



25h

WHY INVEST IN 25HOURS

**ACCOR GLOBAL DEVELOPMENT BROCHURE
OCTOBER 2021**

**FUN
STORY
DEMOCRACY
PROFESSIONALISM**



25h

LET'S SPEND THE NIGHT TOGETHER

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





PASSIONATE STORYTELLERS

25HOURS HAFENCITY



LOGBOOK & WALLPAPER

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.

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

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NENI
at the twenty five hours hotel



HIGHBALLS AND MUSIC
The Boilerman Bar

**S&P
BAR**



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



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KIOSK

INSPIRED BY
KIOSKS OF
LEGENDARY
GRAND HOTELS

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

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● **NUMBER OF ROOMS**

149

● **OPENING**

2014

● **LANDLORD**

Bayerische Hausbau

● **DEVELOPMENT**

conversion

● **OPERATING CONTRACT**

lease agreement

● **ARCHITECTURE**

Hild und K Architekten

● **INTERIOR DESIGN**

Studio Aisslinger



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● 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



25h ● development presentation

● **NUMBER OF ROOMS**

217

● **OPENING**

2011

● **LANDLORD**

JP Immobilien
WertInvest

● **DEVELOPMENT**

conversion

● **OPERATING CONTRACT**

lease agreement

● **ARCHITECTURE**

BWM Architekten

● **INTERIOR DESIGN**

Dreimeta



25h ● development presentation

● NUMBER OF ROOMS

170

● OPENING

2017

● LANDLORD

SBB

● DEVELOPMENT

greenfield

● OPERATING CONTRACT

lease agreement

● ARCHITECTURE

E2A Architekten

● INTERIOR DESIGN

Studio Aisslinger



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● NUMBER OF ROOMS

237

● OPENING

2019

● LANDLORD

