



WHY INVEST IN FAIRMONT HOTELS & RESORTS

AccorHotels Global Development

February 2018





UNFORGETTABLE. SINCE 1907.

Celebrating the heart of the destination through charismatic service and thoughtful attention to detail, Fairmont leaves guests feeling cherished and exceptional. Experience Fairmont's grand presence through its distinctive public spaces with local design inspiration, classic cuisine or its history of hospitality and see why this brand has been unforgettable since 1907.

The Fairmont story began in 1907, with the opening of an iconic hotel — Fairmont San Francisco. That same year, Fairmont's New York hotel, The Plaza, opened. Since our founding, Fairmont has never been a brand that imposes itself upon a culture. Rather, we have ensured that each of our 70 hotels, from San Francisco to New York to London to Monte Carlo and on to Asia, captures and connects to each destination's distinctive spirit and becomes “the place to be”.



CHARISMATIC
THOUGHTFUL
CHERISHED
EXCEPTIONAL



FAIRMONT HAS TREMENDOUS VALUE WORLDWIDE

70%

Brand total awareness in the USA. **90%** in Canada

€70

Brand average rate premium versu independent hotels

72%

of guests say Fairmont makes them feel like
they are in the heart of the destination



AN EVER EXPANDING PORTFOLIO

CURRENT

25

Countries

76

Hotels

29,697

Keys

15

Residences

100%

Managed Hotels



PIPELINE

15

Countries

21

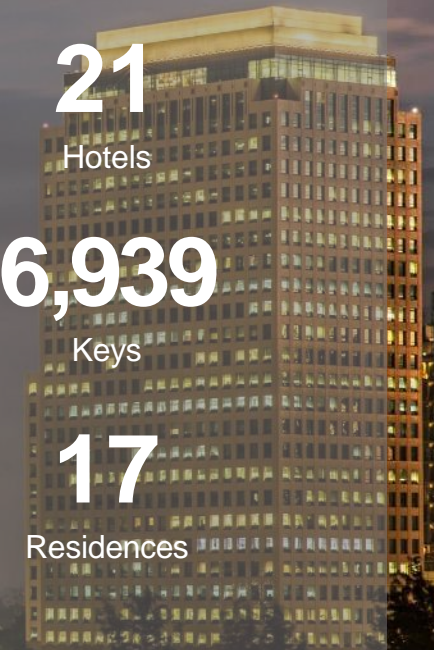
Hotels

6,939

Keys

17

Residences



FAIRMONT PIPELINE

OPENINGS 2018 AND BEYOND

Fairmont Austin, 1048 rooms (2018)

Fairmont Wuhan, China, 324 rooms (2018)

Fairmont Abu Dhabi Marina Resort and Residences, UAE, 563 rooms (2018)

Fairmont Guiyang, China, 280 rooms (2019)

Fairmont Century Plaza, Los Angeles, USA, 394 rooms (2019)

Fairmont Rabat, Morocco, 186 rooms (2019)

Fairmont Taghazout Bay Resort, Morocco, 150 rooms (2019)

Fairmont Citystars Sharm El Sheikh, Egypt, 414 rooms (2019)

Tehran Iran Mall, Iran, 359 rooms (2019)

Fairmont Mykonos, Greece, 176 rooms (2020)

Fairmont Ambassador Seoul, South Korea, 321 rooms (2020)

Fairmont Kuala Lumpur, Malaysia, 690 rooms (2020)

Fairmont Costa Canuva Nayarit, Mexico, 250 rooms (2021)

Fairmont St Lucia Carribean, 120 rooms (2021)

Fairmont Al Jazayer Beach, Bahrain (2021)

Fairmont Jeddah KSA, Saudi Arabia, 315 rooms (2022)

Fairmont Cairo Pyramids, Egypt, 250 rooms (2022)



