



# WHY INVEST IN RIXOS

ACCOR GLOBAL DEVELOPMENT  
AUGUST 2022



## INCLUSIVE DESTINATIONS

Rixos offers unique, exclusive escapes that go beyond the bounds of imagination to open a new world of horizons for our guests.

Our expertise for balancing vibrant, luxury ambience with multi-generational adventures truly defines the Rixos experience.

Rixos makes holiday dreams come true.

RESORTS • ENTERTAINMENT • GOURMET • FAMILY FUN





## ALL INCLUSIVE, ALL EXCLUSIVE

All inclusive package with room, restaurants, bars, land and water activities, beach clubs, sports, kids club, wellness, entertainment...

Unique Luxury resorts positioning with highly qualitative offerings

Turkish Hospitality driven



## RESORT EXPERTS

Large sized resorts from 300 to 750 keys  
& huge range of offerings (restaurants & bars, activities & pools, kids club...)

Resorts experts: spa expertise,  
resort programming, design & construction

Mostly important:  
World-class entertainers



## BUSINESS MODEL PROFITABILITY

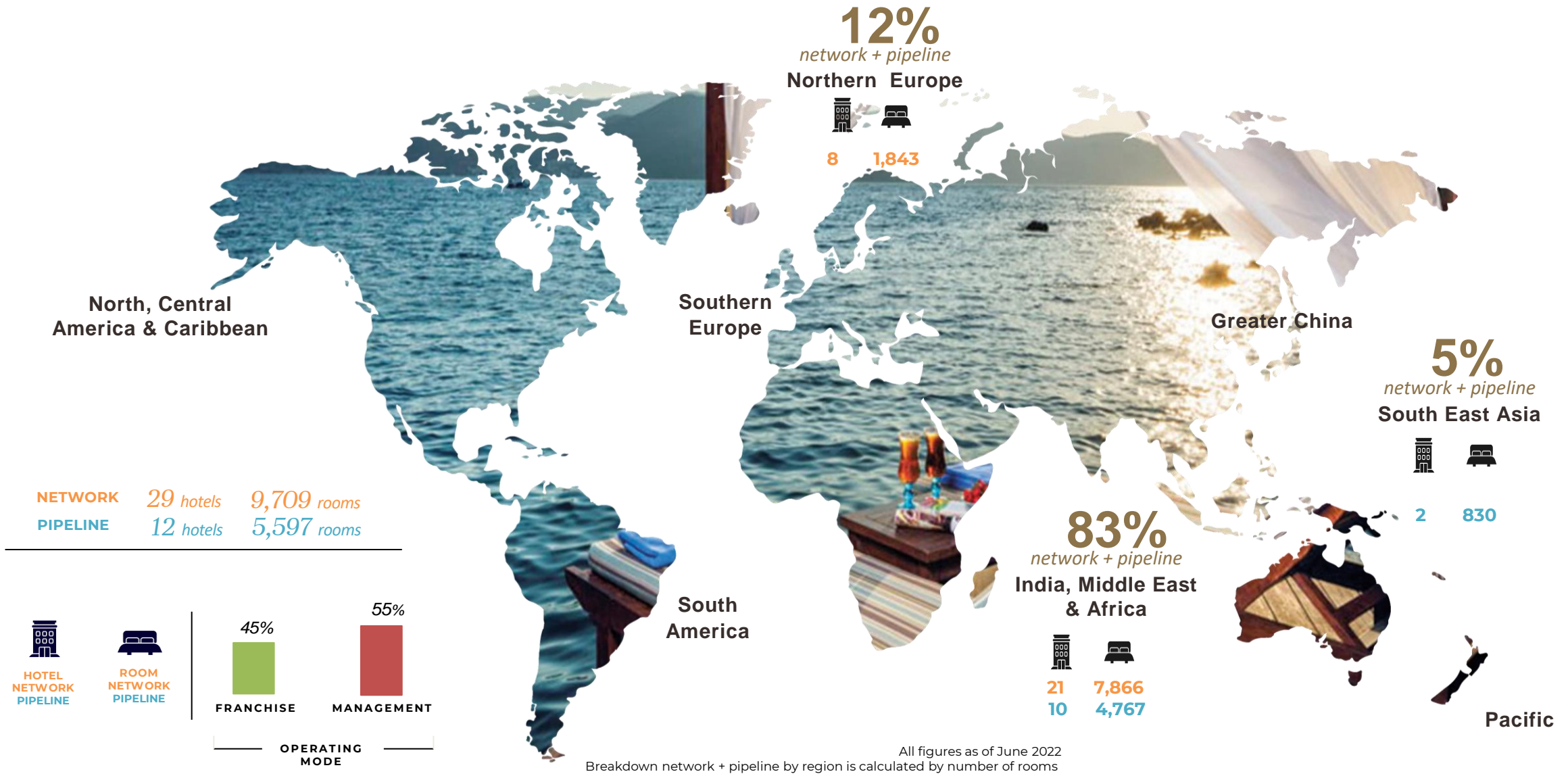
Luxury/premium positioning plus all inclusive formula drive the highest level of pricing in the resorts industry

