING CONTRACT
management agreement

ARCHITECTURE
Hopkins

INTERIOR DESIGN
Woods Bagot
**NUMBER OF ROOMS**
173

**OPENING**
November 2021

**LANDLORD**
Art-Invest Real Estate

**DEVELOPMENT**
conversion

**OPERATING CONTRACT**
lease agreement

**ARCHITECTURE**
GLA

**INTERIOR DESIGN**
Paola Navone

25HOURS HOTEL PIAZZA SAN PAOLINO

Florence
25h - development presentation

- **NUMBER OF ROOMS**
  - 235

- **OPENING**
  - 2022

- **LANDLORD**
  - Hines

- **DEVELOPMENT**
  - conversion

- **OPERATING CONTRACT**
  - lease agreement

- **ARCHITECTURE**
  - BBL

- **INTERIOR DESIGN**
  - MBDS

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25HOURS AT THE ROUND TOWER

Copenhagen
**NUMBER OF ROOMS**
129

**OPENING**
2024

**LANDLORD**
CØ PS

**DEVELOPMENT**
greenfield

**OPERATING CONTRACT**
lease agreement

**ARCHITECTURE**
COBE

**INTERIOR DESIGN**
Stylt Trampoli
25HOURS HOTEL CREMORNE GARDEN
Melbourne

- **NUMBER OF ROOMS**
  - 212

- **OPENING**
  - 2022

- **LANDLORD**
  - Caydon

- **DEVELOPMENT**
  - greenfield

- **OPERATING CONTRACT**
  - management agreement

- **ARCHITECTURE**
  - Caydon

- **INTERIOR DESIGN**
  - Stylt Trampoli
### NUMBER OF ROOMS
105

### OPENING
2023

### LANDLORD
Central Element & Boston Global

### DEVELOPMENT
conversion

### OPERATING CONTRACT
management agreement

### ARCHITECTURE
TZG

### INTERIOR DESIGN
A Work of Substance
ACME
TIER 1

EMEA

ASIA PACIFIC
Bangkok, Hong Kong, Shanghai, Singapore, Sydney, Tokyo

AMERICAS
Boston, Los Angeles, Miami, New York, Rio de Janeiro, San Francisco, Sao Paulo

TIER 2

EMEA
Abu Dhabi, Athens, Beirut, Berlin, Bordeaux, Cape Town, Casablanca, Dublin, Edinburgh, Geneva, Helsinki, Istanbul, Johannesburg, Lisbon, Marrakech, Monaco, Moscow, Munich, Reykjavik, St. Petersburg, Tel Aviv, Venice, Warsaw

ASIA PACIFIC
Auckland, Beijing, Delhi, Jakarta, Kuala Lumpur, Kyoto, Manila, Melbourne, Mumbai, New Delhi, Osaka, Queenstown, Sapporo, Seoul, Taipei

AMERICAS
Bogotá, Chicago, Lima, Mexico City, Santiago de Chile, Seattle, Toronto, Vancouver, Washington D.C.

TIER 3

EMEA
Antwerp, Belgrade, Brussels, Bucharest, Budapest, Cairo, Doha, Glasgow, Jerusalem, Liverpool, Luxembourg, Lyon, Manchester, Marseille, Naples, Nice, Palma, Porto, Prague, Rotterdam, Sevilla, Tbilisi, Valencia

ASIA PACIFIC
Brisbane, Hanoi, Ho Chi Minh City

AMERICAS
Atlanta, Austin, Buenos Aires, Dallas, Detroit, Nashville, Montreal, Philadelphia, Portland, San Diego
MICRO LOCATION

sought after features:
- lively micro-location
- urban vibe (restaurants, bars, shops, nightlife)
- proximity of demand generators
- high visibility
- vicinity to public transport

not of interest:
- airports
- trade fairs
- exhibition centers
- business districts
PROPERTY FEATURES

hard facts:

- minimum of 6,000 sqm GFA
- minimum of 100 guest rooms
- standard guest room size between 24 and 28 sqm
- about 60 sqm total GFA per guest room
- generous public areas
- food & beverage: at least one restaurant and one bar

what we love:

- old buildings with character
- rooftops
- outdoor areas / terraces
PRODUCT

must haves:
- lobby
- restaurant(s)
- bar
- living room
- kiosk / retail
- fitness
- wellbeing

nice to haves:
- meeting rooms
- worklabs
- pool
- car park
Central Brand Delivery: CBD (%)

CBD (Central Brand Delivery) measures the business in room nights brought by Accor to the hotel through the 3 main group levers: Distribution (through Central Reservation System - CRS), Loyalty & Sales. A 70% CBD means that 70% of the room nights of an hotel are driven by Accor & Brand Sales, Distribution (all channels powered by the CRS) & Loyalty ecosystem.

Official figures as of end 2019
NEW BOOKING ENGINE & APP

1 MULTIBRAND PORTAL
ALL.ACCOR.COM

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

NEW in 2020:
- All Safe label visibility on digital experience to rest-assure guests during the pandemic
- Launch of Apartment & Villas website dedicated to Branded Residences and Extended Stay hotels

1 LIFESTYLE COMPANION APP
ACCOR ALL

- > 50% Mobile and App visits
- 1 Download every minute
- > 4,3/5 app ratings
  iOS: 4,5/5 & Android: 4,3/5

18 BRAND.COM WEBSITES

- 25HOURS.COM plugged to ALL.ACCOR.COM

Official figures as of end 2019
NEW LOYALTY PROGRAM

THE ONLY LIFESTYLE LOYALTY PROGRAM

NEW LIFESTYLE & AUGMENTED HOSPITALITY FRAMEWORK
OFFERING EXTENDED OPPORTUNITIES TO EARN & REDEEM POINTS

NEW BENEFITS
▪ 38 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

▪ 68M Loyalty members worldwide
▪ 37% Loyalty contribution rate in RN
▪ x 3.6 Members stay twice more than non-members

THE MOST GLOBAL LOYALTY PROGRAM

- Asia-Pacific 32%
- North & Central America, Caribbean 11%
- Southern Europe 22%
- Middle-East & Africa 5%
- South America 8%

- Official figures as of end 2019