FAIRMONT
CENTURY PLAZA,
USA (Q3 2018)
394 rooms



FAIRMONT AUSTIN,
USA (2018)
1,048 rooms



FAIRMONT FLAGSHIPS



THE SAVOY, A FAIRMONT MANAGED HOTEL, LONDON, UK

267 rooms

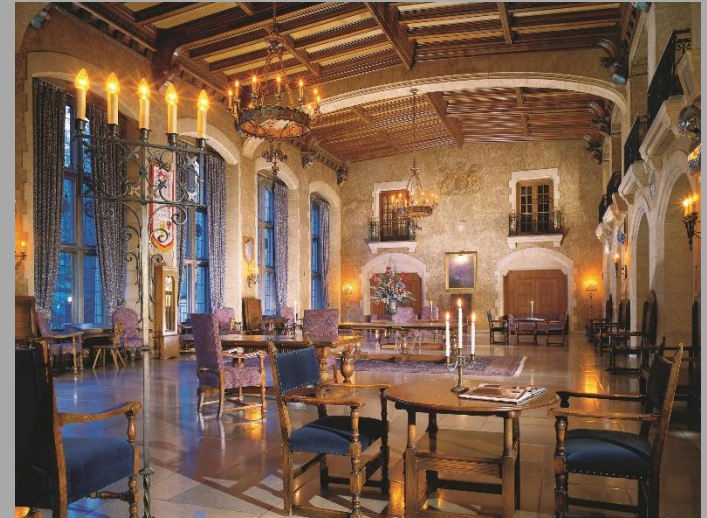
FAIRMONT FLAGSHIPS



THE PLAZA, A FAIRMONT MANAGED
HOTEL, NEW YORK, USA

282 rooms

FAIRMONT FLAGSHIPS



FAIRMONT BANFF SPRINGS,
BANFF, CANADA
764 rooms

FAIRMONT FLAGSHIPS



FAIRMONT THE PALM,
DUBAI, UAE
381 rooms

FAIRMONT FLAGSHIPS



FAIRMONT PEACE HOTEL
SHANGHAI, CHINA
270 rooms

LATEST OPENINGS



FAIRMONT AMMAN, JORDANIE
309 ROOMS



FAIRMONT ROYAL PALM MARRAKECH, MOROCCO
134 ROOMS



TURNING MOMENTS INTO MEMORIES

Connection Between

FAIRMONT AND
DESTINATION

Connection Between

GUEST AND
DESTINATION

Connection Between

FAIRMONT AND
GUEST





FAIRMONT GOLD EXCLUSIVE EXECUTIVE FLOOR

- Fairmont Gold is a Hotel within a Hotel, where the art of exception service is elevated to create an exclusive personal experience, designed to fulfill the needs of the discerning business and leisure travelers.
- 42 hotels in 11 countries: Canada, U.S., Bermuda, Ukraine, Azerbaijan, Philippines, China, UAE, Kingdom of Saudi Arabia, Egypt and India.
- Accounts for 10% to 15% of room inventory, but generates (on average) a rate premium of \$150 USD with minimal incremental operating costs.





ICONIC MEETING AND EVENT SPACES

Event planners around the world seek out Fairmont as the leading operator of luxury hotels of scale: hotels that can accommodate midscale and large events at various price points, without compromising on luxury.

Fairmont's brand name—according to J.D. Power - is the most highly regarded amongst luxury meeting and event planners.





TOP-RANKED GOLF

- Associated by golfers from around the globe with the most inviting fairways and exhilarating shots
- Many courses designed by great names in the business: Robert Trent Jones, Jr.; Greg Norman; Sam Torrance and Stanley Thompson
- 12 managed courses in 7 countries (Canada, U.S., Bermuda, Scotland, US, Morocco, Kenya) and partner courses in the U.S. and Mexico





BRAND ADVERTISING

Formulated to feel “of the moment,” like an Instagram image, Fairmont’s advertising captures a guest’s moment of discovery:

Each of our advertisements ends with our tagline: **UNFORGETTABLE. SINCE 1907.**



4:12 PM

The moment Montreux brought history to life.

Dreaming of the Belle Époque in Montreux, experiencing Edwardian elegance in London, re-living the Jazz Age in Shanghai—when you stay with Fairmont, you're never far away from the history, culture and architecture that define the unique character of the places we call home. For truly inspired family or business trips, make Fairmont Le Montreux Palace, The Savoy or Fairmont Peace Hotel—or any of our 70+ destinations around the world—your home base for memories that last a lifetime.

