



S O F I T E L



DEVELOPMENT BROCHURE – MAY 2025



# Sofitel, 60 years of *French luxury hospitality*

## International expansion

Sofitel goes global and opens hotels in the USA, Philippines, Asia...

70's

1964

### Sofitel creation

First international luxury hospitality brand to originate from France, with the first hotel open in Strasbourg on 26 June 1964

1980

### Acquisition by P. Dubrule & G. Pélisson

First international luxury hospitality brand within the Accor group

## The expansion continues

Sofitel accelerates development in New-York, Buenos Aires, Bogota, Hanoi, Sydney...

90's & 2000's

2003

### Sofitel MyBed launch

Sofitel innovates with a new sleep experience

2009

### Sofitel Legend creation

Launch of Sofitel Legend, an iconic ultra-luxury hotel collection

## Network repositioning

To strengthen its positioning in luxury, about 50 hotels leave the network

2010's

2023

### Accor creates a luxury & lifestyle division

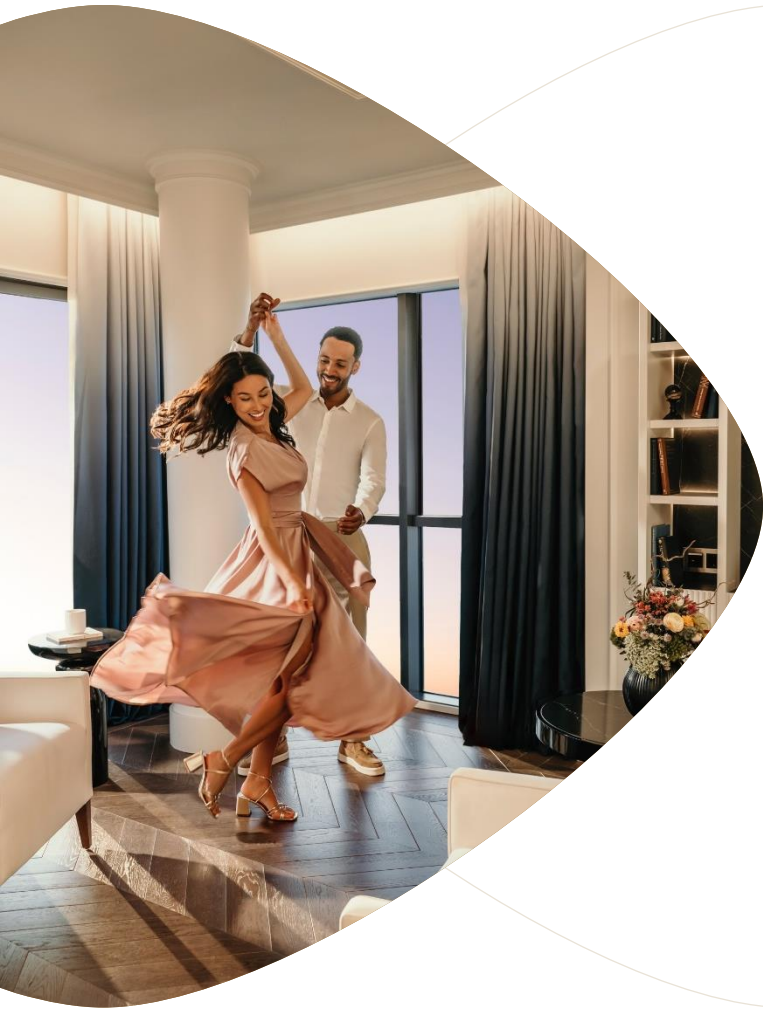
Maud Bailly leads Sofitel as CEO

## 60 years

For its Diamond Jubilee, the brand platform is reinvented and a new brand campaign is launched

2024





# *Heartfelt hospitality with a French Zest*

*There are places where  
you can **make encounters around every corner.**  
There are places you are visiting for the first time,  
where you **feel welcome like an old friend.***

*Places where the French Zest  
flavors every experience and whets your appetite for more.*

*Places where **everyday life is elevated,**  
revealing infinite possibilities as **committed luxury meets cultural involvement.***

*Places where **cultures intertwine and local savoir-faire is valued,**  
bringing to life our symbol, the Cultural Link.*

*Places where heartfelt service  
delights with **personal attentions with smile.***



