



**pullman**  
HOTELS AND RESORTS

## *Our world is your playground*

Hotels and resorts in tune with today's mobile world, blending peak performance and personal well-being.

A vibrant place where global nomads can feel at their very best, whether on business or leisure.

[pullmanhotels.com](https://pullmanhotels.com)

PULLMAN PARIS MONTPARNASSE  
FRANCE  
OPENED MARCH 2021



*Pioneering · Stylish · Accomplished · Invigorated*

FIND YOUR LOCAL DEVELOPER CONTACT ON [GROUP.ACCOR.COM/HOTELDEVELOPMENT](https://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



CLASSIC - PREMIUM  
INTERNATIONAL 4/5 STARS

#1

THE MOST ASSOCIATED BRAND  
WITH CONTEMPORARY DESIGN  
IN ITS CATEGORY

87%

PULLMAN CUSTOMERS EITHER  
SATISFIED OR VERY SATISFIED  
BY THEIR STAY EXPERIENCE

>40%

BRAND TOTAL  
AWARENESS  
IN 7 COUNTRIES

## Global footprint of 191 hotels OPEN + PIPELINE

NETWORK → 143 HOTELS 42,085 ROOMS      PIPELINE → 48 HOTELS 12,527 ROOMS

40 COUNTRIES	HOTELS NETWORK	ROOMS NETWORK	+PIPELINE
North, Central America & Caribbean	3	2%	1,262
South America	9	5%	2,457 +237
Northern Europe	13	7%	3,295 +619
Southern Europe	14	8%	4,014 +422
India, Middle East & Africa	15	14%	5,406 +2,150
Greater China	41	33%	13,269 +4,924
South East Asia	28	23%	8,684 +3,647
Pacific	20	8%	3,698 +528

## Development

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

## Upcoming openings

Auckland, Australia - 313 rooms, 2021  
Doha, Qatar - 468 rooms, 2021  
Tbilisi, Georgia - 228 rooms, 2020  
Lima, Peru - 246 rooms, 2020  
Newton Residencies, Singapore - 348 rooms, 2023

## Top 3 unique selling propositions

### LEADING CONTEMPORARY DESIGN HOTEL BRAND

N°1 perceived design brand by guests versus competitors  
Most consistent modern styled network in its premium category thanks to its recent dynamic growth with new built openings and major renovations  
Distinctive concepts translated across all touch points: The Junction at Pullman, Artist Playground, MEET/PLAY,...

### X GROWING MOMENTUM

140 hotel openings in the last 12 years and over 50 openings planned by 2025  
Leveraging both business and leisure markets and opportunities  
Distinct MICE space programming (HARD) and strong MICE offerings (SOFT)

### = HIGH PERFORMANCE BUSINESS MODEL

Large number of keys - 300 rooms  
Premium positioning in premium locations plus business oriented driving higher global average room rates  
Additional MICE & F&B revenue

## Passions

### Immersive art & design

Enjoy art & design in living spaces rather than museums and shops: at Pullman, art & design surround you in a fresh modern, and inspiring way.

### Power fitness

Stay on top of your game while having fun: At Pullman, fitness is exciting and rewarding.

### Happening F&B

Pullman serves up fresh F&B concepts that are flavorful and fuel performance - any place, any time.

### Smart interactions

Our services and technology are powered to perform, seamless and in-tune with today's new entrepreneurs.

## 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) For resorts

ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 200-450	● 200-450
— Room average size <sup>(1)</sup> (sqm)	● 30-36	● 36-42 + balcony
— Total Gross Floor Area <sup>(1)</sup> (sqm)	● 75-110	● 82-120
FOOD & BEVERAGE	Locally Relevant Restaurant Destination Bar	Active Breakfast & Early Bird Coffee Cart Bites-on-Wheels <sup>(3)</sup>
WELL-BEING	Swimming pool <sup>(2)</sup> Fitness centre & spa <sup>(2)</sup>	Sarah Hoey fitness programme and minimum 2 treatment rooms
MEETINGS, EVENTS & OTHERS	The Junction Generous ballroom & meeting space (1,000 sqm minimum)	Artist Playground The Hub and Teens Only Programme <sup>(3)</sup>

## Customer profile

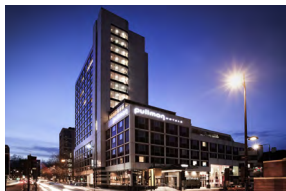
BUSINESS	LEISURE
42%	58%
DOMESTIC	INTERNATIONAL
59%	41%

## Operating mode

20%	80%
FRANCHISE	MANAGEMENT

## Top 5 flagships to visit

LONDON ST PANCRAS  
UNITED KINGDOM



BERLIN SCHWEIZERHOF  
GERMANY



PHUKET ARCADIA NAITHON  
BEACH THAILAND



BANGKOK KING POWER  
THAILAND



SÃO PAULO VILA OLÍMPIA  
BRAZIL

