



## Stories that stay

MGallery selects unique properties with passion to gather them into a unique collection of hotels where captivating stories are lived and shared. With more than 100 hotels around the world, each MGallery tells a unique story inspired by the location. From bespoke design and sensorial mixology to well-being dedicated to everyday self-care, MGallery hotels are places where guests can enjoy a lavish travel experience.

[mgallery.com](http://mgallery.com)



HÔTEL PERLE D'ORIENT CAT BA  
VIETNAM

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FEBRUARY 2022



COLLECTIONS - PREMIUM INTERNATIONAL 4/5 STARS

88%

MGALLERY CUSTOMERS EITHER SATISFIED OR VERY SATISFIED BY THEIR STAY EXPERIENCE

50€

BRAND AVERAGE RATE PREMIUM VERSUS INDEPENDANT HOTELS

66%

OF GUESTS ASSOCIATE MGALLERY WITH STORIED BOUTIQUE HOTELS

## Global footprint of 169 hotels OPEN + PIPELINE

NETWORK → 112 HOTELS 11,698 ROOMS PIPELINE → 57 HOTELS 7,692 ROOMS

36 COUNTRIES	HOTELS NETWORK	ROOMS NETWORK	+PIPELINE
North, Central America & Caribbean	2	2%	162 +44
South America	5	3%	390 +196
Northern Europe	19	18%	2,069 +1,346
Southern Europe	40	28%	3,277 +1,019
India, Middle East & Africa	10	12%	1,415 +1,458
Greater China	3	3%	346 +1,091
South East Asia	23	23%	2,749 +2,080
Pacific	10	11%	1,290 +458

## Development

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

CONVERSION PREFERRED & NEW BUILT

## Latest & upcoming openings

- Belmont Hotel Vancouver, Canada - 82 rooms (December 2021)
- Aki Hotel, Hong-Kong - 172 rooms (March 2022)
- Tel Aviv Elkonin, Israel - 44 rooms (April 2022)
- Porter House Sydney, Australia - 121 rooms (June 2022)
- Ambassador Mapo Seoul, South Korea - 202 rooms (July 2022)
- Tour Duo Paris, France - 139 rooms (September 2022)

## Top 3 unique selling propositions

### A COLLECTION OF UNIQUE HOTELS WITH STRONG IDENTITIES

- Each property has its unique story: dedicated process for a storytelling approach (STORM)
- Hotel story based on the owner's asset, vision and experiences
- The story of the hotel is at the center of everything: positioning, design, value proposition, communication
- "Unbeaten path" locations: when implanted in "unbeaten path" locations (like Tarcin Sarajevo), MGallery hotels are often the only premium brand present in the competitive set



### A FLEXIBLE AND ADAPTABLE BRAND

- Flexible design fitting each unique market, hotel story and location
- Strong adaptable brand programs focused on guest experience: Bespoke design, Self care well-being, Sensorial mixology
- The hotels' needs and specific characteristics are the brand's priority, which is why in-hotel brand standards are flexible and focused on what makes each property unique.



### A STRONG BRAND POWER

- The brand benefits from the group's international awareness and experience, while maintaining the hotel's own identity
- Strong distribution powered by Accor, global average of >70% of total hotel revenue, which is the highest in the market
- Strong brand programs to generate additional revenue, such as "Memorable moment"
- Strong community spirit: repeat guests drive incremental revenue
- A qualitative, fast-growing network: + 15 hotels/year

## Passions

### Bespoke Design

Contemporary and authentic design connected to the hotel story and the destination.

### Well-being dedicated to everyday self-care

Complete experience focused on self-care by providing inspiration to nourish the mind, body and soul.

### Sensorial mixology

Combinations of flavors and scents that embody the unique story and character of the hotel.

### Artful stories

Unique artistic expressions that resonate with the guests' personal stories.

## 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. (3) Nice to have

ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 100-150	● 100-150
— Room average size <sup>(1)</sup> (sqm)	● 28-36	● 30-40 + balcony
— Total Gross Floor Area <sup>(1)</sup> (sqm)	● 65-100	● 72-110
FOOD & BEVERAGE	1 Destination Restaurant 1 Destination Bar Lobby lounge and additional F&B venues <sup>(2)</sup>	
WELL-BEING	Boutique / Signature Spa and Fitness Concept Swimming pool <sup>(3)</sup>	
MEETINGS, EVENTS & OTHERS	Living room Kids Club <sup>(2)</sup> Business corner	

## Customer profile

BUSINESS	38%	62%	LEISURE
DOMESTIC	49%	51%	INTERNATIONAL

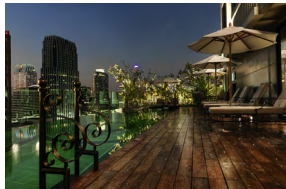
## Operating mode

NETWORK

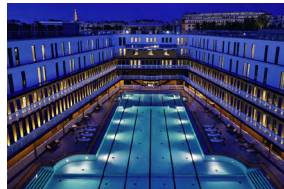


## Top 5 flagships to visit

HOTEL MUSE BANGKOK THAILAND



MOLITOR PARIS FRANCE



SANTA TERESA RIO DE JANEIRO BRAZIL



HARBOUR ROCKS HOTEL SYDNEY AUSTRALIA



PAPADOPOLI HOTEL VENEZIA ITALY

