



TIME WELL SPENT

Every Novotel is a destination in itself. Helped by relaxed and lively staff, guests are free to live as they want everywhere in the hotel. Design that is aesthetic and functional, modern and timeless, simple and statutory, gives each hotel a spirited atmosphere. Making each one the perfect spot to have a drink and a bite, work, play or just relax. Guests feel at ease, wherever they are from or however they arrived, solo or as a family. At Novotel, guests can live life to the fullest.

novotel.com



RELAXED
LIVELY
COMFORTED
ENERGIZED

NOVOTEL AMSTERDAM
SCHIPOL AIRPORT
NETHERLANDS

FIND YOUR LOCAL DEVELOPER CONTACT ON ACCORHOTELS.GROUP/HOTELDEVELOPMENT

- | | | | | | | | | | | | | |
|---------|----------------|-------------|------------|------------------|----------|--------------|-----------|---------------------------------|----------------|----------------|---------------|---------|
| RAFFLES | ORIENT EXPRESS | BANYAN TREE | DELANO | SO FITELE LEGEND | Fairmont | SLS | SO | SO FITELE | ORIGINALS | RIXOS | | |
| mantis | M GALLERY | 2C | Art Series | MONDRIAN | pullman | swissôtel | ANGSANA | 25h
twenty five hours hotels | HYDE | MÖVENPICK | GRAND MERCURE | |
| PEPPERS | THE SEBEL | mantra | NOVOTEL | Mercure | adagio | MAMA SHELTER | BreakFree | ibis | ibis
STYLES | ibis
budget | JOE & JAC | hotelF1 |

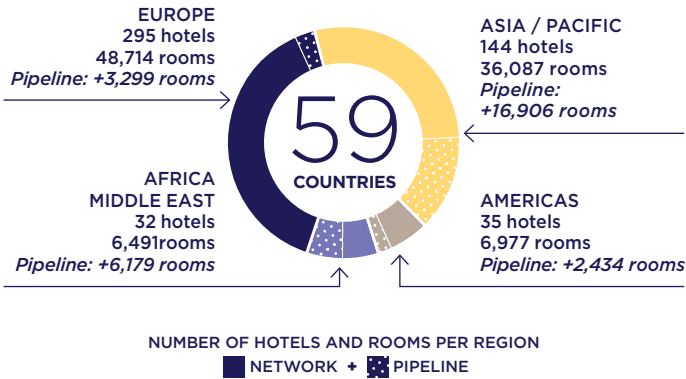
>70%
BRAND AVERAGE
OCCUPANCY RATE

>60%
BRAND TOTAL AWARENESS
IN 12 COUNTRIES

NEAR 70%
CENTRAL RESERVATION SYSTEM
BRAND AVERAGE CONTRIBUTION
RATE

NETWORK
506 HOTELS & 98,269 ROOMS

PIPELINE
121 HOTELS & 28,818 ROOMS



DEVELOPMENT

New Built & Conversion

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

LATEST OPENINGS

TOP 5

- SINGAPORE ON STEVEN, SINGAPORE
- JEDDAH TAHLIA STREET, SAUDI ARABIA
- WIEN HAUPTBAHNHOF, AUSTRIA
- LONDON HEATHROW AIRPORT T1 T2 & T3, U.K.
- GUWAHATI GS ROAD, INDIA

POSITIONING

RATING Modern Easy Living Midscale International 4 stars
SEGMENT Midscale
RESIDENTIAL MODEL Private Residences and Extended Stay

CUSTOMER PROFILE

BUSINESS 51%	LEISURE 49%
DOMESTIC 59%	INTERNATIONAL 41%

DISTRIBUTION

Net figures
*Central Reservation System

- 69% **CRS* CONTRIBUTION RATE**
Novotel room revenue via AccorHotels CRS*
- 15% **WEB**
Novotel online direct sales: AccorHotels web sites and mobile
• 3.4 M Novotel room nights
• €333 M Novotel room revenue
- +52% **MOBILE GROWTH**
Novotel room revenue via AccorHotels CRS*

KEY IDENTIFIERS

The N'Room, the flexible Novotel room, from 20 to 30 sqm, with 4 key components: the Live N' Dream bed, the 55-inch screen, the modular living (work or rest setting) and the oversize rainshower.

A lively lobby with a Gourmet Bar type offer, the new Novotel bar generation. It is an informal, friendly space where an active, urban clientele can enjoy trendy drinks and eat simple, balanced meals.

The family offer: Family & Novotel, offers specific advantages to families at every step of their travel (attractive commercial policy, children's welcome gifts, special F&B offers for kids...).

Wellness InBalance. Three offers of wellness programs with InBalance Fitness, InBalance Wellness (pool, sauna, steam room, etc.), InBalance Spa Wellness & Treatment Center. Discover also a wide variety of nutritionally balance food offerings.

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

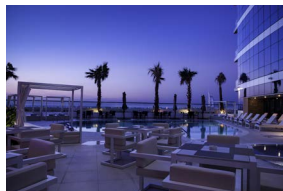
	ROOMS	URBAN	RESORTS
— Average number of rooms	● 150 and +	● 150 and +	
— Room average size ⁽¹⁾ (sqm)	● 26-32	● 32-36 + balcony	
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 50-70	● 55-70	
FOOD & BEVERAGE	1 restaurant (<i>preferably connected to bar</i>) 1 Gourmet Bar (<i>hotels</i>) or Boutique Gourmande (<i>Novotel Suites</i>)		
WELL-BEING	Fitness center "In Balance" (50 sqm min.) Swimming pool (<i>nice to have</i>) Spa ⁽²⁾		
MEETINGS, EVENTS & OTHERS	Meeting rooms ⁽²⁾ Web corner		

TOP 5 FLAGSHIPS TO VISIT

NEW YORK TIMES SQUARE
UNITED STATES



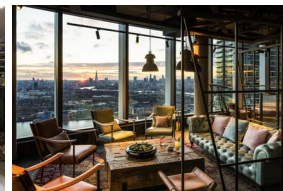
DUBAI AL BARSHA
UNITED ARAB EMIRATES



RJ BOTAFOGO
BRAZIL



LONDON CANARY WHARF
UNITED KINGDOM



BANGKOK SUKHUMVIT 20
THAILAND