Strong momentum in leisure/resorts distribution where revenue is secured months in advance, plus Accor digital distribution expertise leverages additional revenue from high contributing individuals

Partnerships with third party entertainment, restaurant brands, venues and retail generate additional revenue and fees



# A GLOBAL FOOTPRINT OF MORE THAN 40 HOTELS OPEN AND IN THE PIPELINE







## Network Rixos Resorts – 29 Hotels & 9,709 Rooms

### Beach

Resorts where the beach and the seaside inspire breathtaking experiences

- ❖ Rixos Premium Belek (Turkey)
- ❖ Rixos Premium Tekirova (Turkey)
- ❖ Rixos Premium Bodrum (Turkey)
- ❖ Rixos Premium Göcek (Turkey)
- ❖ Rixos Sungate (Turkey)
- ❖ Rixos Beldibi (Turkey)
- ❖ Rixos Bab al Bahr (UAE)
- ❖ Rixos Sharm el Sheikh (Egypt)
- ❖ Rixos Premium Seagate (Egypt)
- ❖ Rixos Alamein (Egypt)
- ❖ Rixos Premium Saadiyat Island (UAE)
- ❖ Rixos Aktau (Kazakhstan)

### Nature

Resorts immersed in energizing and breathtaking natural settings

- ❖ Rixos Krasnaya Polyana Sochi (Russia)
- ❖ Rixos Flüela Davos (Switzerland)
- ❖ Rixos Borovoe (Kazakhstan)

### Urban

Resorts where the beauty of the sea blends with the excitement of the city

- ❖ Rixos Premium Libertas Dubrovnik (Croatia)
- ❖ Rixos The Palm Dubai (UAE)
- ❖ Rixos Premium Dubai (UAE)
- ❖ Rixos Downtown Antalya (Turkey)
- ❖ Rixos Turkestan (Kazakhstan)

### Club Privé by Rixos

Club Privé by Rixos offers a brand-new approach to luxury holidays: privacy and exclusivity with access to all services and experiences of the all-inclusive resort.

Luxurious villas, gourmet restaurants, breathtaking shows, private beaches and exclusive services combined in a world where refined luxury meets the beauty of nature, and all guests' desires are fulfilled.

- ❖ Club Privé by Rixos Belek (Turkey)
- ❖ Club Privé by Rixos Göcek (Turkey)





