

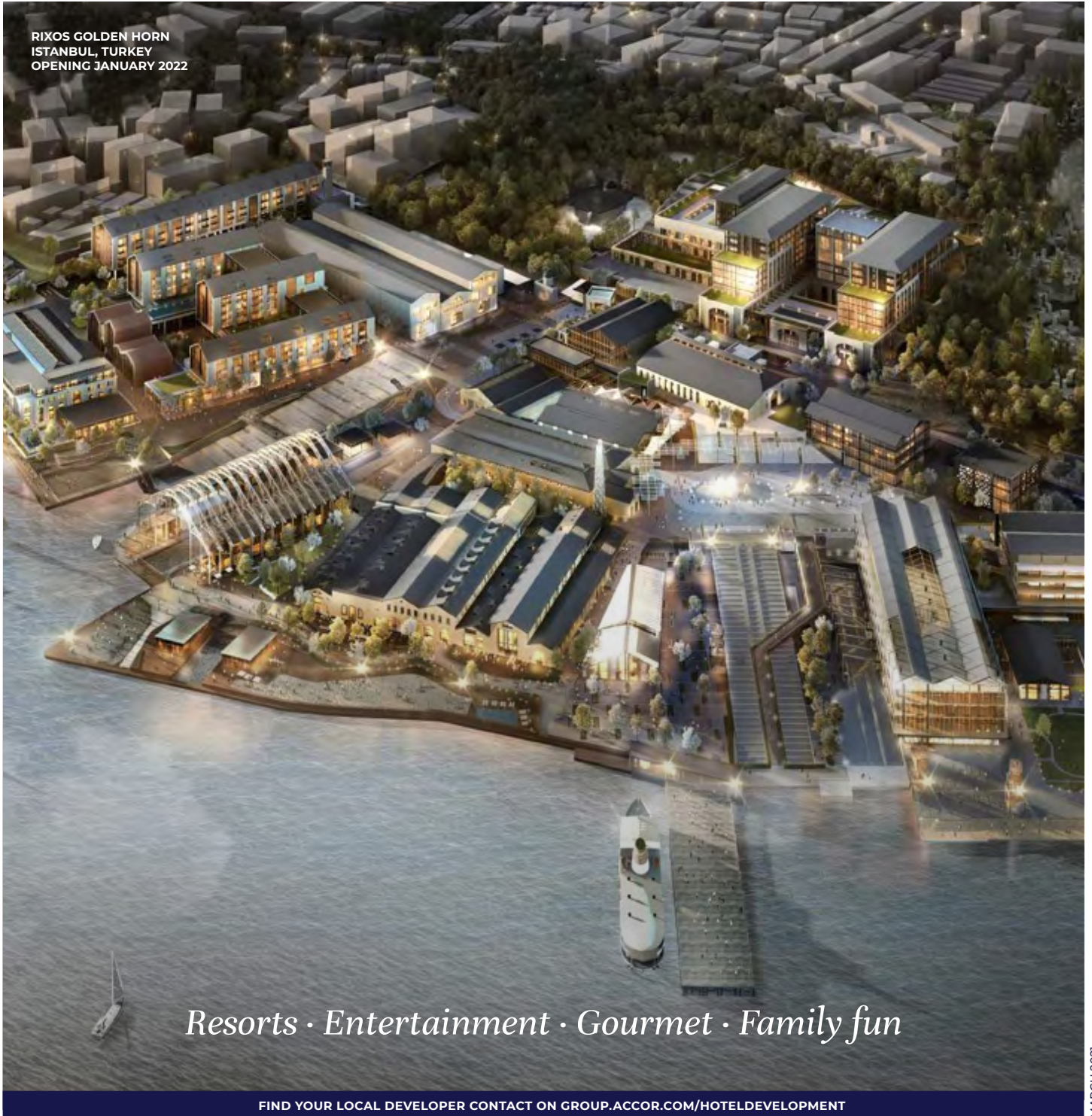


Unlimited wonders

Dedicated to offering traditional Turkish hospitality and a unique spa experience in the finest surroundings and a luxurious ambience.

