

# NOVOTEL

## *Time is on your side*

At Novotel, we believe that quality time is about making everyday moments matter. Everything has been thought to enhance our guests' life balance, sense of well being but also enjoyment. Whether through our intuitive & modern design or our large range of rewarding experiences, everyone can disconnect from a busy life or make time to connect with their family, friends or colleagues. This combination makes Novotel the perfect spot for travellers and locals to have a drink, a bite to eat, to work, play or just relax.

[novotel.com](https://www.novotel.com)

NOVOTEL PARIS PORTE DE VERSAILLES  
FRANCE  
OPENED JANUARY 2020



*Relaxed · Lively · Comforted · Energized*

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

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RAFFLES \ ORIENT EXPRESS \ FAENA \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO  
SOFITEL \ THE HOUSE OF ORIGINALS \ RIXOS \ ONEFINESTAY \ MANTIS \ MALLERY \ 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

**NOVOTEL**

CLASSIC - MIDSACLE  
INTERNATIONAL 4 STARS

>70%  
BRAND AVERAGE  
OCCUPANCY RATE

>60%  
BRAND TOTAL AWARENESS  
IN 9 COUNTRIES

TOP 3  
IN THE TOP 3 BEST KNOWN  
MIDSACLE BRANDS  
ON 20 MARKETS

*Global footprint of 700 hotels* OPEN + PIPELINE

NETWORK → 542 HOTELS 105,559 ROOMS PIPELINE → 157 HOTELS 33,608 ROOMS

63 COUNTRIES	HOTELS NETWORK	ROOMS NETWORK + PIPELINE	
North, Central America & Caribbean	10	2%	2,062 +274
South America	33	6%	6,212 +1,686
Northern Europe	131	21%	25,055 +4,760
Southern Europe	163	18%	23,162 +1,236
India, Middle East & Africa	61	15%	12,177 +9,001
Greater China	35	12%	10,754 +5,589
South East Asia	68	20%	17,047 +10,566
Pacific	41	7%	9,090 +496

*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*

Almaty, Khazakhstan - 50 rooms (2021)  
Tunis, Tunisia - 176 rooms (2021)  
Cambridge North, U.K. - 217 rooms (2021)  
Mexico City Tereo, Mexico - 168 rooms (2021)  
Melbourne Airport, Australia, 248 rooms (2021)

*Top 3 unique selling propositions*

**THE MOST RELIABLE & WELL KNOWN BRAND OF ITS CATEGORY**

Large global footprint of 500 hotels in 60 countries & 128 hotels in pipeline  
Strong brand awareness  
> 50% in > 10 feeder markets  
Best-known & trusted upper midscale "full services brand": Sleep, Eat & Drink, Meet & Exercise

**+ INTUITIVE & EFFECTIVE DESIGN**

Flexibility within a framework - 4 new full hotel concepts developed by international designers.  
Brand fluidity, modularity & multifunctionality.  
Optimized valued engineering = best construction & FFNE costs.

**+ PERFECT MIX OF BUSINESS / LEISURE**

Leveraging the occupancy in lower periods (weekends & holidays)  
**Business Driven**  
Individuals / groups  
**Family Friendly**  
Best family offer on the market  
> 2 million kids every year worldwide

*Passion*

**At Novotel time is well spent.** Because we see ourselves as a destination place, we make sure our guests can choose between relaxing moments disconnecting from their busy life, and energizing social moments, connecting with friends colleagues or family.

**Take time.** To rest and relax - for you or your loved ones, to refresh, reset and feel good.

**Make time.** For those you know or those you don't, to get together to try something new or just have fun.

*Key programs*

**Pukka partnership: Take time for tea.** We have chosen tea as our signature drink, as we believe there is no other drink that can make our guests feel better.

**Pixar partnership: Make time to get together.** Partnering with Pixar in 2020 and 2021 will help us achieve our goal of a multi-generational, innovative and forward-thinking family programme.

**Calm partnership: Take time to rest and relax.** Calm and Novotel are teaming up to help people relax their mind and body. Together, we'll work to offer busy, often stressed, travelers the space and digital tools to take time for themselves, relax, rejuvenate, and sleep better.

*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 (3) Nice to have

ROOMS	URBAN	RESORTS
— Average number of rooms	● 150 et +	● 150 et +
— Room average size <sup>(1)</sup> (sqm)	● 26-32	● 32-36 + balcony
— Total Gross Floor Area <sup>(1)</sup> (sqm)	● 50-70	● 55-70
FOOD & BEVERAGE	1 restaurant (preferably connected to bar) 1 Gourmet Bar (hotels) or Boutique Gourmande (Novotel Suites)	
WELL-BEING	Fitness center "In Balance" (50 sqm min.) Swimming pool <sup>(3)</sup> Spa <sup>(2)</sup>	
MEETINGS, EVENTS & OTHERS	Meeting rooms <sup>(2)</sup> Web corner	

*Customer profile*

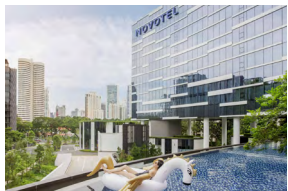
BUSINESS	LEISURE
51%	49%
59% DOMESTIC	41% INTERNATIONAL

*Operating mode*

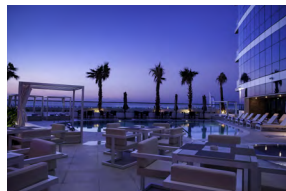
4%	96%
FRANCHISE	MANAGEMENT

*Top 5 flagships to visit*

SINGAPORE ON STEVENS SINGAPORE



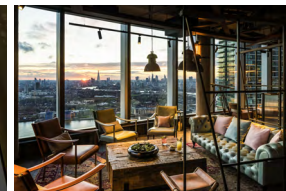
DUBAI AL BARSHA U.A.E.



PARIS PORTE DE VERSAILLES FRANCE



LONDON CANARY WHARF U.K.



BANGKOK SUKHUMVIT 20 THAILAND