# A powerful luxury brand *with positive momentum*

## Growing Brand Awareness

#1 in France and Australia\*

Top 10 and growing by more than 11 pts in UK, USA, China\*

## Rising Service Excellence

Rising guest satisfaction over the past 3 years (RPS)\*\* > 91

Luxury is the first word that comes to mind for consumers\*\*\*

## Uniquely French

Great gastronomy\*\*\*

Attention to details\*\*\*



\*Brand Equity Survey September 2024

\*\* Reputation Promoter Score Dec 2024

\*\*\* Usage & Attitude Luxury consumer research August 2023 – French is the #1 word that comes to mind when thinking about Sofitel. French hospitality is associated with #1 Great gastronomy #2 attention to details





## *French* Zest

THE ART OF MAXIMIZING  
PLEASURES &  
EFFORTLESS STYLE



## *Heartfelt* Service Culture

THE ART OF ANTICIPATION &  
EFFORTLESS SERVICE

Touching guests' *soul* and having a positive *social*  
impact on the communities where we are located

## Cultural *Link*

THE ENCOUNTER  
OF CULTURES,  
PEOPLE & IDEAS



## *Committed* Luxury

SUSTAINABLE  
APPROACH FOR  
LUXURY  
HOSPITALITY



# The first *French and global* luxury hospitality brand

123 HOTELS  
& 32K ROOMS

100% of HOTELS ECO-CERTIFIED by 2025

Pipeline of 35 hotels

By 2030

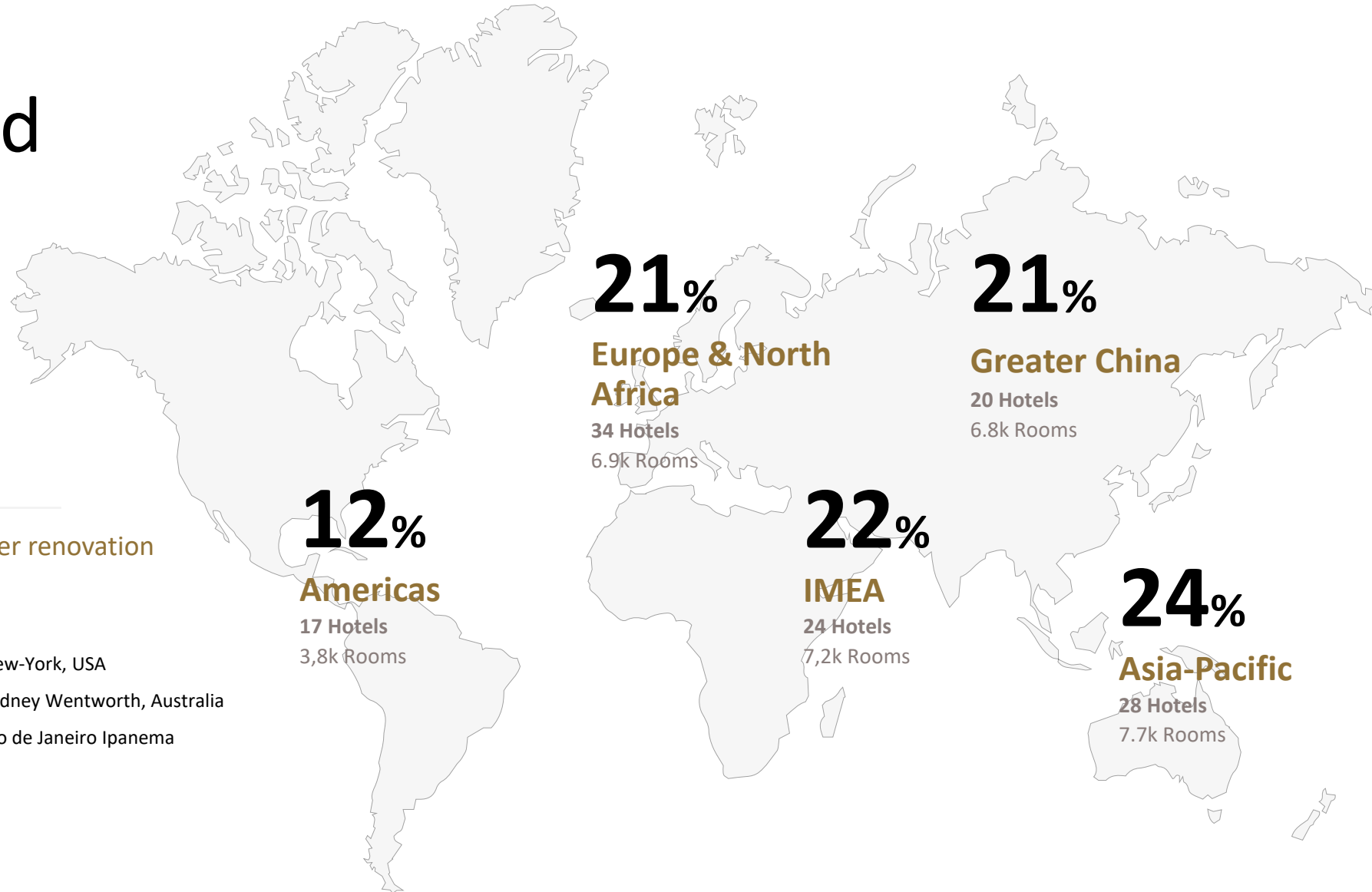
Including:

