



## WHY INVEST IN MANTIS

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ACCOR GLOBAL DEVELOPMENT

AUGUST 2022







**A collection of curated destinations inspired by sustainable adventures.**

**Mantis is a leading, conservation-focused hotel group with curated hotels, eco-lodges and waterways located all over the world. Sustainable travellers have been enjoying eco-tourism, safaris and adventure travel with Mantis since 2000.**

**Rooted in conservation, Mantis pursues sustainable business practices and develops tourism products that are respectful of the environment and communities in which they operate.**

**We believe our group's growth and respectability in the market place has been founded on our acknowledgement and respect of the environment, hence the acronym for Mantis: **Man And Nature Together Is Sustainable.****

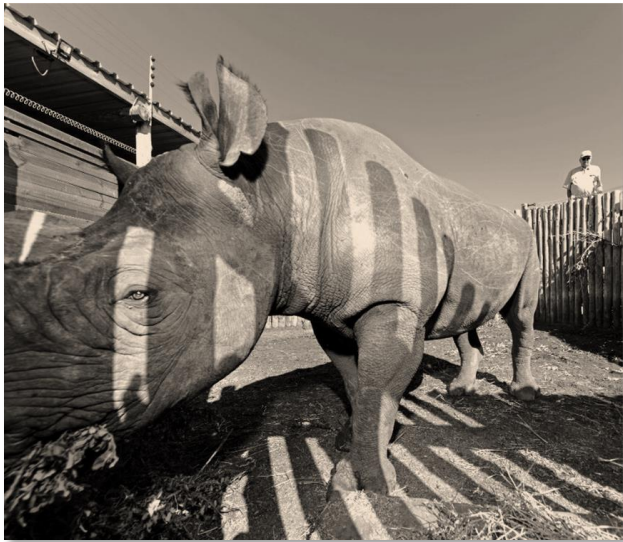
**DIVERSE | INTIMATE | EXPERIENTIAL | UNEXPECTED**



# BRAND PASSIONS

## Mantis – An exceptional place to find yourself

African borne hotel operator | Over 20 years of experience in the eco-tourism space | Curators of conservation-focused and adventure travel



PASSIONATE  
CONSERVATIONISTS

X



CELEBRATING  
LOCALITY

=



SUSTAINABLE  
ADVENTURES



# BRAND PASSIONS

## PASSIONATE CONSERVATIONISTS

*We foster a human and nature connection and inspire our guests to adopt our philosophy, by providing experiences that connect guests to nature, educate and enhance their perspective on life.*

*We care about our natural world, our wildlife and our communities, and we look for ways to help and educate others about conservation, wherever possible.*

*We aspire to do better. We inspire our guests to do better.*



## BRAND PASSION – *Passionate conservationists*



Conservation is at the core of the brand. We aspire to provide experiences which enhance our guests understanding of conservation and the preservation of our natural world. We achieve this by carefully etching in soft programming geared towards conservation education throughout our guest journey. Examples of this include making use of sustainable in-room amenities, providing educational in-room bookmarks, incorporating indigenous greenery throughout our properties, and making use of sustainably sourced local produce. Mantis is aligned with Planet 21, and our Mantis Impact Projects assist our local communities and wildlife.



# BRAND PASSIONS

## CELEBRATING LOCALITY

*We celebrate the authenticity, heritage and culture of a destination through food, service and design. We are inspired by culture and diversity. We believe in conserving tradition. We aim to introduce our guest to authentic destinations.*

*We highlight and amplify the uniqueness of our lands.*

*Our properties may differ in appearance and offering, but we are all linked through our passion of celebrating locality. This is our golden thread.*



## BRAND PASSION – *Celebrating locality*



What makes a Mantis unique is its deep-rooted connection to authenticity and culture. On our guest journey, we aim to immerse our guests in their chosen destination. They encounter local people (Mantis prides itself in employing local), local tastes and experiences, and their suites are designed with subtle infusions of local textures, materials and trinkets.

