

MÖVENPICK
HOTELS & RESORTS

We make moments

Mövenpick is in the moments business. We know small gestures can make all the difference. So we do ordinary things in an extraordinary way – a philosophy that has defined our brand success from the start.

movenpick.com

MÖVENPICK HOTEL
THE HAGUE
THE NETHERLANDS



Intuitive · Genuine · Human · Warm

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

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

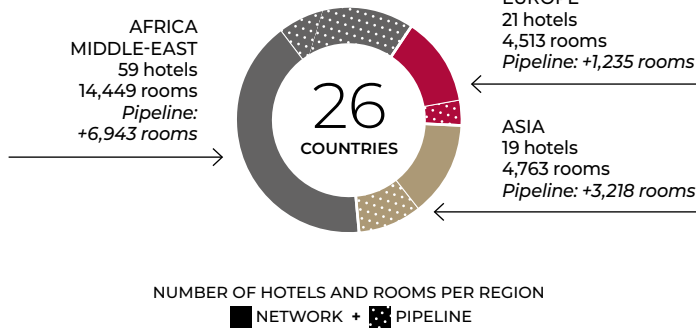
AUGUST 2020

Network

99 HOTELS & 23,725 ROOMS

Pipeline

48 HOTELS & 11,396 ROOMS



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

Abidjan, Ivory Coast, 160 rooms
Danang, Vietnam, 143 rooms
Dakar, Senegal, 462 rooms
Addis Ababa, Ethiopia, 249 rooms (2021)
The Hague, The Netherlands, 72 rooms

Top 3 unique selling propositions

BRAND MOMENTUM

Worldwide footprint with near 100 hotels and more than 40 in the pipeline.
Brand awareness #1 in the Middle East and in Africa, strong presence in Europe.
Swiss reliability & effectiveness.
Quality of service and international standards.

+ 70 YEARS OF F&B EXCELLENCE

Premium quality retail food products: ice cream, chocolate, coffee and wine...
Innovative & award winning F&B concepts: the Lobby Lounge concept with Coffee & Wine bar and food product retail, the restaurant market styled concept, worldwide signature dishes...

+ FLEXIBILITY

Individualistic hotels meeting owners' vision.
Flexible space brand programming.
Great for conversion of existing building/hotels.
MICE driven or resorts & residential opportunities.
A 5* star hotel at a 4* star cost & price.

Passions

Food & Drink

Food & Drink has been at the heart of the Mövenpick brand for more than 70 years.
We feature a rich and inventive culinary offering, treating guests with whatever they are in the mood for, balancing both healthy and indulgent options.

Heartfelt Service

Mövenpick hospitality is about turning small gestures into heartwarming moments - doing ordinary things in an extraordinary way.
We place a strong emphasis on service, anticipating guests' needs and creating special moments for each and everyone.

Mindful Sustainability

From the start, Mövenpick has embraced an eco-friendly mindset and today sustainability remains a key component of the brand.
We take a holistic approach to sustainability that benefits all, mindful of people and the environment.

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

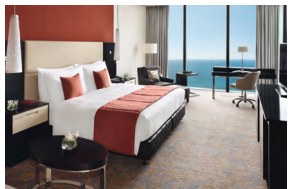
ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 150 and +	● 150 and +
— Room average size ⁽¹⁾ (sqm)	● 28-36	● 40 + balcony
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 90-100	● 100-110
FOOD & BEVERAGE	1 all day dining including Gourmet Coffee 1 specialty restaurant ⁽²⁾ Lobby living room/lounge concept including: – 1 Mövenpick Coffee and Wine Lounge – 1 Mövenpick product retail 2 in 1	
WELL-BEING	Spa ⁽²⁾ Fitness centre	Swimming pool
MEETINGS, EVENTS & OTHERS	Key meeting rooms Ballroom ⁽²⁾ Business centre	Little Birds Kids Club (as part of family product)

Customer profile

BUSINESS	49%	51%	LEISURE
DOMESTIC	32%	68%	INTERNATIONAL

Top 5 flagships to visit

COLOMBO
SRI LANKA



MANSOUR EDDAHBI
MARRAKECH MOROCCO



JIMBARAN BALI
INDONESIA



AMSTERDAM CITY CENTRE
NETHERLANDS



HAMBURG
GERMANY