- Sofitel Legend Prague, Czech Republik
- Sofitel Jaipur, India
- Sofitel Porto, Portugal

26% under renovation

Including:

- Sofitel New-York, USA
- Sofitel Sydney Wentworth, Australia
- Sofitel Rio de Janeiro Ipanema







*Five universes*

# S O F I T E L

LEGEND

RESIDENCES

URBAN

RESORTS

AIRPORTS





# SOFITEL LEGEND



Sofitel Legend  
Metropole Hanoi  
VIETNAM



Sofitel Legend Old  
Cataract Aswan  
EGYPT



Sofitel Legend  
Santa Clara  
Cartagena  
COLOMBIA



Sofitel Legend The  
Grand Amsterdam  
NETHERLANDS



Sofitel Legend  
Peoples Grand  
Hotel Xian,  
CHINA



Sofitel Legend  
Casco Viejo  
PANAMA





Le Scribe Paris Opera  
FRANCE



London St. James  
UK



Mexico City Reforma  
MEXICO



Dubai The Obelisk  
UAE



Sydney Darling Harbor  
AUSTRALIA

SOFITEL  
URBAN FLAGSHIPS





SOFITEL  
RESORTS FLAGSHIPS

Bali Nusa Dua  
INDONESIA



Dubai The Palm  
UAE

Fiji Denarau Island  
FIJI

Kia Ora Moorea  
FRENCH POLYNESIA





Shanghai North Bund  
CHINA



Ras al Khaimah  
UAE



Agadir  
MOROCCO



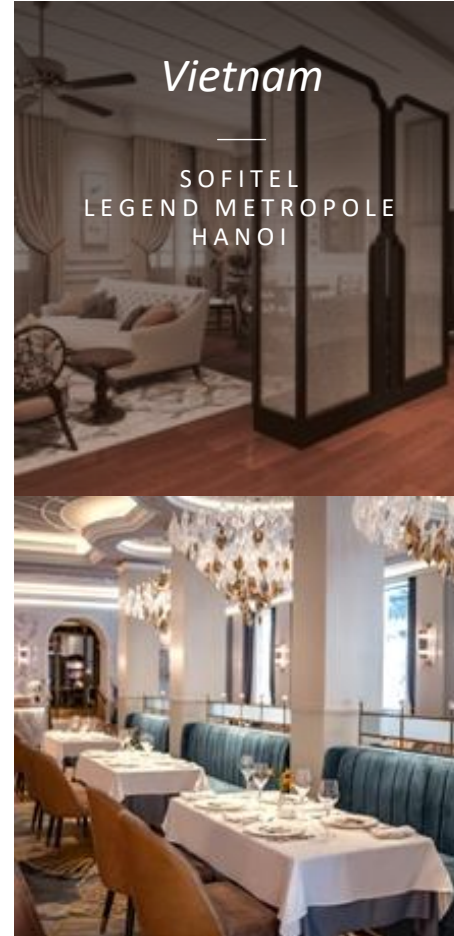
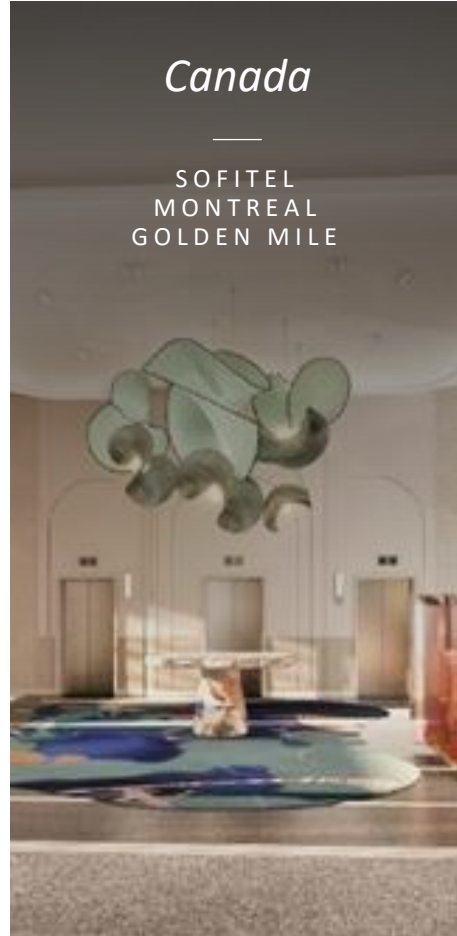
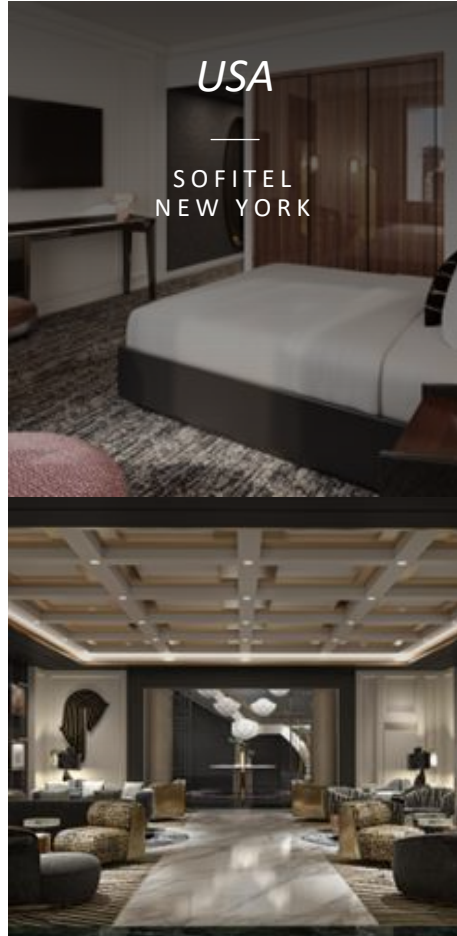
Cotonou  
BENIN



Riyadh  
SAUDI ARABIA



# 26% of the network is being renovated





Sofitel is *trusted*  
by owners

**60%**  
of signings in key  
destinations over last  
18 months  
vs 20% for competition





SOFITEL



LEGEND

A STRONG PIPELINE OF 35 HOTELS

