

MÖVENPICK
HOTELS & RESORTS

The Place to Savour Life

We believe true hospitality is about turning small gestures into heartwarming moments. We enable our guests to savour the flavour of life, balancing small indulgences with what's good for them – and good for the world.

movenpick.com

MÖVENPICK MOSCOW TAGANSKAYA
RUSSIA
OPENED OCTOBER 2020



Intuitive · Genuine · Human · Warm

FIND YOUR LOCAL DEVELOPER CONTACT ON [GROUP.ACCOR.COM/HOTELDEVELOPMENT](https://group.accor.com/hoteldevelopment)

MARCH 2021

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

Global footprint of 155 hotels OPEN + PIPELINE

NETWORK → 102 HOTELS **PIPELINE → 53 HOTELS**
24,163 ROOMS **12,580 ROOMS**

27 COUNTRIES	HOTELS NETWORK	ROOMS NETWORK	+PIPELINE
Northern Europe	18	17%	3,968 +402
Southern Europe	-	1%	- +235
India, Middle East & Africa	63	63%	14,912 +8,063
Greater China	1	1%	238 -
South East Asia	20	19%	5,045 +1,763
Pacific	-	1%	- +394

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

Mövenpick Hotel Hobart, Australia - 221 rooms
Mövenpick Hotel Basel, Switzerland - 264 rooms
Mövenpick Hotel Stuttgart Messe & Congress, Germany - 262 rooms
Mövenpick Hotel & Residences Riyadh, Saudi Arabia - 359 rooms
Mövenpick Hotel Addis Ababa, Ethiopia - 252 rooms

Top 3 unique selling propositions

BRAND MOMENTUM

Global footprint soon to reach 100 hotels and a pipeline of almost 50.
60%+ brand awareness in the Middle East, strong presence in Europe and Africa plus rapid growth in Asia.

+ 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

Flexible space brand programming and great for conversion of existing buildings/hotels.
Resorts and residential opportunities.
A 5 star hotel at a 4 star cost and 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

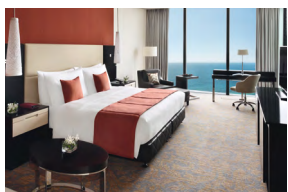
BUSINESS	LEISURE
49%	51%
DOMESTIC	INTERNATIONAL
32%	68%

Operating mode

1%	99%
FRANCHISE	MANAGEMENT

Top 5 flagships to visit

COLOMBO
SRI LANKA



MANSOUR EDDAHBI
MARRAKECH MOROCCO



JIMBARAN BALI
INDONESIA



AMSTERDAM CITY CENTRE
NETHERLANDS



HAMBURG
GERMANY