## Rixos Premium Belek

TURKEY  
739 ROOMS



## FLAGSHIPS







## Rixos Premium Göcek

TURKEY  
213 ROOMS



## FLAGSHIPS







## Rixos Libertas Dubrovnik

CROATIA  
254 ROOMS



## FLAGSHIPS







## Rixos Premium Dubai JBR

UNITED ARAB EMIRATES  
443 ROOMS



## FLAGSHIPS







# Rixos Premium Saadiyat Island Abu Dhabi

UNITED ARAB EMIRATES  
366 ROOMS

## FLAGSHIPS







## Rixos Water World Aktau

Kazakhstan  
New Opening  
500 Keys



## FLAGSHIPS







## Rixos Premium Magawish

Egypt  
410 Keys

## LATEST OPENINGS







## Rixos Jewel of the Creek Dubai

UAE  
Opening 2022  
437 Keys

## LATEST OPENINGS







## Rixos Golden Horn Istanbul

Turkey  
Opening 2023  
720 Keys

## UPCOMING OPENINGS







## Rixos Nah Trang Vietnam

VIETNAM  
Opening 2024  
530 Keys

## UPCOMING OPENINGS





# A PASSION FOR LIVE(LY) ENTERTAINMENT

LIVELY  
CULTURAL  
FESTIVE

*Spectacular shows and breath-taking performances by professional artists and experts mean our breathtaking entertainment is the focal attraction in our properties. Mainly held in outdoor entertainment facilities. Our programme of entertainment sees more than 800 events, shows and concerts held each year.*



## AMAZING POOL PARTY



# CONCERTS & SHOWS

*Concerts and shows are the most emblematic expression of the Live(ly) Entertainment passion.*

*Renowned musicians, international DJ's, dancers, stage designers, sound and lighting experts come together to realise the most breathtaking performances.*





# RIXOS FESTIVALS

Live the experience – Live the Rixos Festivals

Deeply passionate about entertaining our guests, Rixos Festivals are organised to fit the many different tastes of our many different guests. A best practise in the Antalya region is May Fest: an extraordinary party week that is organised every year.

The festivities are spread over multiple locations at our hotels in the region, accessible to both hotel guests and (local) visitors. International artists perform the most incredible shows you have ever seen in a resort.





# A PASSION FOR TURKISH HOSPITALITY

## THE RIXOS TURKISH FLAIR

*Rixos celebrates Turkish culture and its fine hospitality with a decidedly contemporary twist. The Rixos welcome is like no other and our Turkish brunch and sublime Hammam are nods to our brand's rich heritage. We give adults and children the time of their life. Our hospitality is generous and enchanting and comes from the heart, Creating an intimate and inviting atmosphere for our guests. Our dedication to providing authentic services and experiences, and engaging guests of all ages with our cultural charm, makes our guest's lifelong friends.*





# TURKISH WELCOME & GOODBYE

Hospitality being a cornerstone of Turkish culture, Rixos develops welcome and goodbye rituals inspired by Turkish traditions.

When guests arrive or depart, they are gifted a blue eye, and get to indulge in Turkish tea or coffee accompanied by some scrumptious Turkish delights.





# TURKISH BATH

Traditional Hammam

Rixos offers the best Turkish bath rituals.

Guests are cared for in a traditional décor with beautiful mosaics, where expert hands introduce them to a foam treatment and coarse peeling.





# A PASSION FOR ACTIVE OUTDOORS

FUN  
CHALLENGE  
REVITALISE

*Being active outdoor is a way of life expressed throughout the Rixos experience.*

*From our outdoor & water sports facilities, to improving fitness through our infinite group sports programmes.*