*Sofitel Legend  
The Mozart Palace  
Prague*

90 ROOMS

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CZECH REPUBLIC





SOFITEL



LEGEND

A STRONG PIPELINE OF 35 HOTELS

*Sofitel*  
*Moroni La Corniche*

134 ROOMS

THE COMOROS





S O F I T E L



A STRONG PIPELINE OF 35 HOTELS

*Sofitel*  
*Changzhou Gaoxing*

310 ROOMS

CHINA





SOFITEL



A STRONG PIPELINE OF 35 HOTELS

*Sofitel Jaipur  
Jawahar Circle*

275 ROOMS

INDIA





SOFITEL



LEGEND

A STRONG PIPELINE OF 35 HOTELS

*Sofitel Legend  
Pyramids Giza*

303 ROOMS

EGYPT





S O F I T E L



A STRONG PIPELINE OF 35 HOTELS

*Sofitel Phu Quoc Resort*

218 VILLAS



VIETNAM





SOFITEL



LEGEND

A STRONG PIPELINE OF 35 HOTELS

*Sofitel*  
*Mexico City Santa Fe*

117 ROOMS

MEXICO





SOFITEL



A STRONG PIPELINE OF 35 HOTELS

*Sofitel*  
*Porto*

—  
PORTUGAL





SOFITEL



A STRONG PIPELINE OF 35 HOTELS

*Sofitel  
Cairo Downtown Nile*

614 ROOMS

EGYPT







SOFITEL



A STRONG PIPELINE OF 35 HOTELS

*Sofitel Branded Residences  
Buenos Aires Madero*

188 ROOMS

ARGENTINA





A close-up, low-angle shot of a woman's hand resting on a curved, polished surface, likely a bar or a piece of furniture. The hand is adorned with a gold bracelet and a ring. The background is a dimly lit, elegant interior space featuring several large, ornate chandeliers that cast a warm, golden glow. The overall atmosphere is one of luxury and sophistication.