Rixos provides an outstanding resort experience with professional entertainment and sports. At Rixos, the all-inclusive is all-exclusive.

rixos.com



RIXOS GOLDEN HORN
ISTANBUL, TURKEY
OPENING JANUARY 2022

Resorts · Entertainment · Gourmet · Family fun

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

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

MARCH 2021

Global footprint of 36 hotels OPEN + PIPELINE

NETWORK → 27 HOTELS
9,680 ROOMS

PIPELINE → 9 HOTELS
5,202 ROOMS

7 COUNTRIES	HOTELS NETWORK	ROOMS NETWORK <small>+PIPELINE</small>	
Northern Europe	8	12%	1,772
India, Middle East & Africa	19	85%	7,908 +4,702
South East Asia	-	3%	- +500

Target countries

North America

U.S.A. (Hawai, Florida, California), Mexico

Caribbean

Barbados, Dominican Republic, Jamaica

Europe / Middle-East / Africa

Greece, Italy, Spain, Morocco, Tunisia, U.A.E., Oman, Seychelles

Asia-Pacific

China, Indonesia, Malaysia, Thailand, Philippines

Upcoming opening

Rixos Premium Magawish, Egypt - 410 keys (March 2021)

Rixos Golden Horn Istanbul, Turkey - 720 keys (2022)

Rixos Jewel of the Creek Dubai, U.A.E. - 437 keys (2022)

Top 3 unique selling propositions

ALL INCLUSIVE, ALL EXCLUSIVE

All inclusive package with room, restaurants, bars, land and water activities, beach clubs, sports, kids club, wellness, entertainment...

Unique Luxury/Premium resorts positioning with highly qualitative offerings.

Unique Turkish Hospitality driven.

RESORTS EXPERTS

Large sized resorts from 300 to 750 keys.

Wide range of offerings (many restaurants & bars, activities & pools, kids club...).

Spa expertise (many treatment rooms...).

Resorts programming, design & construction experts.

Mostly important: professional entertainers.

BUSINESS MODEL PROFITABILITY

Luxury/premium positioning plus all inclusive formula drive the highest level of pricing in the resorts industry.

Strong momentum in leisure/resorts distribution where revenue is secured months in advance.

Accor digital distribution expertise leverages additional revenue from high contributing individuals.

Partnerships with third party entertainment, restaurant brands, venues and retail generate additional revenue and fees.

Passions

Live(ly) entertainment. Spectacular shows and breath-taking performances by professional artists and experts mean our breathtaking entertainment is the focal attraction in our properties. Mainly held in outdoor entertainment facilities.

Our programme of entertainment sees more than 800 events, shows and concerts held each year.

Turkish hospitality. Rixos celebrates Turkish culture and its fine hospitality with a decidedly contemporary twist. The Rixos welcome is like no other and our Turkish brunch and sublime Hammam are nods to our brand's rich heritage. We give adults and children the time of their life. Our hospitality is generous and enchanting and comes from the heart, creating an intimate and inviting atmosphere for our guests.

Our dedication to providing authentic services and experiences, and engaging guests of all ages with our cultural charm, makes our guest's lifelong friends.

Active outdoors. Being active outdoor is a way of life expressed throughout the Rixos experience. From our outdoor & water sports facilities, to improving fitness through our infinite group sports programmes. Each touchpoint makes certain our guests depart fit and uplifted.

Abundant Flavours. Turkish, local and international cuisine, served in an epicurean ambience to indulge our guests. A wide variety of concepts is on offer from high-end buffets to exquisite a-la-carte restaurants. Bountiful buffet tables, unrivalled variety and exceptional quality are hallmarks of our passion for food.

Programming

*For AAA ultra city center, historic conversion, the room size and areas can go down by 10-15%

ROOMS	RESORTS	
— Average number of rooms	300-750	
— Room average size* (sqm)	40 and +	
— Total Gross Floor Area* (sqm)	150 and +	
FOOD & BEVERAGE	All Inclusive or Resort 1 Buffet restaurant From 3 to 7 restaurants "à la carte" 3 bars	1 Lunch & Disco 1 Concert Place, Retail, Departure Lounge, The Fountain of Youth, We Will Rock You
WELL-BEING	Spa, treatment rooms & Turkish bath, sauna... 2 swimming pools	Land sports, aqua sports, Aqua Park 1 Fitness Centre
MEETINGS, EVENTS & OTHERS	Meeting rooms Ballroom	Connectivity lounge Kids Club

Customer profile

BUSINESS	LEISURE
4%	96%
DOMESTIC	INTERNATIONAL
15%	85%

Operating mode

4%	96%
FRANCHISE	MANAGEMENT

Top 5 flagships to visit

RIXOS PREMIUM BELEK
ANTALYA TURKEY



RIXOS PREMIUM GÖCEK
MUĞLA TURKEY



THE LANDS OF LEGENDS
THEME PARK, ANTALYA TURKEY



RIXOS PREMIUM DUBAI
UNITED ARAB EMIRATES



RIXOS LIBERTAS DUBROVNIK
CROATIA