Find yourself in Edwardian and theatrically-themed splendour in London, or bright, textured and African-inspired in the Serengeti, or natural and lush interiors in Costa Rica.

Our collection is unique, as are our destinations. We celebrate this.





# BRAND PASSIONS

## SUSTAINABLE ADVENTURES

*Luxury hospitality, but never at the expense of our planet. We promote adventures that have been carefully crafted and made available, without harming the natural world.*

*We upskill and employ local community members, support community projects that drive upliftment, and promote indigenous designers, artists and other local talent.*

*Guests enjoy a taste of sustainability through our environmentally-friendly amenities and experiential dining offerings.*



## BRAND PASSION – *Sustainable Adventures*



Bucket-list adventures. Exhilarating wildlife safari's. Beachfront delights. Slow-paced city tours. River cruise game viewing. Birding and bush trekking. All life-changing, all sustainable.

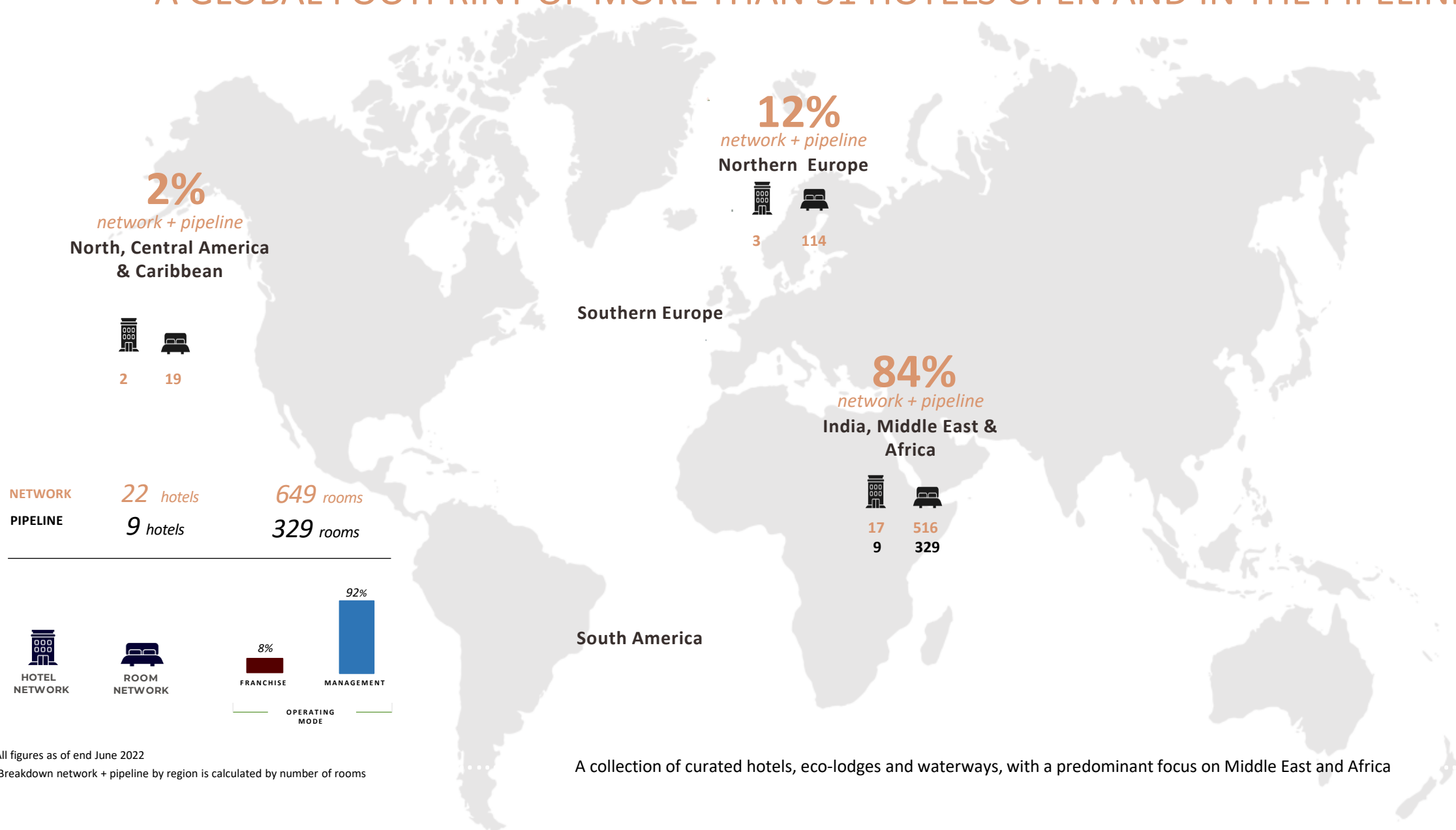
Mantis impact experiences provide guests with adventure, with programmes and encounters created in a way which does not harm the natural world.