LUXURY EXPERTISE



ACCOR GROUP – OWNER VALUE PROPOSITION

# VISION



SEBASTIEN BAZIN  
CHAIRMAN  
& CEO

PIONEERING THE ART OF  
RESPONSIBLE HOSPITALITY,  
CONNECTING CULTURES,  
WITH HEARTFELT CARE.

*This is our Purpose.*





# A GLANCE AT ACCOR PORTFOLIO

Open & in the pipeline

**+7000** HOTELS  
**+1,083,000** ROOMS

Accor network\*

**+5,600** HOTELS  
**+850,000** ROOMS

Accor pipeline\*

**+1,300** HOTELS  
**+233,000** ROOMS

**+ 2,400** Hotels under management contract

**+ 3,300** Hotels under franchise contract

**42%\*** **26%\***

EUROPE & NORTH AFRICA

NETWORK	PIPELINE
3,123 H. 357,346 R.	466 H. 59,565 R.

**14%\*** **25%\***

GREATER CHINA

NETWORK	PIPELINE
736 H. 121,062 R.	354 H. 57,406 R.

**12%\*** **8%\***

AMERICAS

NETWORK	PIPELINE
558 H. 103,728 R.	138 H. 19,711 R.

**11%\*** **13%\***

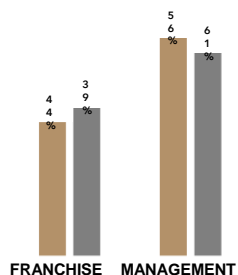
MIDDLE EAST AFRICA

NETWORK	PIPELINE
364H. 91,276 R.	140 H. 31,156 R.

**21%\*** **28%\***

ASIA & PACIFIC

NETWORK	PIPELINE
901 H. 176,873 R.	283 H. 65,361 R.



All figures as of end of December 2024

\*Based on number of rooms for hotels and Extended Stay hotels, open and in the pipeline. Including MGallery Collection





# A GLIMPSE INTO OUR LUXURY PORTFOLIO

**N°2** Accor is the second global player in the world

**40%** Pipeline represents 40% of existing network in rooms

**WELL** balanced footprint

## Open & in the pipeline

**+550** HOTELS  
**+119,000** ROOMS

## Luxury & Lifestyle network\*

**382** HOTELS  
**85,668** ROOMS

## Luxury & Lifestyle pipeline\*

**168** HOTELS  
**33,730** ROOMS

**20%\* 14%\***

### EUROPE & NORTH AFRICA

NETWORK	PIPELINE
121 H. 17,263 R.	36 H. 4,636 R.

**29% 16%\***

### AMERICAS

NETWORK	PIPELINE
72 H. 24,983 R.	14 H. 5,332 R.

**32%\* 50%\***

### ASIA PACIFIC & GREATER CHINA

NETWORK	PIPELINE
116 H. 27,127 R.	78 H. 16,828 R.

**19%\* 21%\***

### MIDDLE EAST AFRICA

NETWORK	PIPELINE
73 H. 16,295 R.	40 H. 6,934 R.

All figures as of end of December 2024

\*Based on number of rooms for hotels and Extended Stay hotels, open and in the pipeline. Including MGallery Collection





# OWNER VALUE PROPOSITION

## ICONIC & DESIRABLE BRANDS

- N°2 in luxury & lifestyle hospitality with > 560 hotels & > 127,000 rooms globally
- N°1 with 25 luxury & lifestyle brands globally
- 3 brands over 120 years old

## DESIGN & PROGRAMMING

- **HOLISTIC PROGRAMMING APPROACH** from hotels, trains & yachts to branded residences, from restaurants & bars to wellness, from resorts to all-inclusive...
- Renowned luxury & lifestyle creative studios, expertise & partners
- 50+ dedicated team members

## TRAILBLAZING FOOD & BEVERAGE

- N°1 F&B in house platform ahead of competition with > 2,500 F&B venues, concepts, brands & consulting capabilities
- F&B revenue between 35% and 45% of total hotel revenue

## BRANDED RESIDENCES ACCOR ONE LIVING

- N°2 WORLDWIDE in number of residences & pipeline
- Only 360° residential platform from development to operations

## ENVIRONMENT, SOCIAL & GOVERNANCE

- > 60% of L&L eco-certified hotels in 2024
- Target of 75% of L&L eco-certified hotels in 2025
- Achievement of 100% L&L eco-certified hotels in 2026