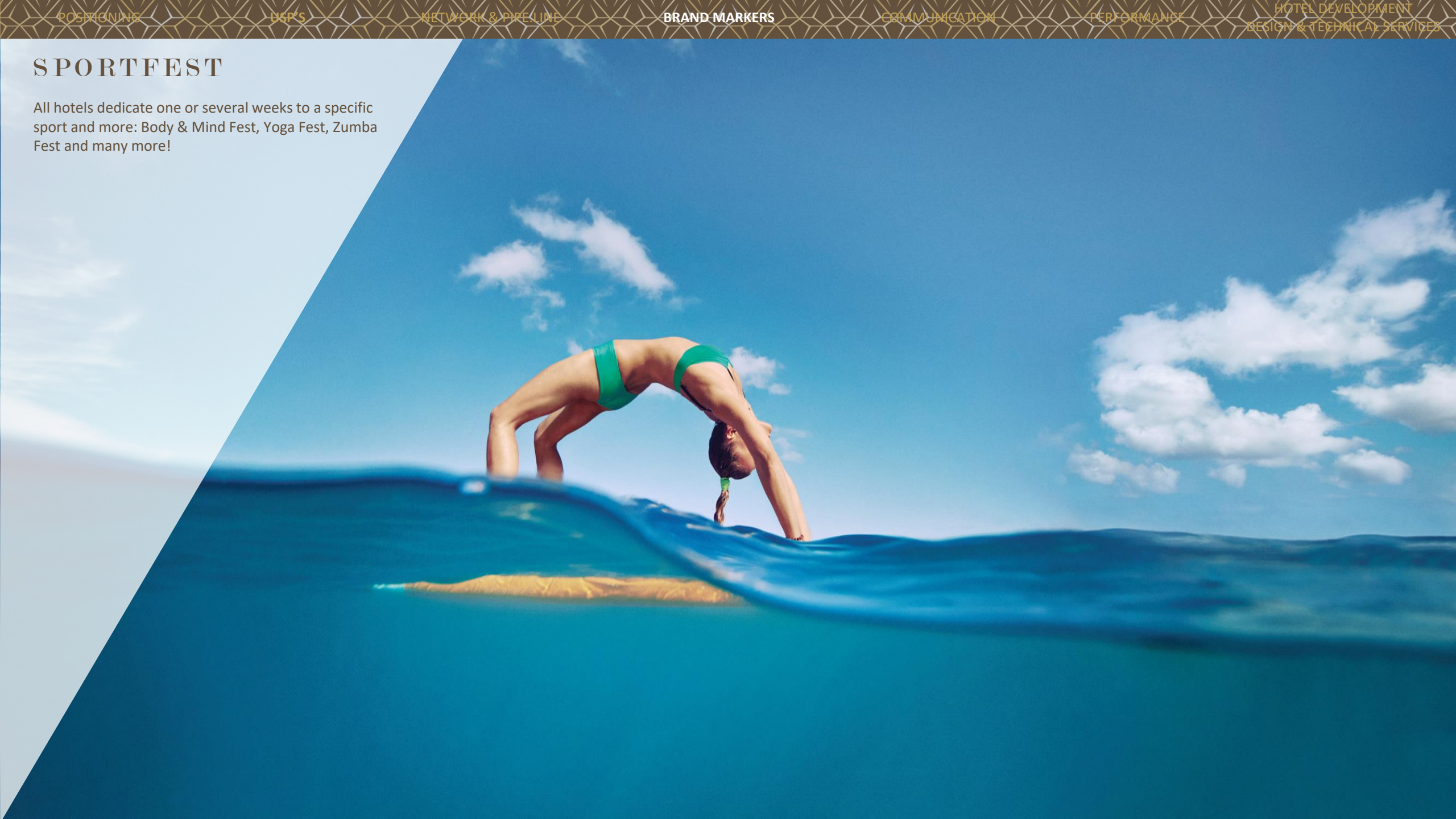
*Each touchpoint makes certain our guests depart fit and uplifted.*





# SPORTFEST

All hotels dedicate one or several weeks to a specific sport and more: Body & Mind Fest, Yoga Fest, Zumba Fest and many more!





# RIXY CLUB

Guaranteed fun for the little ones

Rixy club offers a privileged all-round experience for children, from 6 months to 17 years old. Making them feel special at every moment of their stay. Education meets entertainment so children can enjoy both meaningful and fun activities.

Enormous waterparks and playgrounds, cosy multimedia rooms, cinemas & special entertainment stages ensure kids' enjoyment, always under careful supervision of experts.