We are here to witness the wonders of creation, and depart with soul-stirring memories.





# A GLOBAL FOOTPRINT OF MORE THAN 31 HOTELS OPEN AND IN THE PIPELINE



All figures as of end June 2022

Breakdown network + pipeline by region is calculated by number of rooms

A collection of curated hotels, eco-lodges and waterways, with a predominant focus on Middle East and Africa



# FLAGSHIP

**Oceana Beach & Wildlife Reserve, South Africa, Opened January 2007**

Spectacular beach & coastal bush experience | Nature drives | Nature retreat





# FLAGSHIP

**Mantis No5 Boutique Art Hotel, South Africa, Opened August 2009**

Art-deco inspired | Private art collection | Private cinema & dining cellar | 7 suites





# FLAGSHIP

**Zambezi Queen by Mantis. Chobe River Botswana/Namibia. Opened January 2011.**

Water-based wildlife safari | Year-round destination | Exclusive | Community impact





# FLAGSHIP

## Mantis Founder's Lodge, South Africa, Opened September 2016

Birthplace of Mantis | Conservation-focused | Unique lodging experience | Wildlife safari





# FLAGSHIP

**Siringit Serengeti Camp by Mantis. Tanzania. Opened April 2019.**

Witness the annual migration | Intimate & private eco-lodge | 9 luxury tents | Wildlife safari

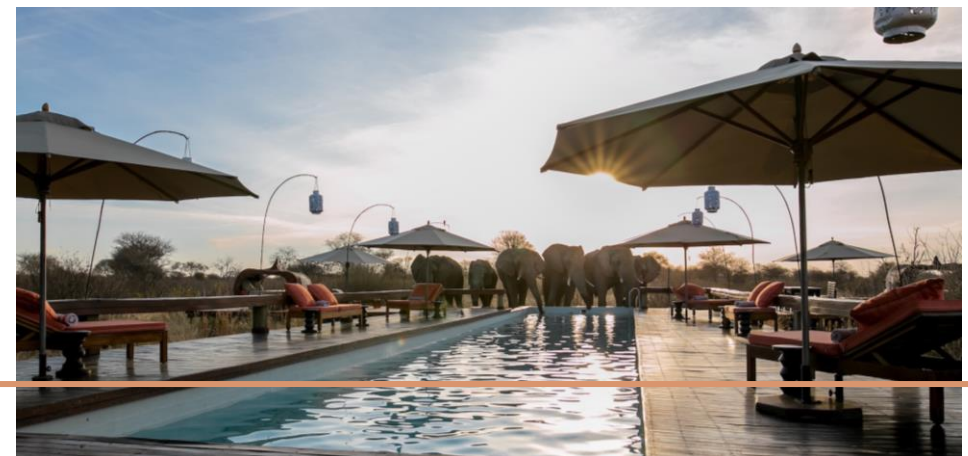




# FLAGSHIP - *franchise*

**Feline Fields by Mantis. Botswana. Franchised April 2020.**

Environmentally conscious | Exclusive safari experiences | Tailored itineraries | Secluded





# FLAGSHIP - *franchise*

**Origins Lodge by Mantis. Costa Rica. Franchised April 2020.**

Located in rainforest | Wellness-focused | Sustainability-focused | Exclusive retreats