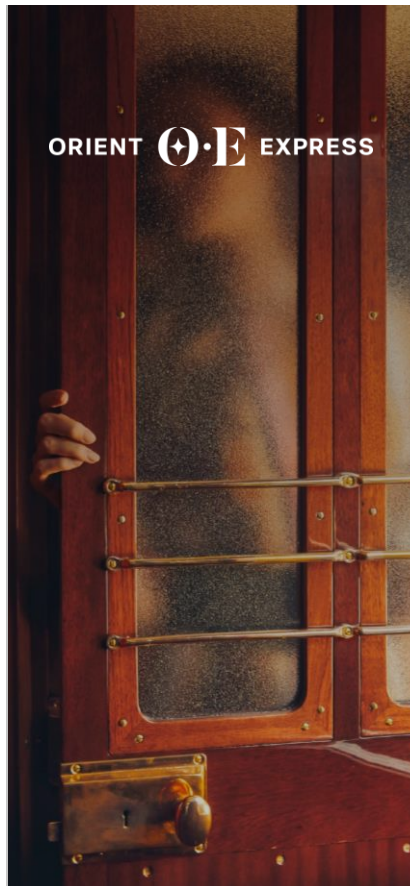


# LUXURY BRAND PORTFOLIO

The Accor Luxury division offers an unrivaled opportunity for partners to invest in a diverse portfolio of iconic and desirable brands covering a broad range of options, from luxury to ultra-luxury, from finely adaptive to perfectly defined or highly curated brands.

## THE CULTURAL VOYAGE

Elevate ultra-luxury travel  
to culture



## THE LANDMARKS

A world of elegance  
and enchanted glamour



## SOCIAL EPICENTERS

Turning moments into special  
memories



## THE FRENCH ZEST

Heartfelt hospitality  
with a French Zest



## THE COLLECTIONS

Charismatic collections of boutique-style hotels  
offering one-of-a-kind experiences



Ultra  
Luxury

Entry  
Luxury

Highly  
Curated

Perfectly  
Defined

Finely  
Adaptive





# THE ART OF DESIGN & PROGRAMMING

**200+** Luxury & Lifestyle hotel and residential projects

**50+** Luxury & Lifestyle D&TS experts worldwide in 10 countries

**1+** Luxury & Lifestyle opening per week

Our dynamic, brand-led teams deploy their great savoir-faire to ensure the highest quality of craftsmanship at each stage of the project, through a global Hotel Consultancy Services Agreement (HCSA).  
We work with the most renowned creative studios to conceive innovative, highly curated, interior designs.

## PROGRAMMING

Feasibility Studies  
·  
Brand & Design  
Standards Introduction  
·  
Facilities Area Program  
·  
Key Consultants  
recommendations –  
Scope of work advise  
·  
Design Brief(s)  
·  
Budgets & Timeline  
alignment  
·  
Procurement Strategy

## DESIGN

Project kick-off  
·  
Brand & Design Standards Immersion  
·  
Operational Planning  
FoH/HoH zoning, staffing guide  
·  
Architecture & Interior Design  
Lighting/Graphics/Art  
·  
Engineering & Sustainability  
·  
Food & Beverage  
Banqueting & Events  
·  
Wellness  
Gym & Spa  
·  
OS&E / FF&E / EQS / EQT\*  
·  
Value Engineering

## CONSTRUCTION

Samples & Mock-up  
Reviews  
·  
Supplier &  
Manufacturer visits  
·  
Design Development  
Package reviews  
·  
Tender & Procurement  
·  
Site Inspections  
·  
Quality Control  
·  
Testing & Commissioning