Gateway to your moment in over 20 countries. fairmont.com

Fairmont

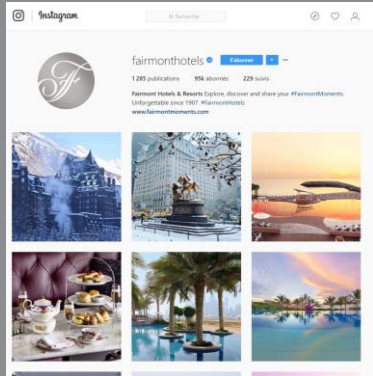
UNFORGETTABLE. SINCE 1907.



DIGITAL COMMUNICATIONS

Facebook Fans:
310,070 LIKES

→ FAN BASE ACTIVATION WITH CONTESTS SUCH AS:



INSTAGRAM

96,400 Followers

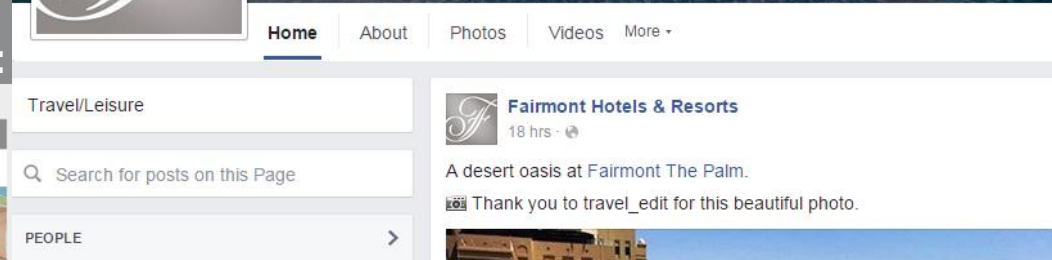
Growth rate: 2000+ per month



Twitter Followers:

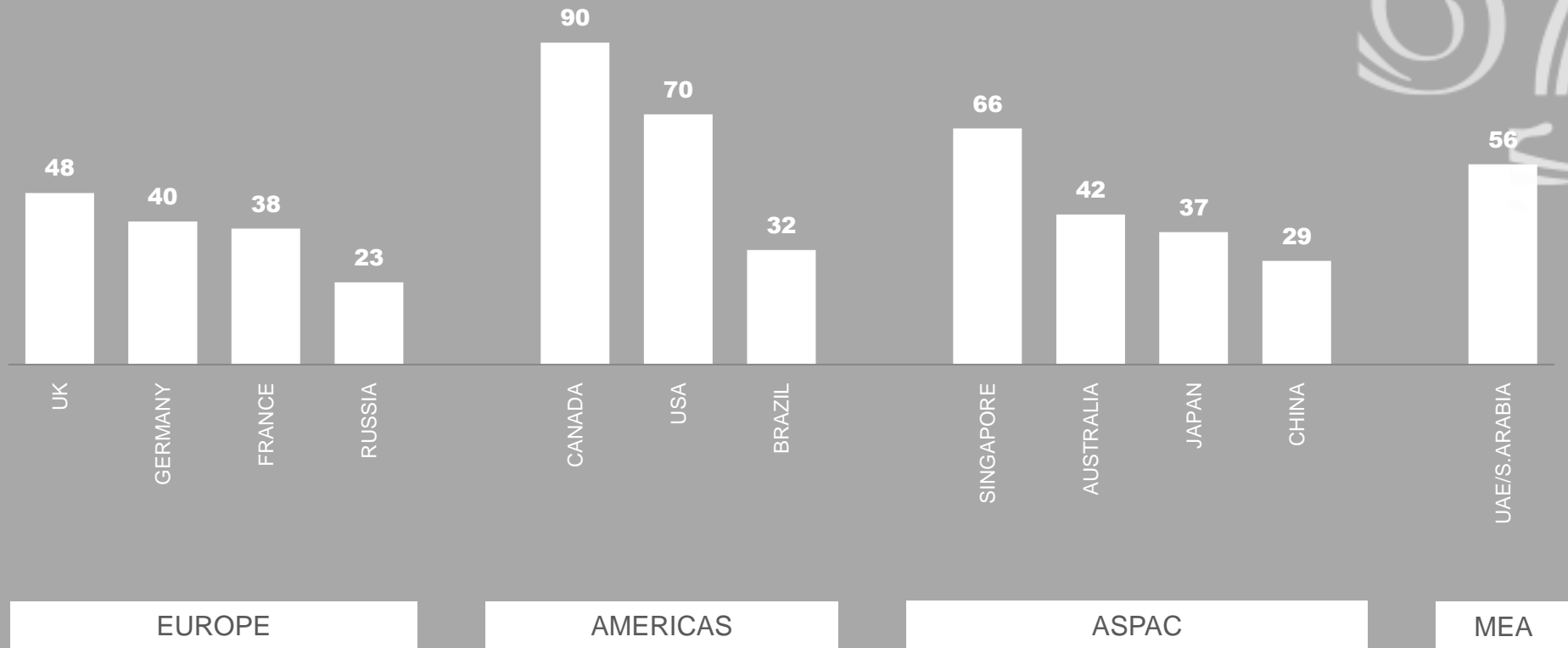
172,000 FOLLOWERS

facebook



FAIRMONT TOTAL AWARENESS

A STRONG AWARENESS >40% IN 7 KEY COUNTRIES

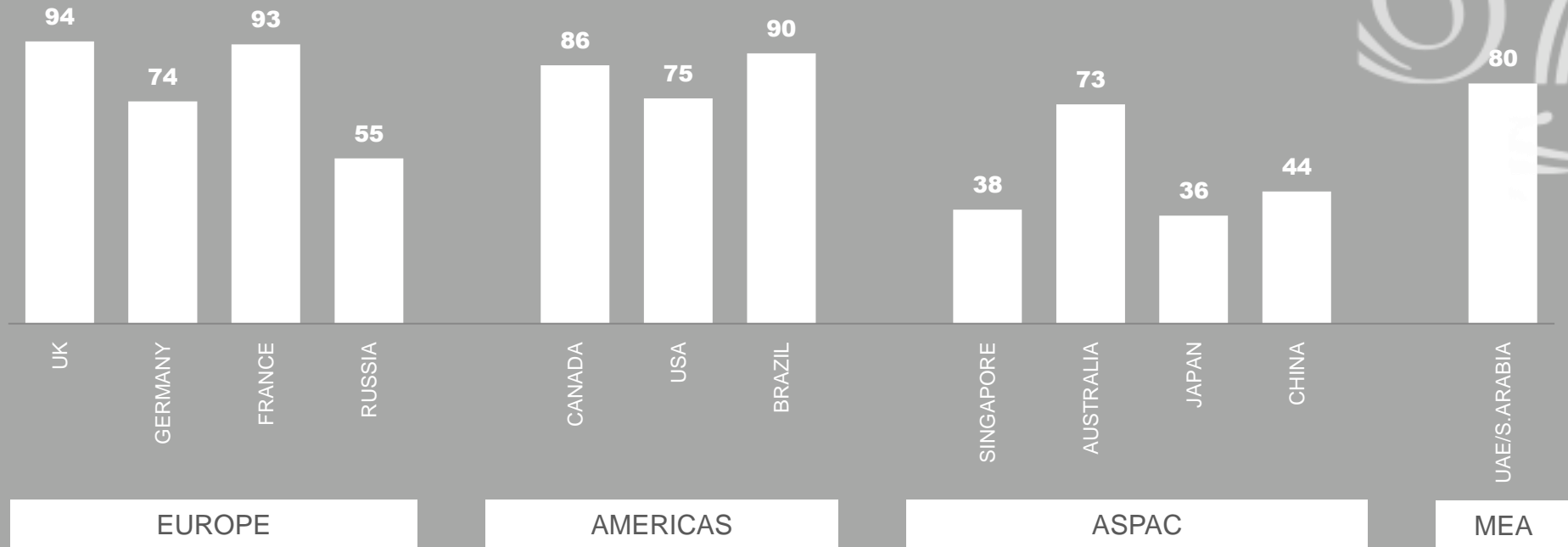


Source: BEAM - Brand Equity & Awareness Monitoring December 2017 |
Base: Affluent & Luxury hotel users = users having spent at least 1 stay in a luxury hotel over the last 12 months, 6 nights + in any type of paid-for accommodation, top 30% income within country

FAIRMONT BRAND MARGIN[®]

A STRONG RATE PREMIUM PERCEPTION, €70 WORLDWIDE

The best loved brand among its competitive set in Canada, China, Brazil, Australia and the Middle East, among affluent travellers



