

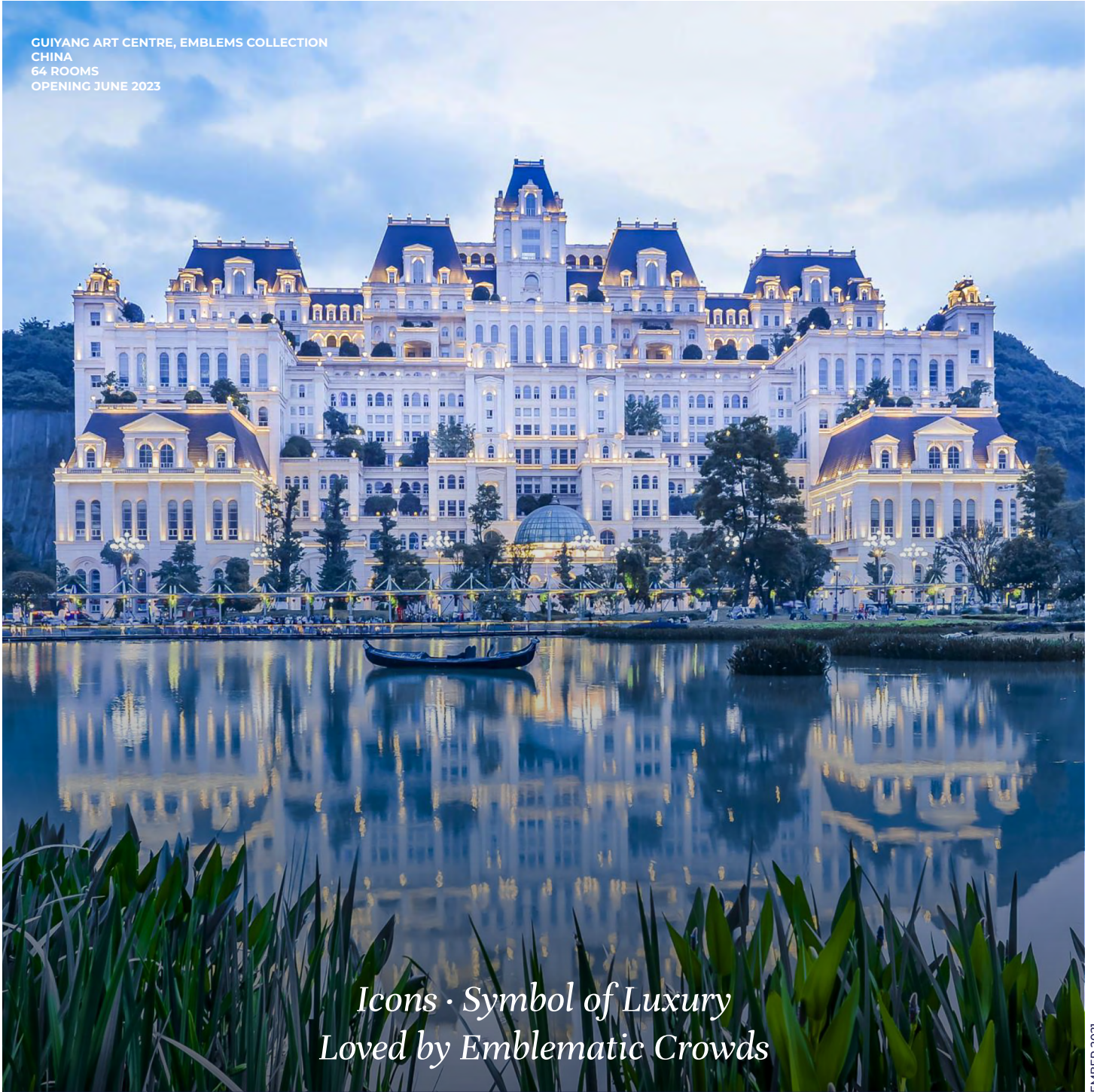
# EMBLEMS

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.

GUIYANG ART CENTRE, EMBLEMS COLLECTION  
CHINA  
64 ROOMS  
OPENING JUNE 2023



*Icons · Symbol of Luxury  
Loved by Emblematic Crowds*

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IBIS \ IBIS STYLES \ GREET \ IBIS BUDGET \ JO&JOE \ HOTELF1

# EMBLEMS

CLASSIC - ULTRA 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

A COLLECTION OF 60  
EMBLEMATIC PROPERTIES  
GLOBALLY BY 2030

TARGETED LOCATIONS  
BOTH CITY AND RESORT

## Upcoming opening

GUIYANG ART CENTRE  
CHINA

64 ROOMS  
OPENING JUNE 2023

## Development

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

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

### LUXURY STANDARDS MATCHING GUESTS EXPECTATIONS

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

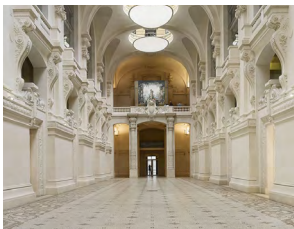
(1) For AAA ultra city center, historic conversion, the room size and areas can go down by 10-15% (2) Dedicated staff member. (3) Should follow minimum luxury standards. (4) Highly recommended. (5) Optional.

## Operating mode

Global Footprint



## 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.