## HAND-OVER

Pre-Opening support  
·  
Snagging  
·  
Hand-Over

## OPERATING

CapEx\*\* planning  
·  
Asset Repositioning  
·  
Continuous Relationship





## IN HOUSE FOOD & BEVERAGE PLATFORM BOOST LUXURY & LIFESTYLE HOTELS' REVENUE

2,500+ Restaurants and bars in Luxury & Lifestyle brands

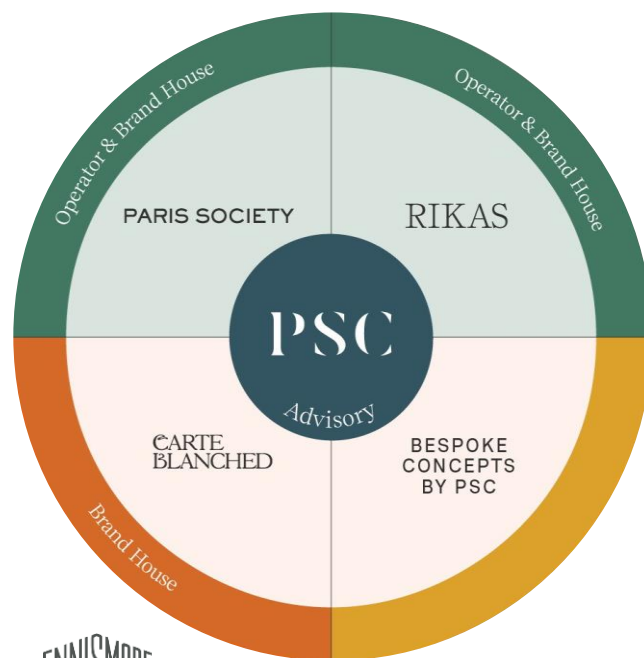
Between 35% to 45% F&B contribution to total hotel revenue

### Luxury Brands' Original F&B Concepts

Our mission is to make F&B the heart and soul of our luxury hotels by thinking like restaurateurs and delivering an experience that is excellent, relevant and authentic.

POTEL *et* CHABOT

Legendary French cuisine for contemporary events. Potel et Chabot has been reinventing the art of gastronomic catering since 1820.



ENNISMORE

Ennismore has created an F&B Platform through targeted acquisitions and in-house development to bring together a unique collection of brands with industry-leading advisory and operating capabilities.



LUXURY & LIFESTYLE FOOD & BEVERAGE

# TRAILBLAZING F&B EXPERIENCES

Coco - Paris Society Restaurant at Opera Garnier Paris, France





LUXURY & LIFESTYLE BRANDED RESIDENTIAL

# A HOME UNLIKE ANY OTHER

ACCOR **ONE** LIVING

OUR EXPERTISE IN LUXURY & LIFESTYLE  
BRANDED RESIDENTIAL LEVERAGES HOTEL  
DEVELOPMENT PROFITABILITY

**#2** global operator & developer worldwide\*

**c.\$2B** residences sold annually under Accor brands\*

**40** Luxury & Lifestyle Branded Residences

**120** Luxury & Lifestyle Branded Residences open & in the pipeline\*\*

**19,000** Luxury & Lifestyle Branded Residences units open & in the pipeline\*\*

**5,000** Luxury & Lifestyle owners\*\*

Industry-first residential expertise brings iconic brands and legendary service to private home ownership, offering 360° turnkey solution: from project planning and development to sale and operating.

*All figures as of end of December 2024*

*\*Based on branded residences for Luxury & Lifestyle and Premium, Midscale and Economy brands : 49 Network and 131 Pipeline worldwide across 26 brands.*

*\*\*41 Luxury & Lifestyle Branded Residences and 5,900 units & owners in the Network, 81 Luxury & Lifestyle Branded Residences and 12,900 units & owners in the Pipeline.*





# SUSTAINABILITY BY NARRATIVE

01

**REDUCE  
REGULATORY RISK**

**UP TO 1,000**

NEW WORLDWIDE REGULATIONS  
EXPECTED IN THE 5 COMING YEARS

02

**INCREASE  
HOTEL REVENUE**

**70%**

OF BUSINESS & LEISURE GUESTS'  
HAVING SUSTAINABLE EXPECTATIONS

03

**BOOST  
PROFIT MARGINS**

**UP TO 40%**

OF UTILITIES'  
SAVINGS

04

**SECURE  
GREEN FINANCE**

**LOWER RATES**

FOR ESG INVESTMENT  
OR RETROFITS

05

**INCREASE  
ASSET VALUE**

**> +15%**

OF GREEN ASSET  
VALUE PREMIUM





# UNRIVALED SCALABILITY

## DISTRIBUTION

- 78% contribution rate to Luxury Brands from central reservation system
- Guests' geographic mix diversity

## LOYALTY

- 100 M\* members worldwide
- 42% contribution rate in revenue to Luxury brands
- 66% of members outside Europe or North America, most robust international clientele

## SALES

- 80+ luxury & lifestyle dedicated team in addition to 400 accor sales representatives
- > 300 luxury & lifestyle hotels in travel agencies' luxury programs