# LATEST OPENINGS

**Vivari Hotel & Spa by Mantis, South Africa, Opened March 2021**  
48 suites | Destination weddings & events | Wellness

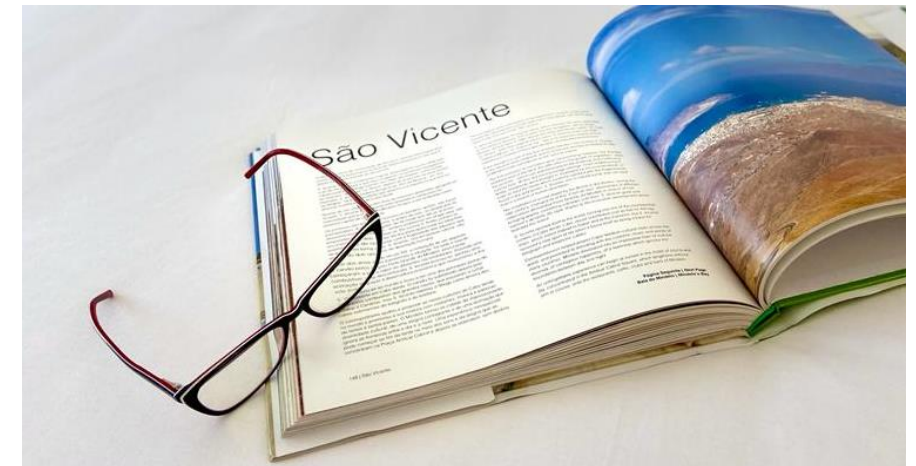




# OPENING SOON

## Mantis Mansa Marina, Cape Verde

32 suites | Restaurant | Bar & terrace | Cigar lounge





# OPENING SOON

**Mantis Kivu Queen uBuranga, Rwanda**  
10 suites | Restaurant & bar | Splash pool





# DEVELOPMENT CRITERIA

## WHAT MAKES A MANTIS?

	ECO-LODGES	WATERWAYS	CURATED HOTELS
RECOMMENDED NUMBER OF ROOMS	10 - 30 keys	5 – 16 keys	10 – 80 keys
ROOM AVERAGE SIZE	35 – 45+ sqm	15 – 20+ sqm	35 – 45+ sqm
FOOD & BEVERAGE	Indoor & outdoor dining Room service Social lounge Bar & viewing deck	Dining area Room service* Social lounge Bar & viewing deck	Restaurant Room Service Social lounge & bar Private dining area*
WELL-BEING	Spa* Gym* Swimming pool / Splash pool	Spa* Gym* Splash pool*	Spa* Gym Swimming pool
SOCIAL SPACES	Outdoor boma / terrace Viewing deck Curio Store Library / private lounge	Outdoor public area / terrace Viewing deck Curio Store Library / private lounge*	Outdoor public area / terrace* Curio Store* Library / private lounge*
MEETINGS	Market driven*	Market driven*	Meeting rooms (min 1)* Event rooms * Business centre*

*\*based on market demand | Curated hotels on strategic basis only  
Location is important, but the uniqueness of the site is key when developing a Mantis experience*



# COMMUNICATION

## MANTIS IS

EXPLORATIVE | ADVENTUROUS | CONSIDERATE | LUXURIOUS | HONEST | WORLDLY

## A WAY OF LIFE

A Mantis hotel is a blend of localised hospitality and rich novel experiences in an authentic setting that celebrates its locality.

We speak as we behave; with simplicity, wisdom, and passion for our host destinations; aspiring to be their most authentic representatives.

Every piece of writing is meant to impart a strong **sense of place** and **inspire** the reader to fall in love with our hospitality and destinations for who and what they are; whilst realising the **importance of preservation and protection**.

