Where travel begins

Your journey on board Orient Express starts at the very moment you arrive. An intriguing voyage transporting you from day to night, present to past, East to West and back again.

For Orient Express, the essence of Travel is a moment beyond geography and time. It is a Journey to elsewhere.
I/ Where ultra-luxury travel begins
Orient Express presents a strong global pipeline with brand development linking trains and hotels, providing guests with all the elements needed for their ultra-luxury journeys to begin.

II/ Inspired by the Myth
Orient Express is a myth which goes back to 1883 – since then, the internationally renowned name has always been synonymous with travel, luxury and refinement. Today, the brand is offering a resolutely modern interpretation of this Myth.

III/ Art of Travel
Orient Express invites you to explore a reinvented Art of Travel, as the brand will soon propose its own range of products, some of which will be created through strong partnerships and collaborations. This Art of Travel will be available in hotels and beyond.
STRONG INTERNATIONAL AWARENESS

Overall brand awareness

The name “ORIENT EXPRESS” enjoys incredible brand awareness around the world, with an average awareness of 86% in Europe (up to 91% in UK) and more than 60% in key feeder markets (China, USA, Russia).

Awareness as a hotel brand

As a hotel brand, Orient Express has already a relative high brand awareness before launch, with an average of 30% awareness.

INSPIRATIONAL CULTURAL INFLUENCE

Orient Express benefits from an important cultural aura, due both to the works based on the myth:

- Book Fashion Eye Orient Express with Louis Vuitton (2019)
- Documentary In search of the Orient Express for Arte & BBC (2018)
- Movie Murder on the Orient Express by Kenneth Branagh (2017)
- Etc.

And to the events carried by the brand:

- AD Intérieurs, Paris (2019)
- Once Upon A Time on The Orient Express, Singapore (2020)
- Rencontres de la photographie, Arles (2021)
INVESTORS’ ASSURANCE

I/ 140 years of brand heritage
A multicultural heritage since 1883, date of the train’s maiden voyage from Paris to Istanbul

II/ Cross-cultural perception
Orient Express is a universal name, perceived as a bridge between East and West

III/ Finest design & craftsmanship
Orient Express still collaborates with exceptional designers, artists and craftsmen

IV/ Etiquette & outstanding service
Inspired by former conductors and staff, the Orient Express hotels teams deliver an outstanding luxury service
Orient Express welcomes travelers driven by curiosity and the desire to encounter other landscapes and other cultures.

Orient Express presents a global pipeline with a strong brand development in both ultra-luxury hotels and trains, their global destinations perceived as a bridge between Occident and Orient.
IN THE PIPELINE
perceived as a bridge between East and West
A STRONG BRAND...

Orient Express hotels will be linked by a strong common thread, especially in terms of services and experiences.

... ENCAPSULATING UNIQUE IDENTITIES

The Orient Express brand will propose a collection of hotels. Properties will present a sense of diversity, always linked to the destination and reflecting its soul.

BRAND POSITIONING

Orient Express is a precious collection of destinations for captivating escapades

with 10 prestigious addresses by 2030
THE FIRST ORIENT EXPRESS HOTEL
to open in Rome in 2024

Orient Express chose Rome, "the Eternal City" as the first destination for its collection of hotels. The inauguration is set for the end of 2024.

- Orient Express Rome
- Ultra-Luxury
- ADR 1000 €/night
- 92 keys, including 34 suites
- 600m2 roof-top with a breathtaking view of Rome
- Wagon-Bar (Orient Express secret bar concept)
- Orient Express by Guerlain Spa
ORIENT EXPRESS DIRIYAH GATE
Our first entry in the Middle East

A management agreement has been signed to open an Orient Express hotel in the district of the upcoming Diriyah Gate master development, an iconic destination set to become Saudi Arabia’s foremost historic cultural and lifestyle destination.

Showcasing numerous opportunities to link nomadic design, unexpected encounters, and the spirit of the Orient Express brand, the hotel is set to open in 2025.

- Ultra-Luxury
- 80 keys
- Orient Express by Guerlain Spa
- ADR +1000€/night
REVEAL OF A LUXURY TRAIN
Orient Express La Dolce Vita

Accor and Arsenale have partnered to bring Orient Express La Dolce Vita, fully operational by 2023. The routes will welcome passengers on 6 trains with several iconic itineraries on a leisurely-paced tour from Northern to Southern Italy, across 14 regions, and beyond, including 3 international destinations from Rome to Paris, Istanbul, and Split.

- 6 trains Ultra-Luxury
- 18 Suites, 12 Deluxe per train
- ADR 2000€/pers/night

A magical stopover in Rome will feature the very first Orient Express Hotel, Minerva, scheduled to open in 2024.
Orient Express *La Dolce Vita*
by Dimorestudio
THE REBIRTH OF A LEGEND: NOSTALGIE-ISTANBUL-ORIENT-EXPRESS

In 2014, Orient Express discovered a train abandoned at the Belarus-Polish border: thirteen iconic original Orient Express blue cars, with Lalique glass panels and Prou marquetry.