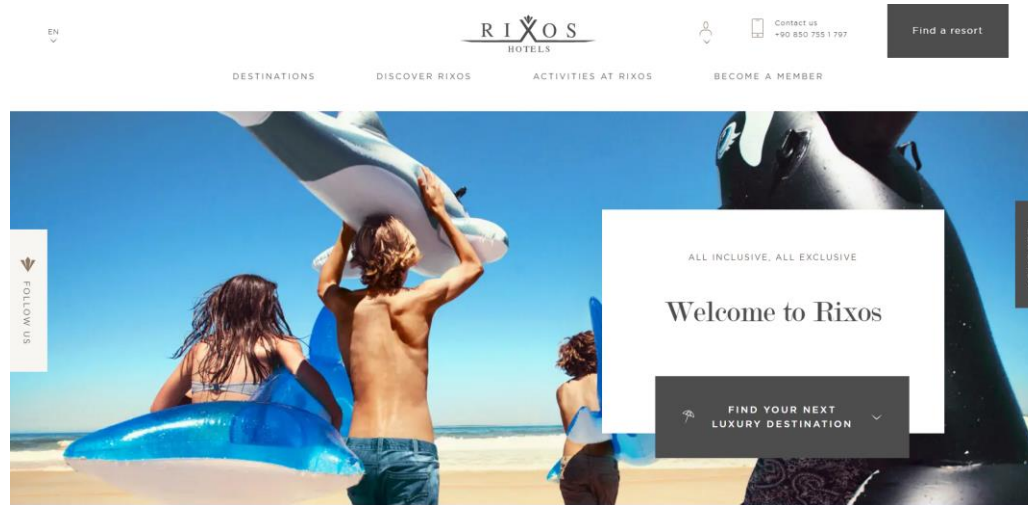
*Bountiful buffet tables, unrivalled variety and exceptional quality are hallmarks of our passion for food.*