Our dedicated channels of communication include

[YouTube](#)

[Facebook](#)

[Instagram](#)

[Linkedin](#)

[Press & Trade communications](#)

[Newsletter communications](#)

[Brand website](#)



# GLOBAL AWARDS

## 2020

The Mantis Collection | **Africa's Leading Boutique Hotel Brand 2020** | World Travel Awards

Chobe Princess by Mantis | **Africa's Leading River Cruise Company 2020** | World Travel Awards

Zambezi Queen by Mantis | **Africa's Leading River Cruise Company 2020** | World Travel Awards

Zambezi Queen by Mantis | **World's Leading Boutique Cruise 2020** | World Travel Awards

Mantis EPIC Hotel and Suites | **Travelers' Choice Award 2020** | TripAdvisor

Mantis Akagera Game Lodge | **Travelers' Choice Award 2020** | TripAdvisor

Mantis Founders Lodge | **Travelers' Choice Award 2020** | TripAdvisor

Siringit Serengeti Camp by Mantis | **Travelers' Choice Award 2020** | TripAdvisor

Mantis St Helena | **Travelers' Choice Award 2020** | TripAdvisor

## 2021

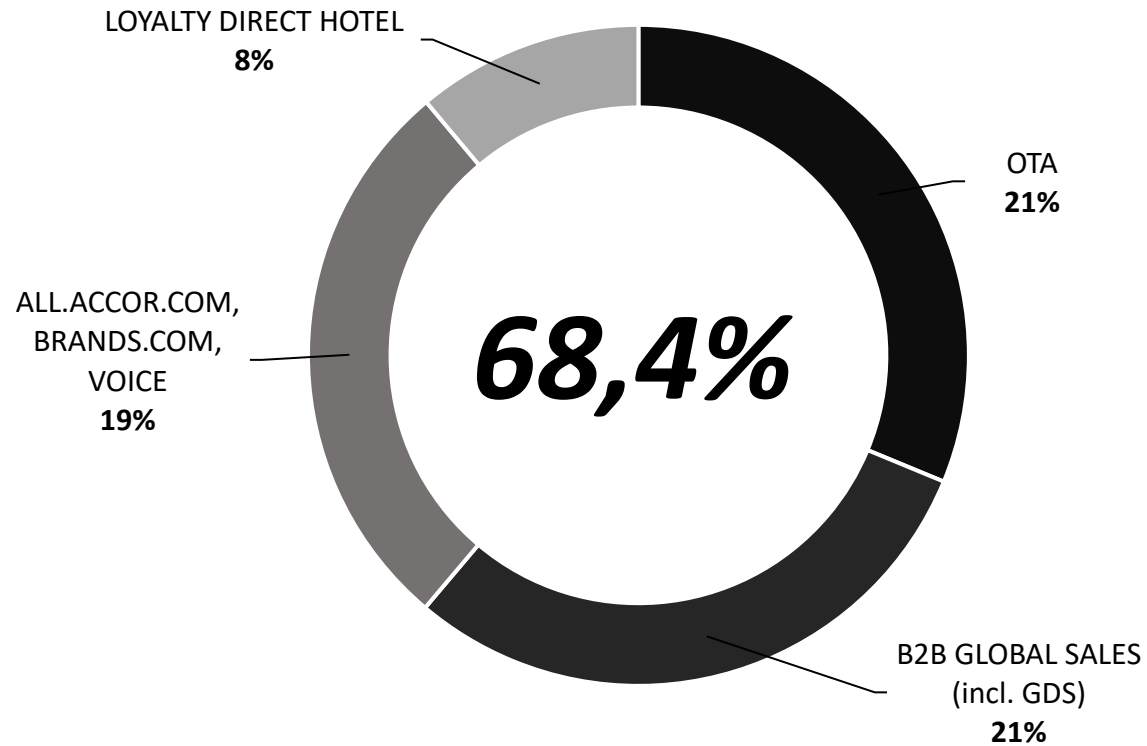
The Mantis Collection | **Africa's Leading Boutique Hotel Brand 2021** | World Travel Awards

Zambezi Queen Collection by Mantis | **Africa's Leading River Cruise Company 2021** | World Travel Awards

Zambezi Queen Collection by Mantis | **Africa's River Cruise Company 2021** | World Luxury Travel Awards

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# CENTRAL BRAND DELIVERY

For Premium Brands (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 a hotel are driven by Accor & Brand Sales, Distribution (all channels powered by the CRS) & Loyalty ecosystem.

