



## *Our world is your playground*

Hotels and resorts blending peak performance and personal well-being.

A vibrant place where global nomads can feel at their very best, whether on business or leisure.

[pullmanhotels.com](https://pullmanhotels.com)

PULLMAN PARIS MONTPARNASSE  
FRANCE



*Pioneering · Stylish · Accomplished · Invigorated*

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

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ SOFITEL LEGEND \ FAIRMONT \ EMBLEMS \ SOFITEL \ RIXOS  
ONEFINESTAY \ MANTIS \ MGALLERY \ ART SERIES \ PULLMAN \ SWISSÖTEL \ ANGSANA \ MÖVENPICK  
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



CLASSIC - PREMIUM  
INTERNATIONAL 4/5 STARS

#1

THE MOST ASSOCIATED BRAND  
WITH CONTEMPORARY DESIGN  
IN ITS CATEGORY

87%

PULLMAN CUSTOMERS EITHER  
SATISFIED OR VERY SATISFIED  
BY THEIR STAY EXPERIENCE

>40%

BRAND TOTAL  
AWARENESS  
IN 7 COUNTRIES

## Global footprint of 199 hotels OPEN + PIPELINE

NETWORK → 146 HOTELS 42,317 ROOMS PIPELINE → 53 HOTELS 13,651 ROOMS

41 COUNTRIES	HOTELS NETWORK	ROOMS NETWORK	+PIPELINE
North, Central America & Caribbean	2	1%	841
South America	10	5%	2,672
Northern Europe	14	7%	3,516 +703
Southern Europe	13	8%	3,836 +524
India, Middle East & Africa	16	14%	5,582 +2,251
Greater China	44	37%	13,873 +6,687
South East Asia	28	21%	8,579 +2,958
Pacific	19	7%	3,418 +528

## Development

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

NEW BUILT PREFERRED & CONVERSION

## Latest & upcoming openings

- Doha West Bay, Qatar - 468 rooms (July 2022)
- Lombok Mandalika Beach Resort, Indonesia - 257 rooms (August 2022)
- Singapore Orchard, Singapore - 326 rooms (November 2022)
- Bata, Equatorial Guinea - 327 rooms (January 2023)
- Zagreb City Island, Croatia - 179 rooms (September 2023)
- Wenzhou Pingyang, China - 230 rooms (December 2026)

## Top 3 unique selling propositions

### LEADING CONTEMPORARY DESIGN HOTEL BRAND

N°1 perceived design brand by guests versus competitors  
Most consistent modern styled network in its premium category thanks to its recent dynamic growth with new built openings and major renovations

Distinctive concepts translated across all touch points: The Junction at Pullman, Artist Playground, MEET/PLAY,...

### X GROWING MOMENTUM

146 hotel openings in the last 12 years and 53 openings planned by 2025

Leveraging both business and leisure markets and opportunities

Distinct MICE space programming (HARD) and strong MICE offerings (SOFT)

### = HIGH PERFORMANCE BUSINESS MODEL

Large number of keys

Premium positioning in premium locations plus business oriented driving higher global average room rates

Additional MICE & F&B revenue

## Passions

### Immersive art & design

Enjoy art & design in living spaces rather than museums and shops: at Pullman, art & design surround you in a fresh modern, and inspiring way.

### Power fitness

Stay on top of your game while having fun: At Pullman, fitness is exciting and rewarding.

### Happening F&B

Pullman serves up fresh F&B concepts that are flavorful and fuel performance - any place, any time.

### Smart interactions

Our services and technology are powered to perform, seamless and in-tune with today's new entrepreneurs.

## 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) For resorts

ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 100-150	● 100-150
— Room average size <sup>(1)</sup> (sqm)	● 28-36	● 36-42 + balcony
— Total Gross Floor Area <sup>(1)</sup> (sqm)	● 65-100	● 82-120
FOOD & BEVERAGE	Locally Relevant Restaurant Destination Bar	Active Breakfast & Early Bird Coffee Cart Bites-on-Wheels <sup>(3)</sup>
WELL-BEING	Swimming pool <sup>(2)</sup> Fitness centre & spa <sup>(2)</sup>	Sarah Hoey fitness programme and minimum 2 treatment rooms
MEETINGS, EVENTS & OTHERS	The Junction Generous ballroom & meeting space (1,000 sqm minimum)	Artist Playground The Hub and Teens Only Programme <sup>(3)</sup>

## Customer profile

BUSINESS	42%	58%	LEISURE
DOMESTIC	59%	41%	INTERNATIONAL

## Operating mode

NETWORK	24%	76%
	FRANCHISE	MANAGEMENT

## Top 5 flagships to visit

LONDON ST PANCRAS  
UNITED KINGDOM



BERLIN SCHWEIZERHOF  
GERMANY



PHUKET ARCADIA NAITHON  
BEACH THAILAND



BANGKOK KING POWER  
THAILAND



SÃO PAULO VILA OLÍMPIA  
BRAZIL