# RIXOS BRAND COMMUNICATION

## A New Website



Mobile user friendly, simplified booking path,  
7 languages supported

## A Strong Digital Presence On Social Media Platforms



> 250 000  
followers



> 24 000  
followers

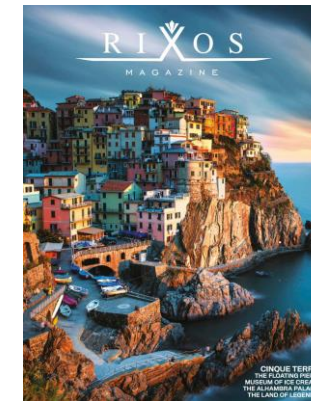


> 158 000  
followers



> 3,08K  
subscribers

## Rixos Magazine



4 editions a year, 35,000 printed copies

## Award Winning Brand



2020 World Travel Awards



## AWARDS

### 52 LEADING AWARDS ACROSS 19 PROPERTIES

Top Region: Middle East with 32 awards

#### TripAdvisor

Rixos Khadisha Shymkent – 2 Awards

Rixos Almaty – 2 Awards

Rixos Premium Seagate – 6 Awards

Rixos President Astana – 2 Awards

Rixos Sharm El Sheikh – 9 Awards

#### World Travel Awards

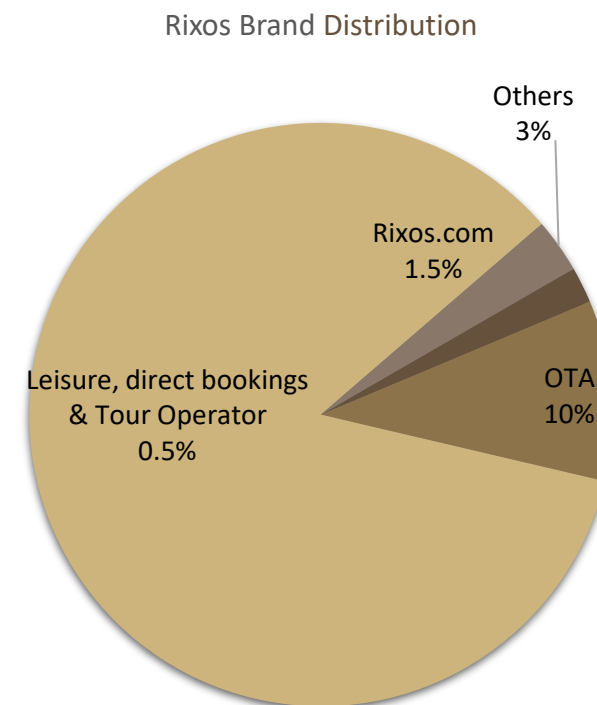
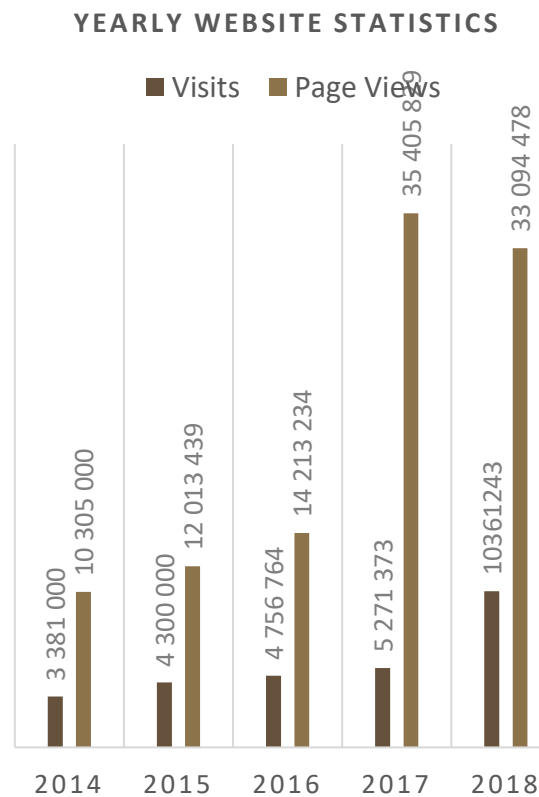
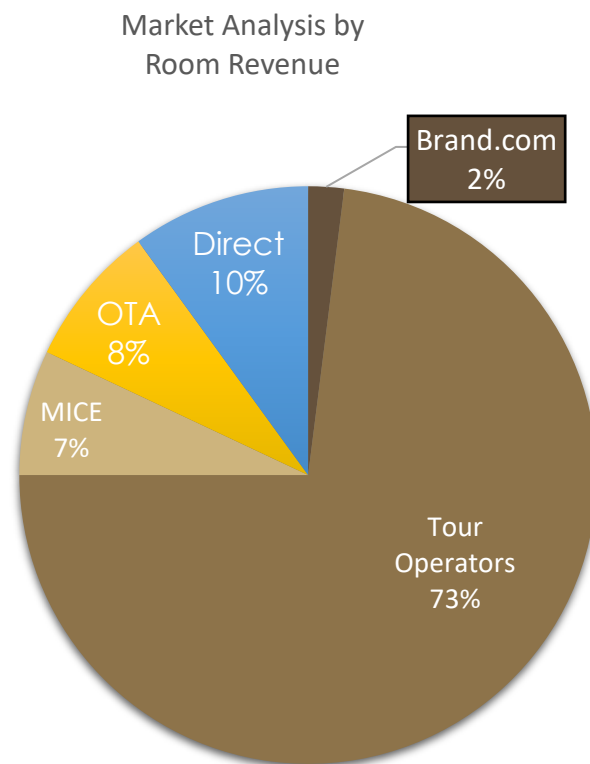
Rixos Premium Dubai – 1 Award

Rixos Premium Saadiyat Island – 3 Awards

The Land of Legends Kingdom – 1 Award



## RIXOS DISTRIBUTION MIX

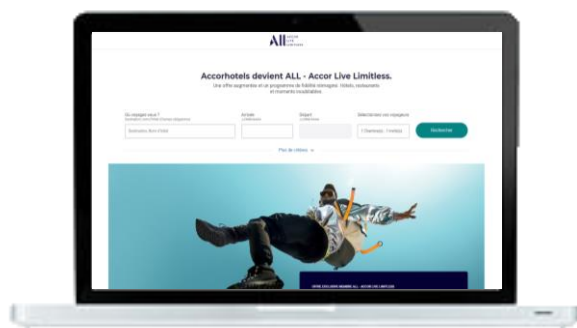




## NEW BOOKING ENGINE & APP



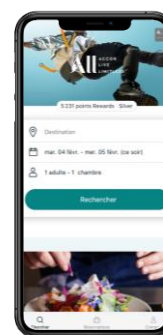
### 1 MULTIBRAND PORTAL **ALL.ACCOR.COM** + 1 LIFESTYLE COMPANION APP **ACCOR ALL** + 18 BRAND.COM WEBSITES