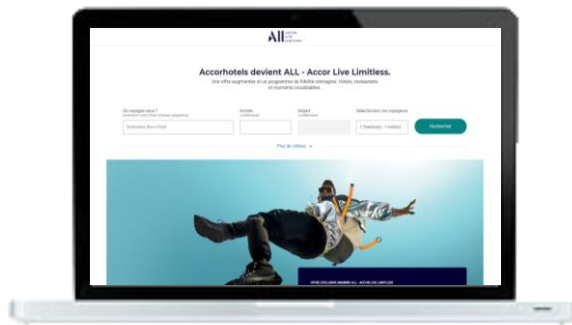
FIGURES AS OF YTD DECEMBER 2019 – DATA FROM UPE





## DIRECT BOOKINGS : ACCOR DIGITAL PLATFORM

### 1 MULTIBRAND PORTAL ALL.COM



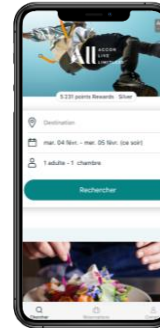
- **300M** Website + App visits
- **2,200** Destinations
- **18** Languages

#### NEW in 2020:

- **All Safe label visibility** on digital experience to reassure 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



- **MANTISCOLLECTION.COM** plugged to **ALL.COM**





## DIRECT BOOKINGS : ACCOR 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

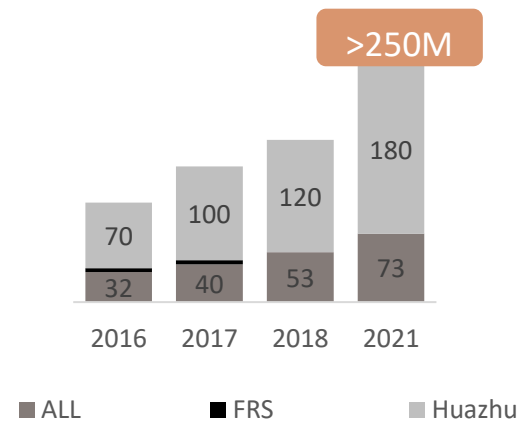
#### NEW PARTNERSHIPS

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

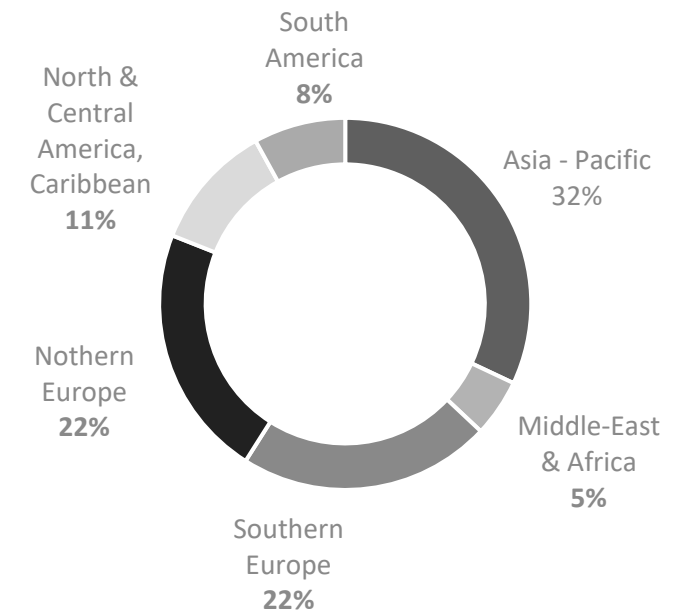


### THE FAST GROWING LOYALTY PROGRAM

- **73M** Loyalty members worldwide
- **37%** Loyalty contribution rate in RN
- **x 3,6** Members stay twice more than non-members



### THE MOST GLOBAL LOYALTY PROGRAM







Thank you!