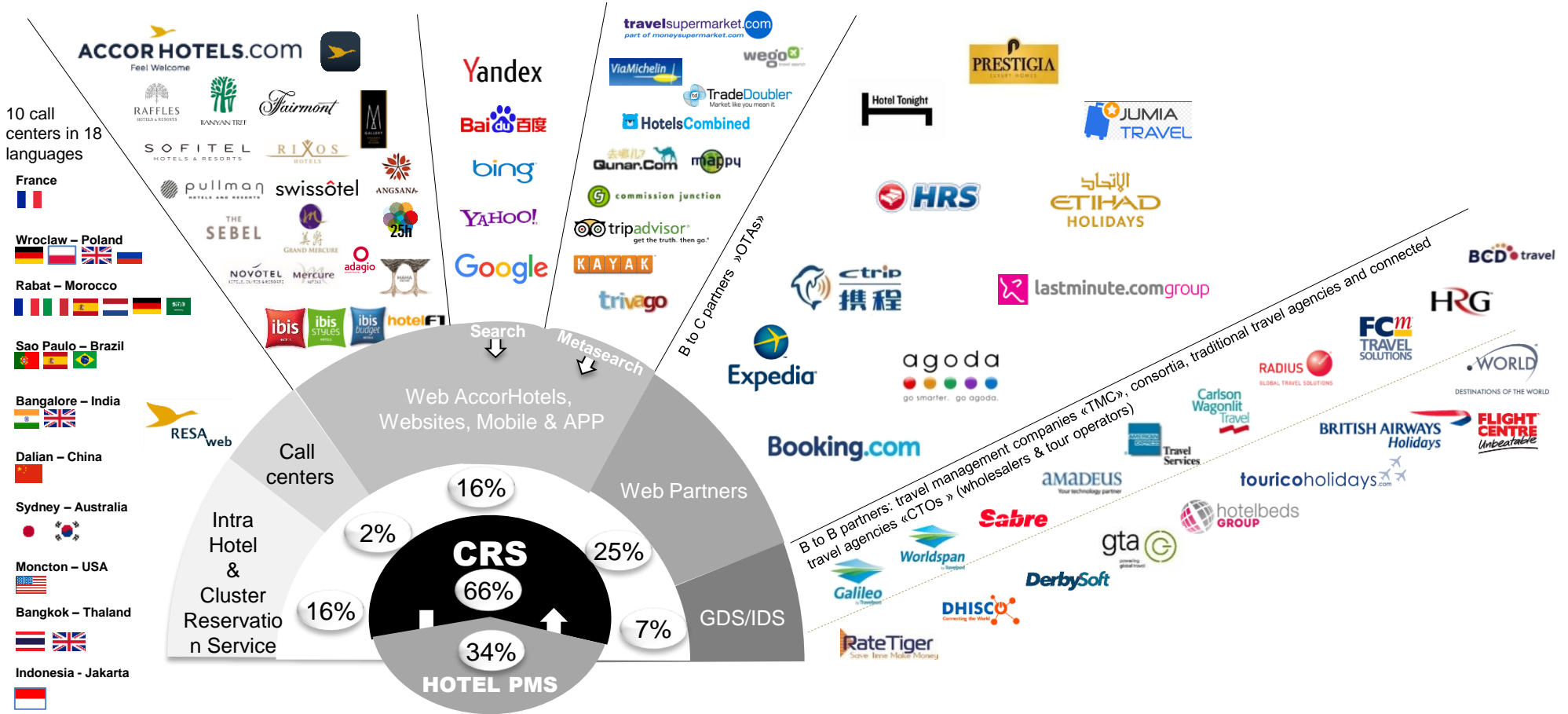
Brand Margin[®] in €

Brand Margin[®] measures the financial premium which the brand name adds to the intrinsic value of the same hotel stay with an unbranded alternative. A Brand Margin[®] of 10€ means that « Consumers think it is worth paying on average 10€ more per night to stay with brand X compared to an unbranded equivalent ». Base: people having stayed in paid-for accommodation in the last 12 months and somewhat/very familiar with the brand