- **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



- **> 50%** Mobile and App visits
  - **1** Download every minute
  - **> 4,3/5** app ratings
- iOS: 4,5/5 & Android: 4,3/5



- **RIXOS.COM** plugged to **ALL.ACCOR.COM**



## NEW 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

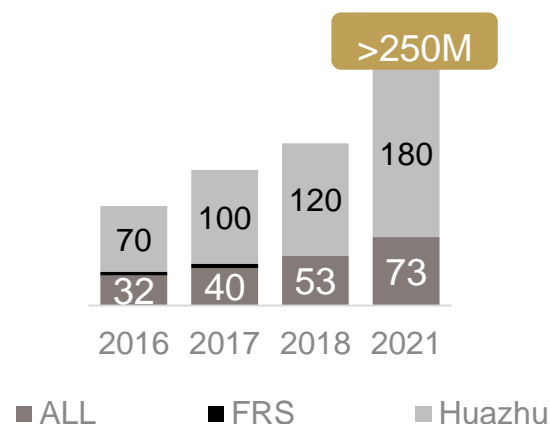
#### NEW PARTNERSHIPS

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

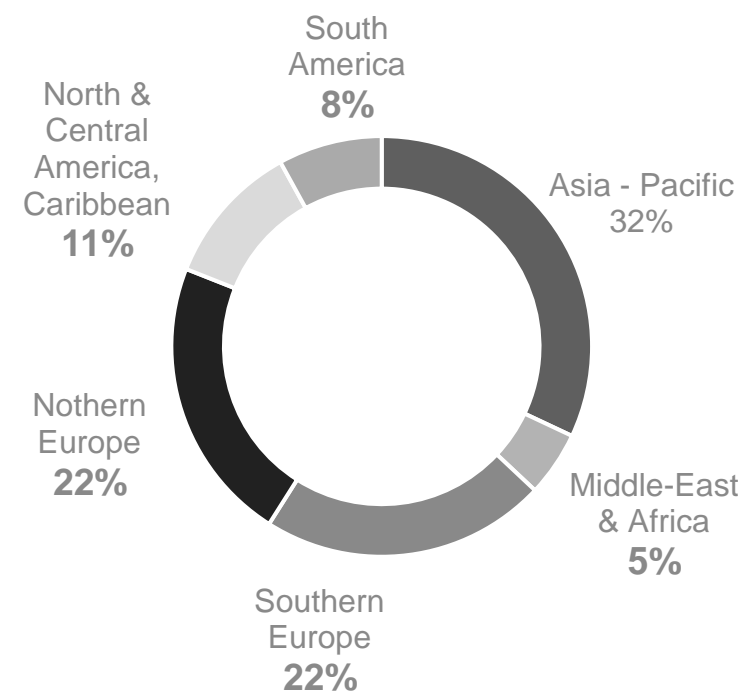


### THE FAST GROWING LOYALTY PROGRAM

- **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





## RIXOS BRAND PROGRAMMING BY EXPERIENCE



### RIXOS RESORTS

Beach-front Location

Average hotel size: 434 keys

Recommended room count:  
300 – 750 keys

Average room size: 40sqm +

TGFA/room: 150sqm +

Land required 6+ hectares

### **F&B: All Inclusive only**

- 1 All Day Dining Restaurant
- 3 – 7 restaurants a la carte (at least 1 Turkish and 1 local cuisine)
- 3 or more bars
- Lounge, disco and show stage outside
- Spa, Turkish Bath and Treatment Rooms
- 2 or more swimming pools
- Fitness Centre & Outdoor Sports area

Large Rixy Kids Club

Meeting spaces and ballroom