Hua Kee

● DEVELOPMENT

re-branding

● OPERATING CONTRACT

management agreement

● ARCHITECTURE

Axel Schönert Architects

● INTERIOR DESIGN

Dreimeta



25h ● development presentation

● NUMBER OF ROOMS

434

● OPENING

Setember 2021

● LANDLORD

Dubai World Trade Center

● DEVELOPMENT

greenfield

● OPERATING CONTRACT

management agreement

● ARCHITECTURE

Hopkins

● INTERIOR DESIGN

Woods Bagot



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● NUMBER OF ROOMS

173

● OPENING

November 2021

● LANDLORD

Art-Invest Real Estate

● DEVELOPMENT

conversion

● OPERATING CONTRACT

lease agreement

● ARCHITECTURE

GLA

● INTERIOR DESIGN

Paola Navone



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● NUMBER OF ROOMS

235

● OPENING

2022

● LANDLORD

Hines

● DEVELOPMENT

conversion

● OPERATING CONTRACT

lease agreement

● ARCHITECTURE

BBL

● INTERIOR DESIGN

MBDS



25h ● development presentation

● NUMBER OF ROOMS

129

● OPENING

2024

● LANDLORD

CØ PS

● DEVELOPMENT

greenfield

● OPERATING CONTRACT

lease agreement

● ARCHITECTURE

COBE

● INTERIOR DESIGN

Stylt Trampoli



25h ● development presentation

● NUMBER OF ROOMS

212

● OPENING

2022

● LANDLORD

Caydon

● DEVELOPMENT

greenfield

● OPERATING CONTRACT

management agreement

● ARCHITECTURE

Caydon

● INTERIOR DESIGN

Stylt Trampoli



25h ● development presentation

● **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





**TARGET
CITIES OF
THE
WORLD.**

TIER 1

EMEA

Amsterdam, Barcelona, London,
Madrid, Milan, Oslo, Paris, Rome,
Stockholm

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

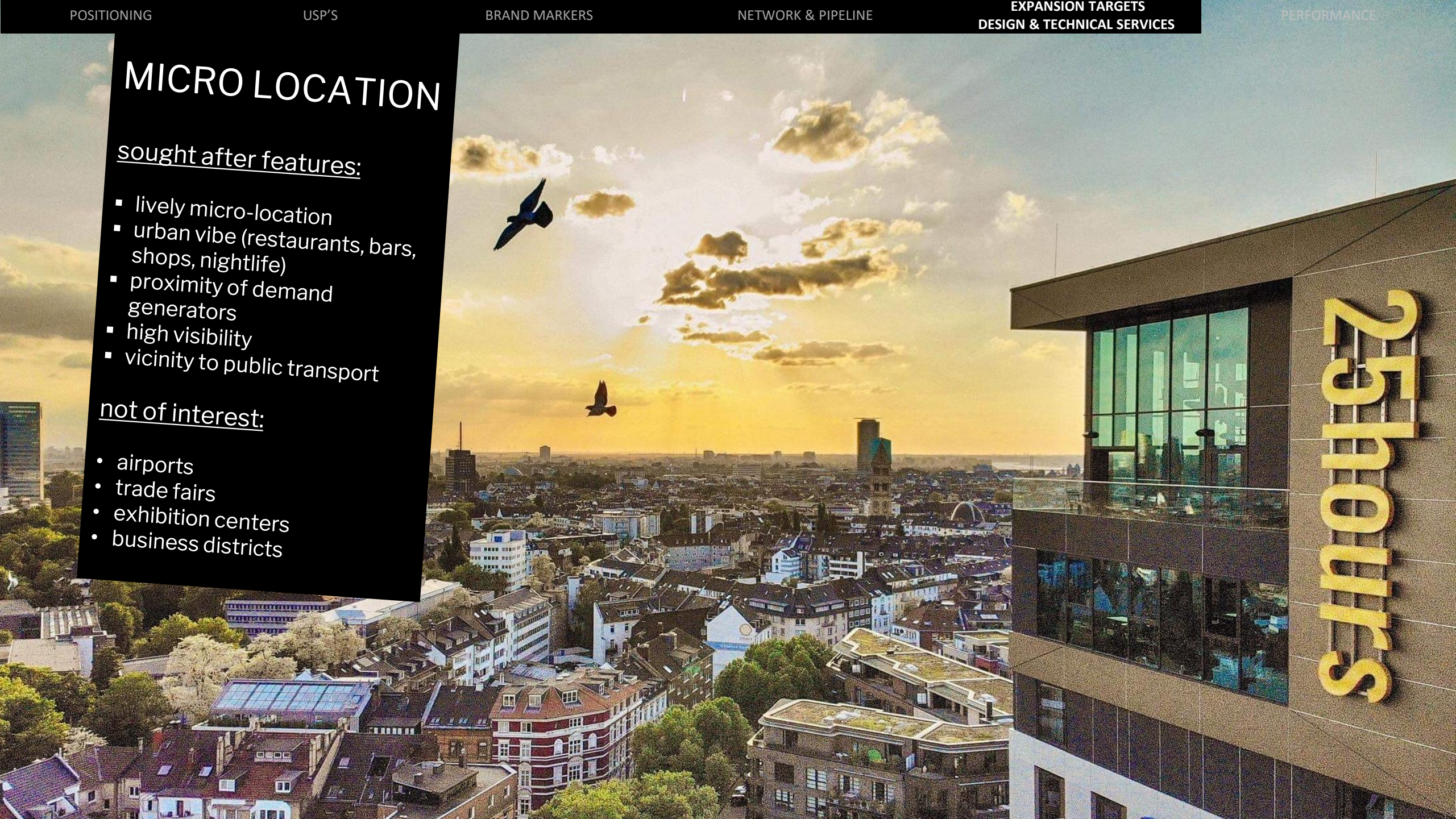
MICRO LOCATION

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

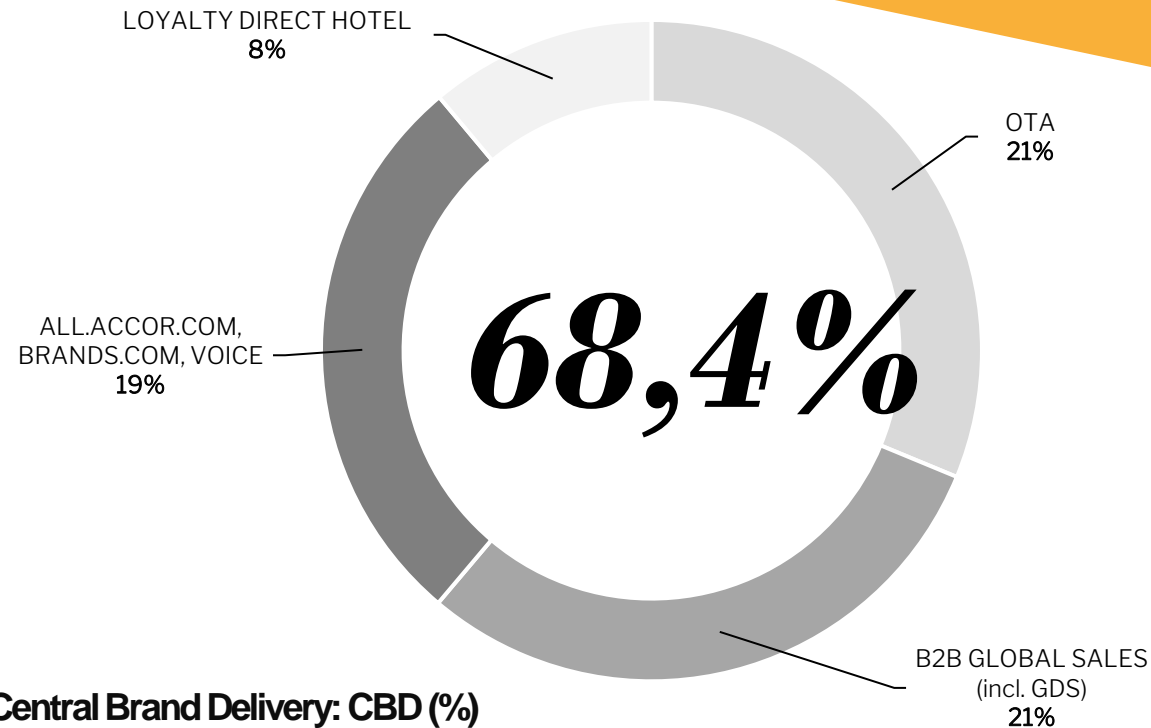
nice to haves:

- meeting rooms
- worklabs
- pool
- car park

25h ●

CENTRAL BRAND DELIVERY POWERED BY ACCOR

FOR PREMIUM SEGMENT – ROOM NIGHT BASED



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.



FOCUS WEB

(ACCOR WEB + WEB PARTNER)

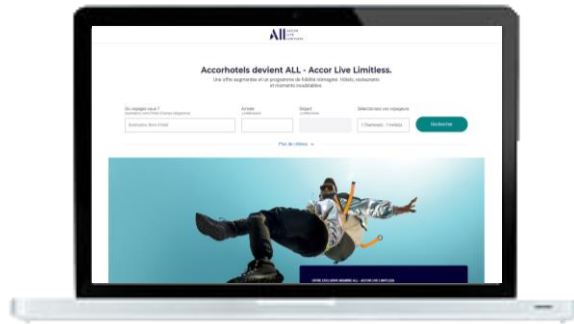
1,5M ROOM NIGHTS

€208M ROOM REVENUE

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NEW BOOKING ENGINE & APP

1 MULTIBRAND PORTAL
ALL.ACCOR.COM



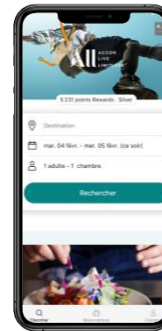
- **300M** Website + App visits
- **2,200** Destinations
- **18** Languages

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**

25h ●

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

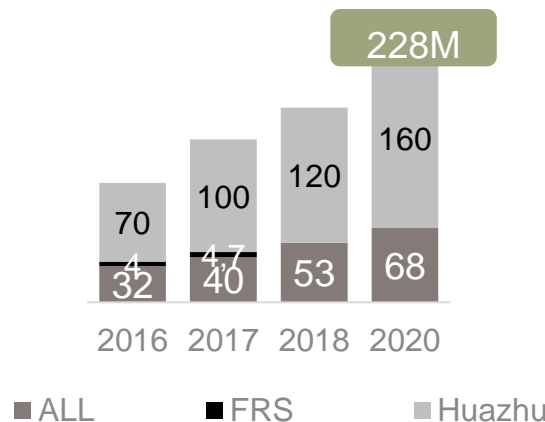
NEW PARTNERSHIPS

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

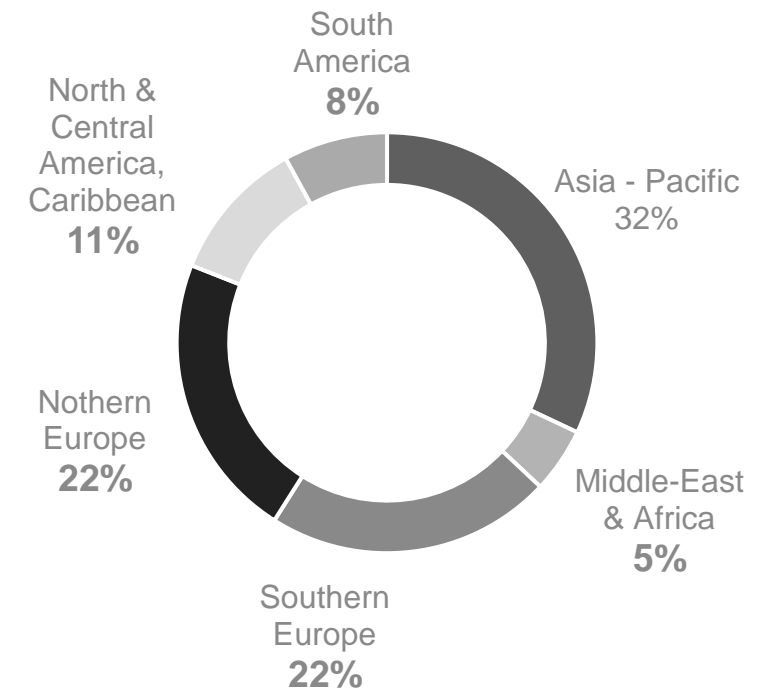


THE FAST GROWING LOYALTY PROGRAM

- **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





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DEVELOPMENT PRESENTATION