

S O F I T E L
HOTELS & RESORTS

Live the French way

Imagine modern luxury hotels where the essence of each destination is artfully blended with French art de vivre, creating chic experiences for modern voyageurs to indulge in and celebrate life's pleasures, the French way.

sofitel.com

SOFITEL DUBAI OBELISK
UNITED ARAB EMIRATES
OPENED SEPTEMBER 2020



Chic · Passionate · Indulged · Special

FIND YOUR LOCAL DEVELOPER CONTACT ON GROUP.ACCOR.COM/HOTELDEVELOPMENT

RAFFLES \ ORIENT EXPRESS \ FAENA \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO
SOFITEL \ THE HOUSE OF ORIGINALS \ RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES
MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA \ 25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS
THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO \ MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS
IBIS STYLES \ GREET \ IBIS BUDGET \ JO&JOE \ HOTELF1

S O F I T E L

CLASSIC - LUXURY
INTERNATIONAL 5 STARS

>61%

BRAND
TOTAL AWARENESS
IN 10 COUNTRIES

89%

SOFITEL CUSTOMERS EITHER
SATISFIED OR VERY SATISFIED
BY THEIR STAY EXPERIENCE

2/3

OF GUESTS
ASSOCIATE SOFITEL
WITH FRENCH ART DE VIVRE

Global footprint of 140 hotels OPEN + PIPELINE

NETWORK → 120 HOTELS
30,000 ROOMS

PIPELINE → 19 HOTELS
5,300 ROOMS

46 COUNTRIES	HOTELS NETWORK	ROOMS NETWORK <small>+PIPELINE</small>	
North, Central America & Caribbean	7	7%	2,182 +157
South America	8	4%	1,216 +187
Northern Europe	14	12%	3,678 +402
Southern Europe	14	6%	2,045 +245
India, Middle East & Africa	25	23%	6,508 +1,471
Greater China	23	27%	7,555 +1,877
South East Asia	13	12%	3,607 +723
Pacific	14	10%	3,209 +250

Development

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

Upcoming openings

Baru, Colombia, 187 rooms (2021)
Adelaide, Australia, 250 rooms (2021)
Seoul, South Korea, 563 rooms (2021)
Casco Viejo, Panama, 157 rooms (Sofitel Legend, 2021)

Top 3 unique selling propositions

ONLY FRENCH LUXURY HOTEL BRAND

Modern luxury hotels blending French "art de vivre" - art of living - with the best and most sophisticated of the local culture.

X STRONG BRAND EQUITY

Great global footprint with
>120 hotels in key destinations
>40 countries in the 5 continents
Strong awareness
>60% in key feeder markets

= INVESTORS' REASSURANCE

>55 years of brand heritage and "savoir-faire"
French origin & French luxury DNA, trust in luxury industry, higher brand perception and preference

Passions

Chic Design. From the timeless and elegant settings of Sofitel Legend to the sophisticated and chic designs of Sofitel Hotels & Resorts, every Sofitel address is a work of art by masterly architects and designers like Didier Gomez (Sofitel Paris Le Faubourg), Pierre-Yves Rochon (Sofitel London St. James), Andrée Putman (Sofitel Paris Arc de Triomphe), Richard Francis-Jones (Sofitel Sydney Darling Harbour) and many more.

Authentic & Lively F&B. Whether it is French haute cuisine or re-interpreted gastronomical traditions, our skillful chefs create enticing, inspired dining that is enriched by each destination's unique aromas, textures, ingredients, flavors and secret recipes. At Sofitel, guests are treated to "Gastronomie Française" from finest breads and delectable pastries to premium wines (e.g. Sofitel Wine Days, French Breakfast, Les Diners Sofitel...) and cheeses from around the world.

Arts & Culture. Inventive art displays, traveling photography exhibitions, exhilarating musical performances (La Nuit by Sofitel, Fête de la musique), poetic literary showcases, literary awards, Le Petit Prince for kids and more, Sofitel blends French an international artistic expressions to create celebratory cultural journeys that promise to both delight and inform.

Indulgent Wellness. Sofitel embraces the art of wellness holistically, offering a wealth of relaxation and rejuvenation benefits through its signature Sofitel Spa and Fitness concepts and De-Light wholesome foods. In the rooms, guests get to indulge in the blissful Sofitel My Bed™ sleep-time experience, soothing bath rituals and generous offers of luxury bath amenities from French brands Hermès, Lanvin and others.

Programming

(1) For AAA ultra city center, historic conversion, the room size and areas can go down by 10-15%
(2) Based on market demand

ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 200-250	● 200-250
— Room average size ⁽¹⁾ (sqm)	● 40 and +	● 45 + balcony
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 90-110	● 120-165
FOOD & BEVERAGE	1 Breakfast restaurant	1 Destination Bar
	1 Destination Restaurant	Additional F&B ⁽²⁾
WELL-BEING	SoSpa SoFit	Swimming pool
MEETINGS, EVENTS & OTHERS	Magnifique Meetings & Events Ballroom ⁽²⁾ Business centre	Club Millésime Kids Club (Le Petit Prince / Villa des Enfants) ⁽²⁾

Customer profile

BUSINESS	LEISURE
31%	69%
DOMESTIC	INTERNATIONAL
57%	43%

Operating mode

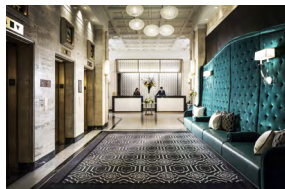
4%	96%
FRANCHISE	MANAGEMENT

Top 5 flagships to visit

SINGAPORE SENTOSA RESORT & SPA, SINGAPORE



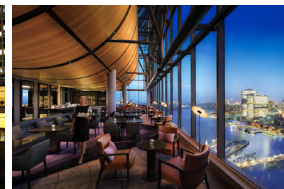
WASHINGTON DC UNITED STATES



FRANKFURT OPERA GERMANY



SYDNEY DARLING HARBOUR AUSTRALIA



PARIS LE FAUBOURG FRANCE

