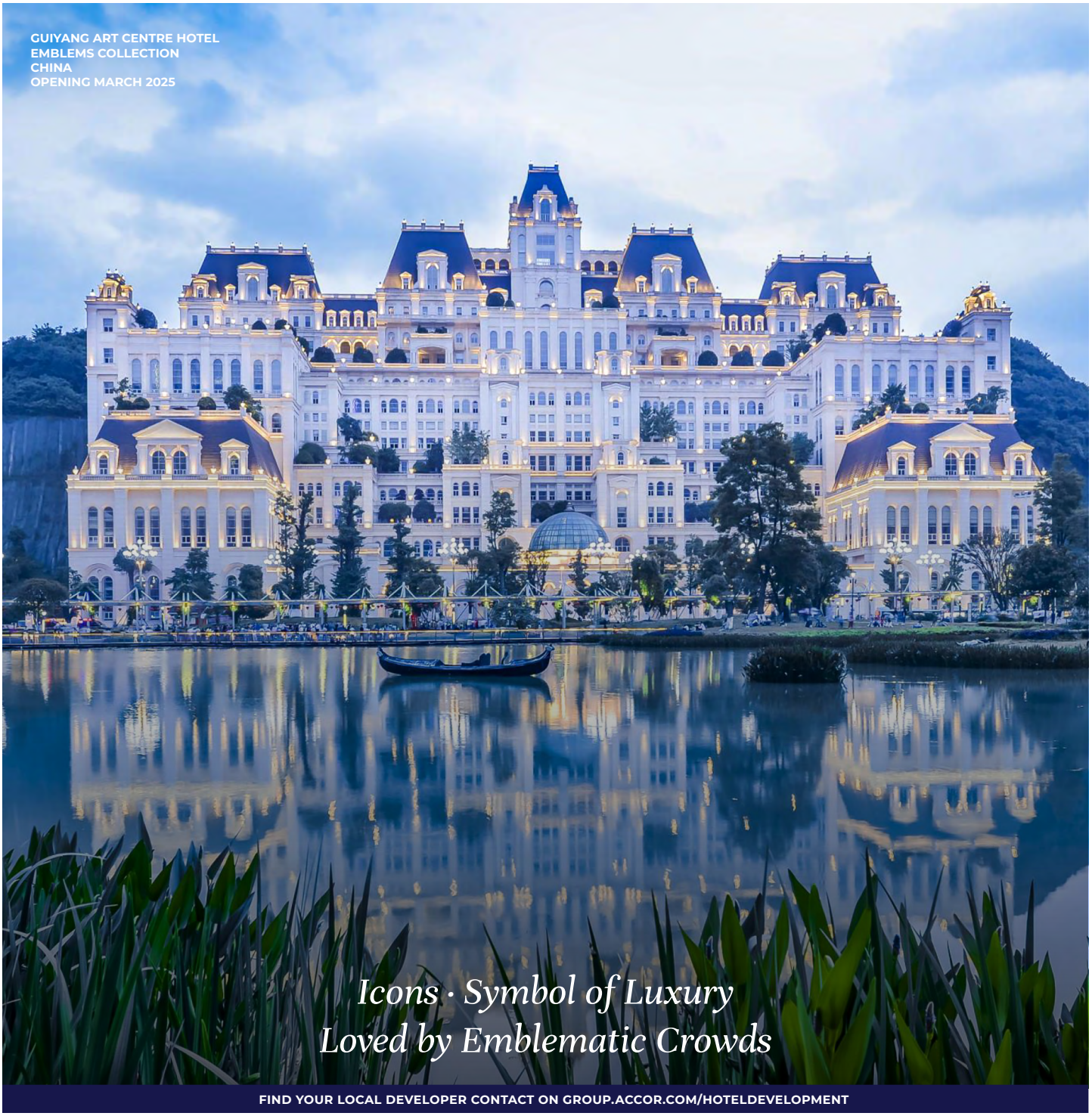
EMBLEMS
COLLECTION

The most select collection of emblematic luxury hotels

Some hotels are not just hotels. They are true flagships, icons, the pride of a nation. Emblems was created to bring together these jewels of the crown... No matter the destination, staying at Emblems offers the unique feeling of being part of the most exclusive and select club.