After four years of negotiations, the acquisition of the cars by Orient Express is finalized. The convoy crosses Poland and Germany to reach the Clermont-Ferrand Railway Construction Workshops.

Once the renovations are done, the Nostalgie-Istanbul-Orient-Express will offer passengers new horizons. Reveal soon.
I/ Nomadic Design
At Orient Express, always on the move, the citizen of the world experiences a design combining state of the art refinement and innovative modularity to create unpredictable atmospheres.

II/ Unexpected Encounters
At Orient Express hotels, you never know what discoveries you are going to make or who you are going to run into, but you know it will be enriching.

III/ Spirit of the Orient Express
A stay at Orient Express is the exploration of a myth built upon a historical legacy and stories from bigger-than-life travelers.

IV/ Elemental Wellbeing
Orient Express hotels offer a selection of rituals and treatments going back to the roots of the otoman baths tradition to help you reach serenity.
4 SIGNATURE PROGRAMS
activating the 4 Brand Passions

I/ The Great Transformation
Each day, as night falls, the hotel reveals itself. The mood shifts from local exoticism to more intimate, more mysterious atmospheres. All five senses are re-evoked, with changing light, scent, design, sound and experience.

II/ A Cast of Characters
Orient Express commits to bringing guests together with distinct personalities that have a story to tell and experiences to share. The Orient Express staff and their generous attentions become the highlight of the guest experience.

III/ Wagon-Bar
Inspired by the original train design, the Wagon-Bar takes guests on a journey through time, once they’ve uncovered the mystery of the bar’s secret location.

IV/ Orient Express Spa by Guerlain
Inspired by past traditions and Ottoman baths, Orient Express Spa learns from ancient wisdom to offer timeless rituals in places of extreme indulgence. This holistic concept is developed through an exclusive partnership with Guerlain.
Arrival & Departure

Striking Transportation
As a travel brand, it would be surprising not to provide the guest with a means of transport for his/her arrival & departure.

Each hotel offers an unexpected, distinctive form of transportation, inspired by the brand’s roots or the destination.

A classic, precious vehicle that also takes pride of place outside or in close vicinity to the hotel’s entrance.

Iconic Uniforms
The Doorman is an emblematic character of Orient Express hotels, and as such, he/she is the first person to greet the guest, in front of the hotel.

His/her uniform is reminiscent of the train legacy, with stopovers of the train represented by embroidered escutcheons along the right arm.

The Doorman outfit is the same in every Orient Express hotel.

Cast of Characters
A “cast” of unique characters lead the guest experience. Each one handpicked for their charisma, sophistication and charm. They guide guests on their journey from the moment they arrive.

On their arrival, guests will meet the Orientor – literally the character who “orientates” the guest during their stay. He/she is the face of the hotel and the ambassador for the brand.
**Public Spaces**

**The Great Transportation**
Inspired by the physical transformation of the train from day to night, the Great Transportation is an immersive, almost theatrical scene change that takes place in each hotel's main public space – ideally in the lobby.

**A Storied Collection**
An eclectic variety of artworks and objects displayed across the hotel, created to feel like the collection of a curious, worldly traveller. This collection includes local art and collectibles, as well as travel memorabilia and original artefacts related to the train.

**Nomadic Trunks**
Distinct luxury trunks are displayed around the hotel to provide a range of services with nostalgic elegance. Created in partnership with a local craftsman or brand partnership, Orient Express hotels showcase a variety of different sized and shaped trunks.

**Iconic Playlist**
An iconic compilation of music evoking journeys and all destinations explored or yet to be explored by the sophisticated adventurer. This playlist is created by the famous duo Polo&Pan and will inspire the musical identity of Orient Express hotels.

**Iconic Scent**
Thierry Wasser brought his years of experience in creating the signature scent of Orient Express, reminiscing a journey between Orient and Occident. This Iconic Scent will be diffused in the hotel, and will intensify every evening, at dusk.
The Great Transformation

The Great Transformations continue into the guest rooms, with a special "turn-up": a transition to create the perfect setting for guests to return to after daytime activities and prepare for the evening ahead.

The guest room transformation mirrors the changes that take place in the lobby.

A Storied Collection

A Storied Collection reaches the guestrooms, and thus continues telling stories.

Some artworks are also displayed in guestrooms or suites, to keep the heritage alive even in these more private spaces.
F&B

Wagon-Bar

The Wagon-Bar is a speakeasy reminiscent of a bygone era, a private lounge for exchanges between like-minded travellers. It is certainly the most literal translation of the mythical train experience, with furniture, craftsmanship and materials similar to the ones found in the Orient Express, not to mention its warm atmosphere – and a subtle touch of mystery.

On the menu: vintage pours and classic cocktails, with a focus on a specialty drink (e.g. cognac bar, champagne bar, etc.)

