

MÖVENPICK
HOTELS & RESORTS

The Place to Savour Life

We believe true hospitality is about turning small gestures into heartwarming moments. We enable our guests to savour the flavour of life, balancing small indulgences with what's good for them – and good for the world.

movenpick.com



MÖVENPICK MOSCOW TAGANSKAYA
RUSSIA

Intuitive · Genuine · Human · Warm

FIND YOUR LOCAL DEVELOPER CONTACT ON [GROUP.ACCOR.COM/HOTELDEVELOPMENT](https://group.accor.com/hoteldevelopment)

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GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO \ BREAKFREE \ IBIS
IBIS STYLES \ GREET \ IBIS BUDGET \ HOTELFI
ENNISMORE 21C MUSEUM HOTEL \ 25HOURS \ DELANO \ GLENEAGLES \ HYDE \ JO&JOE \ MAMA SHELTER \ MONDRIAN \ MORGANS ORIGINALS
SLS \ SO \ THE HOXTON \ TRIBE \ WORKING FROM

FEBRUARY 2022

Global footprint of 167 hotels OPEN + PIPELINE

NETWORK → 111 HOTELS 25,899 ROOMS **PIPELINE → 56 HOTELS 12,406 ROOMS**

30 COUNTRIES	HOTELS NETWORK	ROOMS NETWORK + PIPELINE	
Northern Europe	20	17%	4,312 +3,365
Southern Europe	-	-	- +303
India, Middle East & Africa	70	64%	16,489 +6,510
Greater China	1	1%	238 +293
South East Asia	18	17%	4,466 +1,839
Pacific	2	1%	394 +96

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

Melbourne On Spencer, Australia - 173 rooms (June 2021)
 Basel, Switzerland - 264 rooms (Sept. 2021)
 Istanbul Asia Airport Hotel, Turkey - 294 rooms (Sept. 2021)
 Riyadh, Saudi Arabia - 359 rooms (Hotel and Residences - Oct. 2021)
 Dubai, U.A.E. - 299 rooms (Hotel and Living - Jan. 2022)
 Azaiba Muscat, Oman - 330 rooms (Hotel & Apartments - Sept. 2022)

Top 3 unique selling propositions

BRAND MOMENTUM

Global footprint soon to reach 170 hotels and a pipeline of +50.

60%+ brand awareness in the Middle East, strong presence in Europe and Africa plus rapid growth in Asia.

+ 70 YEARS OF F&B EXCELLENCE

Premium quality retail food products: ice cream, chocolate, coffee and wine...

Innovative & award winning F&B concepts: the Lobby Lounge concept with Coffee & Wine bar and food product retail, the restaurant market styled concept, worldwide signature dishes...

+ FLEXIBILITY

Flexible space brand programming and great for conversion of existing buildings/hotels.

Resorts and residential opportunities.
 A 5 star hotel at a 4 star cost and price.

Passions

Food & Drink

Food & Drink has been at the heart of the Mövenpick brand for more than 70 years.

We feature a rich and inventive culinary offering, treating guests with whatever they are in the mood for, balancing both healthy and indulgent options.

Heartfelt Service

Mövenpick hospitality is about turning small gestures into heartwarming moments - doing ordinary things in an extraordinary way.

We place a strong emphasis on service, anticipating guests' needs and creating special moments for each and everyone.

Mindful Sustainability

From the start, Mövenpick has embraced an eco-friendly mindset and today sustainability remains a key component of the brand.

We take a holistic approach to sustainability that benefits all, mindful of people and the environment.

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

ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 150 and +	● 150 and +
— Room average size ⁽¹⁾ (sqm)	● 28-36	● 40 + balcony
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 90-100	● 100-110
FOOD & BEVERAGE	1 all day dining including Gourmet Coffee 1 specialty restaurant ⁽²⁾ Lobby living room/lounge concept including: - 1 Mövenpick Coffee and Wine Lounge - 1 Mövenpick product retail 2 in 1	
WELL-BEING	Spa ⁽²⁾ Fitness centre	Swimming pool
MEETINGS, EVENTS & OTHERS	Key meeting rooms Ballroom ⁽²⁾ Business centre	Little Birds Kids Club (as part of family product)

Customer profile

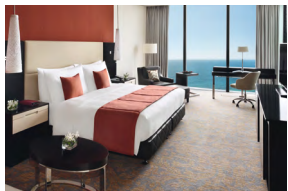
BUSINESS	49%	51%	LEISURE
DOMESTIC	32%	68%	INTERNATIONAL

Operating mode

NETWORK	23%	77%
	FRANCHISE	MANAGEMENT

Top 5 flagships to visit

COLOMBO SRI LANKA



MANSOUR EDDAHBI MARRAKECH MOROCCO



JIMBARAN BALI INDONESIA



AMSTERDAM CITY CENTRE NETHERLANDS



HAMBURG GERMANY