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

AUGUST 2022

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ SOFITEL LEGEND \ FAIRMONT \ EMBLEMS \ SOFITEL \ RIXOS
ONEFINESTAY \ MANTIS \ MGALLERY \ ART SERIES \ PULLMAN \ SWISSÔTEL \ ANGSANA \ MÖVENPICK
GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO \ BREAKFREE \ IBIS
IBIS STYLES \ GREET \ IBIS BUDGET \ HOTELF1
ennismore 21C MUSEUM HOTEL \ 25HOURS \ DELANO \ GLENEAGLES \ HYDE \ JO&JOE \ MAMA SHELTER \ MONDRIAN \ MORGANS ORIGINALS
SLS \ SO \ THE HOXTON \ TRIBE \ WORKING FROM

EMBLEMS COLLECTION

COLLECTION - LUXURY INTERNATIONAL 5 STARS

75%
CENTRAL BRAND DELIVERY LUXURY SEGMENT

40%
ALL LOYALTY PROGRAMME CONTRIBUTION LUXURY SEGMENT

UP TO **10%**
NET REVPAR

60 properties by 2030
20 projects under negotiation

– A COLLECTION OF 60 EMBLEMATIC PROPERTIES GLOBALLY BY 2030
– TARGETED LOCATIONS BOTH CITY AND RESORT

Upcoming openings

HUAGANG WANGJING HANGZHOU HOTEL, CHINA 125 ROOMS & SUITES (JANUARY 2024)
GUIYANG ART CENTRE HOTEL, CHINA 64 ROOMS & SUITES (MARCH 2025)

Development

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

CONVERSION PREFERRED & NEW BUILT

Top 3 unique selling propositions

EMBLEMS HOTELS ARE EMBLEMATIC

– Iconic hotels, the pride of a nation, the jewels of the crown
– Strong hotel identity
– Knowledgeable in luxury

X

EMBLEMS IS FLEXIBLE

– Minimum requirements matching luxury standards
– Limited investment
– Franchise or management contract

X

EMBLEMS OFFERS THE BEST OF BOTH WORLDS

– Stay unique
– Immediate ROI
– Maximize your revenue thanks to powerful Accor sales, distribution & loyalty platform from day one
– Optimize your costs and operations with best market conditions (OTA's contracts, procurement, etc.)

Brand markers

Emblems are Icons
Some hotels are not just hotels.
They are true flagships, icons, the pride of a nation.
Emblems was created to bring together these jewels of the crown...

Emblems are Curated Landmarks
No matter the destination, staying at Emblems offers the unique feeling of being part of the most exclusive and select club.
Every hotel is singular with a one of a kind blend of legacy, atmosphere, style and charm cultivating its own DNA, design, story.

Emblems are Symbols of Luxury
Emblems stands out as the most exclusive luxury hotel collection, ensuring the highest level of service and quality.

Emblems are Emblematic Crowds
For epicurean travelers from all over the world, seeking the most exclusive stays in iconic and unique places.
From a few days to weeks, they are in quest of luxury tailor made services to make their stay both memorable and magical.

Programming

HOTEL ROOMS	● AAA [1]	● WORLDWIDE
— Average number of rooms	● 100-150	● 100-150
— Room average size [1] (sqm)	● -10/-15% of ROW*	● 28-36
— Total Gross Floor Area [1] (sqm)	● 55-65	● 65-100
RESORT ROOMS		
— Average number of rooms	● 100-150	● 100-150
— Room average size [1] (sqm)	● 28-32	● 30-40 + balcony
— Total Gross Floor Area [1] (sqm)	● 70-100	● 72-110

LUXURY STANDARDS MATCHING GUESTS EXPECTATIONS

EXTERIOR	– Historic / Iconic building – Entrance Sign	– Parking valet [2] – Porter [2]
CHECK IN/OUT	– 24/7 front desk	– Rapid check out
LOBBY	– Concierge [2]	– Luggage room
F&B	– Breakfast – Bar	– Specialty restaurant – Room service 24/7
ROOM	– Luxury quality bedding [3] – Luxury quality amenities [3]	– Turn down service – Flat screen TV
WELL-BEING	– Fitness room – Spa [4]	– Swimming pool [5]
ACCOR	– ALL Loyalty programme* – Group CSR* programme	– ALL Safe standards – LQA* standards and audits

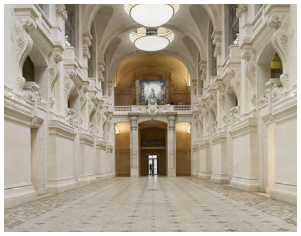
(1) For AAA ultra city center, historic conversion, the room size and areas can go down by 10-15% (2) Dedicated staff member. (3) Should follow minimum luxury standards. (4) Highly recommended. (5) Optional.

Operating mode

GLOBAL FOOTPRINT

0%	100%
FRANCHISE	MANAGEMENT

3 kinds of Emblems



HERITAGE

ICONIC LANDMARKS OF A DESTINATION, THEY ARE THE PERFECT BALANCE BETWEEN HISTORY, HERITAGE, TRADITION.

RETREAT

FROM INFINITE EXPANSES OF OCEAN AND ELEGANT COUNTRYSIDE TO BREATHTAKING MOUNTAINS, ONE OF A KIND RESORTS.

SIGNATURE

AN AESTHETIC UNIVERSE, A STYLE OR THE SIGNATURE OF A PERSONALITY WHO CONTRIBUTED TO THE HOTEL DESIGN.

All figures as of end June 2022 - *ROW : Rest of the World - ALL - Accor Live Limitless - CSR : Corporate Social Responsibility - LQA : Leading Quality Assurance