Brand Margin[®] in €. Traveller representative
Figures as of end 2017

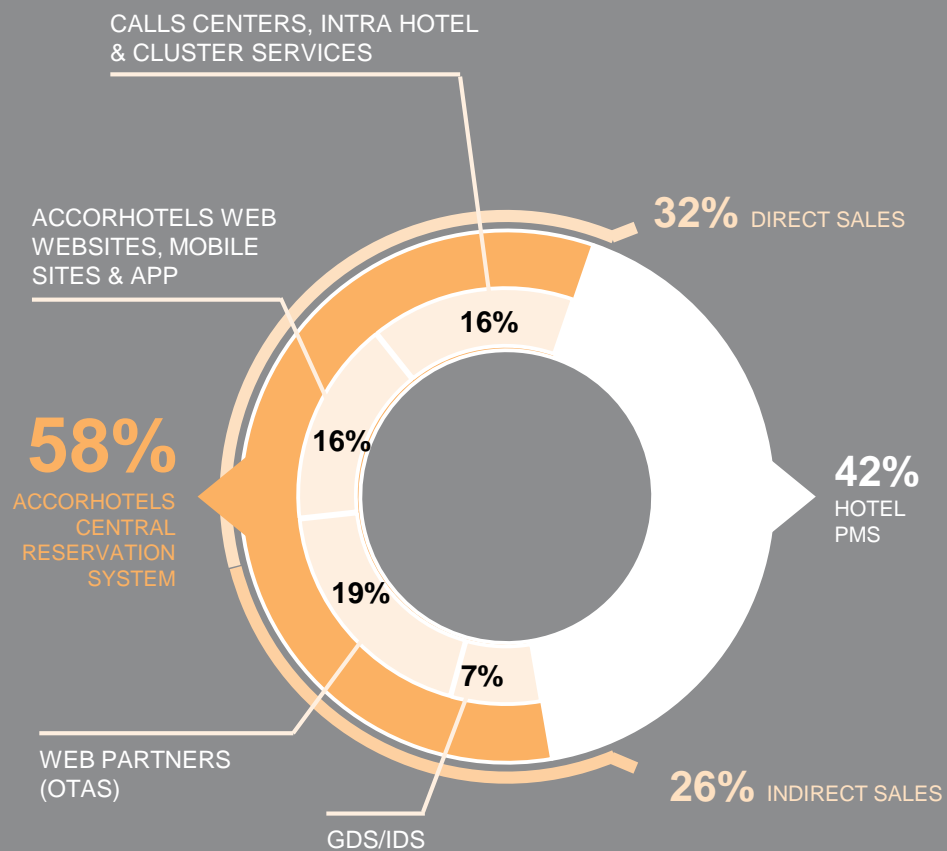
ACCORHOTELS DISTRIBUTION SOLUTION

ACCORHOTELS OFFERS >110 GLOBAL DISTRIBUTION PARTNERSHIPS AT BEST MARKET CONDITIONS





FAIRMONT DISTRIBUTION SOLUTIONS

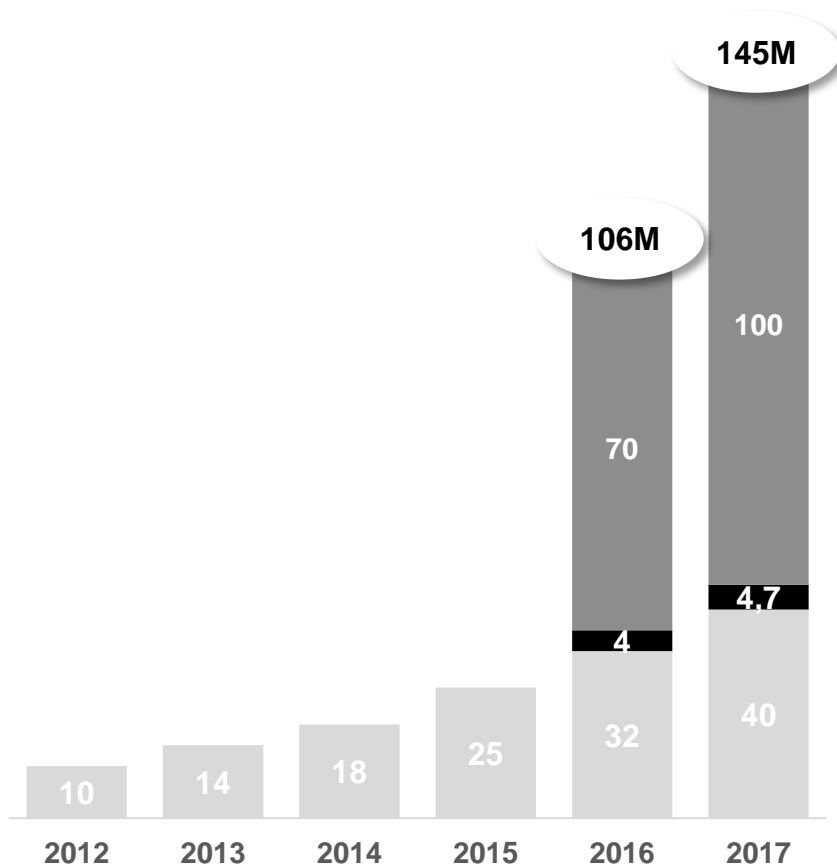


LE CLUB ACCORHOTELS

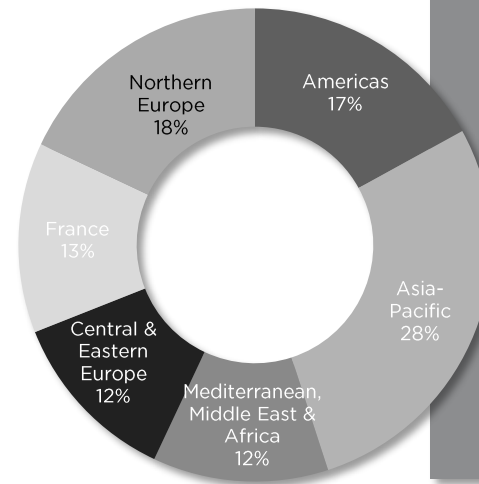
ACCORHOTELS OWNS THE MOST POWERFUL INTERNATIONAL PROGRAM

Loyalty members - Worldwide

■ Le Club AccorHotels ■ FRS loyalty program ■ Huazhu loyalty program



Guests' origin - Worldwide



A Worldwide program:

- 14 brands
- 3,400 hotels in 93 countries
- Free enrollment
- 100% Web based program
- More than 23,000 new members every day
- Le Club AccorHotels represents 30.6% of AccorHotels revenue
- Partnerships with large Airlines loyalty program: Skyteam, One World, Star Alliance...

>40 MILLION
MEMBERS
WORLDWIDE

+23,000
MEMBERS EVERY
DAY

LE CLUB
ACCORHOTELS
REPRESENTS

30.6%
OF HOTEL GLOBAL
REVENUE

FAIRMONT PERFORMANCE

REVPAR INDEX AS OF END 2017

WORLDWIDE
with revPAR index = 112,6

NCA
with revPAR index = 117,1 / up to 196