Iconic Tea

Orient Express Teas will bring together tea blends from different regions and cultures, all with their stories relating.

These blends will be selected with Master Tseng, officiating as a true custodian of the ancient Way of Tea.
Inspired by past traditions and Ottoman baths, Orient Express Spa learns from ancient wisdom to offer timeless rituals in places of extreme indulgence.

This holistic concept is developed through an exclusive partnership with Guerlain.

Since the creation of "L'Institut" at 68 Champs-Elysées in Paris, Guerlain has been nurturing unique, expert and pioneering know-how, combining traditional treatments with constantly updated breakthrough techniques.

Its Made-To-Measure treatment is a foray into a haven of tranquility that awakens the senses.
Inspired by George Nagelmackers' vision, Orient Express properties blur the lines between hotel and travel agency to offer exceptional, tailored experiences within and outside their walls.

Three categories of Explorations are offered:

1) Tailored Moments
2) Explore with a Local
3) Out of Time Experiences

Artisan in Residence

Orient Express welcomes residence craftsmen and artists into its hotels. Each one is handpicked for their connection to the destination, the local culture and its distinct savoir-faire.

This exclusive presence of the artisan within the hotel is the opportunity to give public demonstrations, to exhibit the craft works within the hotel itself, or even to offer certain pieces for sale.
A GREAT BRAND AWARENESS

around the world

The name "ORIENT EXPRESS" enjoys incredible brand awareness around the world. The brand is notably associated with the words "travel", "luxury" or "refinement".
BRAND PERCEPTION

A *myth more alive than ever*

Agatha Christie’s novel, which related the investigation of her fetish hero – detective Hercule Poirot – in the legendary train, had previously received a film adaptation, directed by Sidney Lumet in 1974.

In December 2017, the release of Kenneth Branagh’s version of “Murder on the Orient Express” shows how vivid the myth still is in people’s minds. Orient Express was naturally an official partner of the movie.

The latter has earned more than $380 million worldwide (on a $55m budget).
BRAND PERCEPTION

A powerful cultural presence

2014  Exhibition Once upon a time the Orient Express at the IMA, Paris
2016  Exhibition at the FIAC, Paris
2017  Book Orient Express: Legend of Travel, Assouline Editions
2017  Orient Express ou la naissance du rêve ferroviaire, Albin Michel Editions
2017  Partnership with the movie Murder on the Orient Express
2018  Documentary Orient Express, le voyage d’une légende
2019  Louis Vuitton Fashion Eye – Orient Express by Sarah Moon
2020  Exhibition Once Upon A Time on The Orient Express in Singapore
2021  Exhibition at the Rencontres d’Arles photography festival
INSTAGRAM
@orientexpress

24K followers

+5K followers in 2020

Orient Express continues to create engagement, while celebrating the refined sense of travel peculiar to the brand.

As the preferred social media of the brand, Instagram will naturally host a major communication campaign in order to arouse public interest.
BRAND WEBSITE

A glimpse at
www.orient-express.com

Highly inspirational, the stand-alone website of the brand launched in 2020 features all its distinct activities: starting with its hotels, but also the train, the heritage, a "High-Life" page (brand content) and an e-shop to come.
CENTRAL BRAND DELIVERY POWERED BY ACCOR
For Luxury brands, Room Night based

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.
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 rest-assure 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

- plugged to ALL.COM

Official figures as of end 2019
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
- 40% Luxury loyalty contribution rate in RN
- x 3.6 Members stay twice more than non-members

THE MOST GLOBAL LOYALTY PROGRAM

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NORTH & CENTRAL AMERICA, CARIBBEAN 11%
SOUTHERN EUROPE 22%
MIDDLE-EAST & AFRICA 5%
ASIA - PACIFIC 32%
NORTH & CENTRAL AMERICA, CARIBBEAN 11%
SOUTHERN EUROPE 22%
MIDDLE-EAST & AFRICA 5%
ASIA - PACIFIC 32%
DEVELOPMENT CRITERIA

Programming & Development

SIZE

70 to 200 rooms
45 sqm* and more

TGFA
110 – 150 sqm*

*For AAA Ultra City Center, Historic Conversion, the room size and areas can go down by 10-15%, for luxury brands only

LOCATION

AAA unique situation

A gateway to the destination with luxury facilities, such as:
- 1 Signature Restaurant
- 1 Specialty Dining**
- 1 Private Dining**
- 1 Destination Bar with Wagon-Bar
- Rooftop Terrace (preferred) / terrace / courtyard / garden**
- Orient Express Spa by Guerlain
- Luxury Fitness
- Exclusive Orient Express Retail & Concierge
- Swimming pool (mandatory for resorts)
- Executive Meeting rooms**

** on market demand

FUNCTION

POSITIONING

USP'S

BRAND PIPELINE

BRAND MARKERS

COMMUNICATION

PERFORMANCE

HOTEL DEVELOPMENT

DESIGN & TECHNICAL SERVICES