EUROPE
with revPAR index = 97,1 / up to 154

GREATER CHINA
with revPAR index = 94,1 / up to 125

MIDDLE EAST
with revPAR index = 110,7

INDIA
with revPAR index = 107,7

MIS
with revPAR index = 98,2

NORTH AMERICA
with revPAR index = 117,3

Figures as of end 2017 – Str Or Hospitality On Source: Only Subsidiary Or Managed Hotel Rgi Versus Its Competitive Set

FAIRMONT DEVELOPMENT CRITERIA

HOTEL

RESORT

	AAA ultra city center location, historic conversion	WORLDWIDE
RECOMMENDED NUMBER OF ROOMS	200 – 300 keys	300 – 400 keys
ROOM AVERAGE SIZE	-10%/-15% of worldwide	40 sqm and +
TGFA / ROOM	-10%/-15% of worldwide	100 – 140 sqm
RECOMMENDED NUMBER OF ROOMS	150 keys and +	200 keys and +
ROOM AVERAGE SIZE	40 sqm + balcony	45 sqm + balcony
TGFA / ROOM	100 – 120 sqm	120 – 160 sqm

FOOD & BEVERAGE
 3 restaurants
 Speciality restaurant⁽¹⁾
 1 lobby lounge bar
 1 speciality bar

WELL-BEING
 Fairmont spa
 Extensive fitness⁽¹⁾
 Swimming pool

MEETINGS
 Meeting room⁽¹⁾
 Ballroom⁽¹⁾
 Business centre

(1) On market demand

NEW-BUILT AND CONVERSION

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