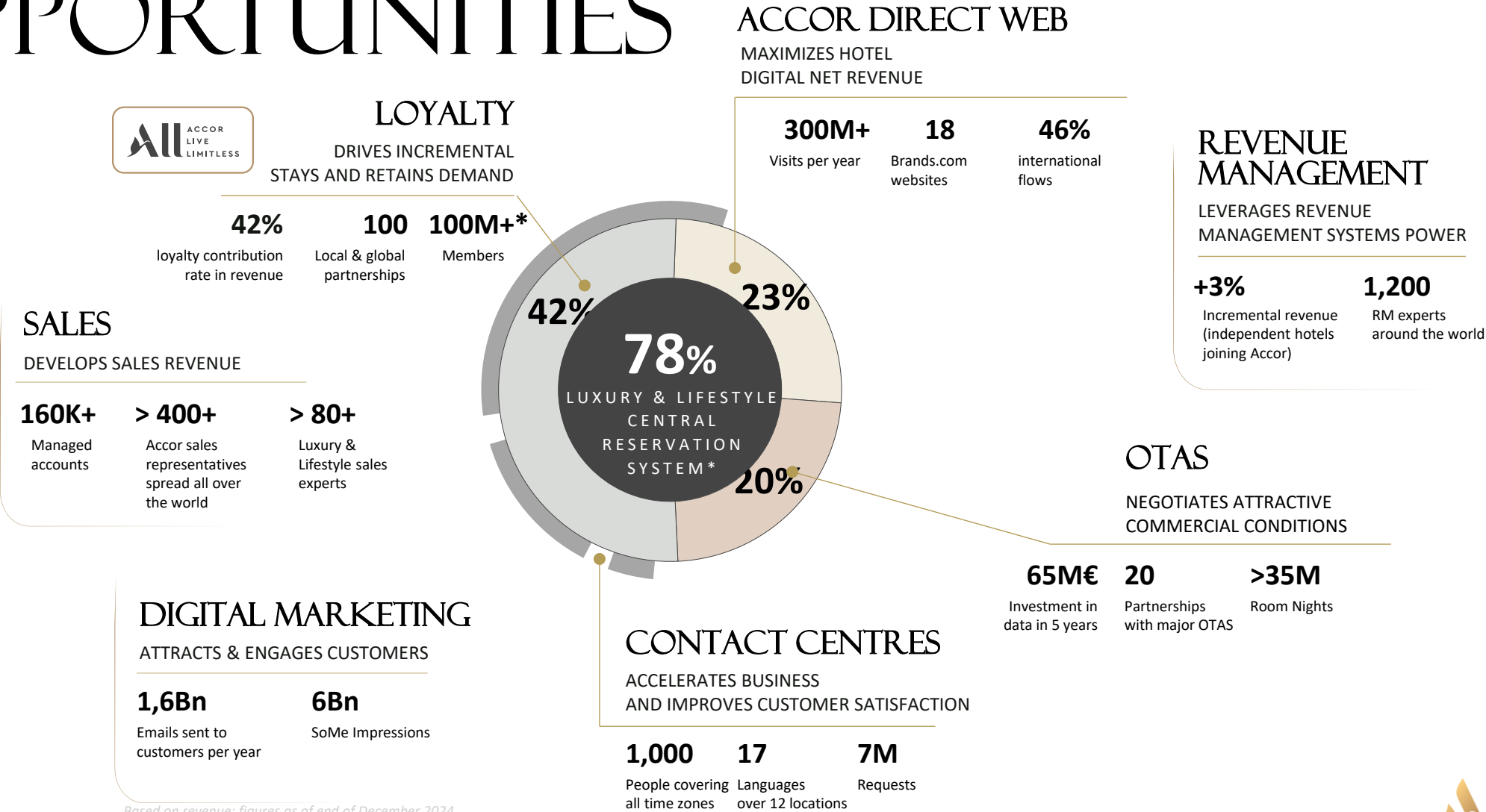
## PROCUREMENT

- One stop shop with best in class & sustainable products at best market conditions
- 30+ luxury & lifestyle procurement experts across the globe





# HOTEL BUSINESS DEVELOPMENT OPPORTUNITIES



Based on revenue: figures as of end of December 2024  
\*Estimated number by the end of March 2025





# ALL LOYALTY PROGRAM

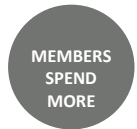
100M\* OF ALL LOYALTY MEMBERS WORLDWIDE

## POWERFUL BUSINESS ALLY



**X2**

Members stay twice more than non-members



**+10% ADR**

Members spend more than non-members



**>80%**

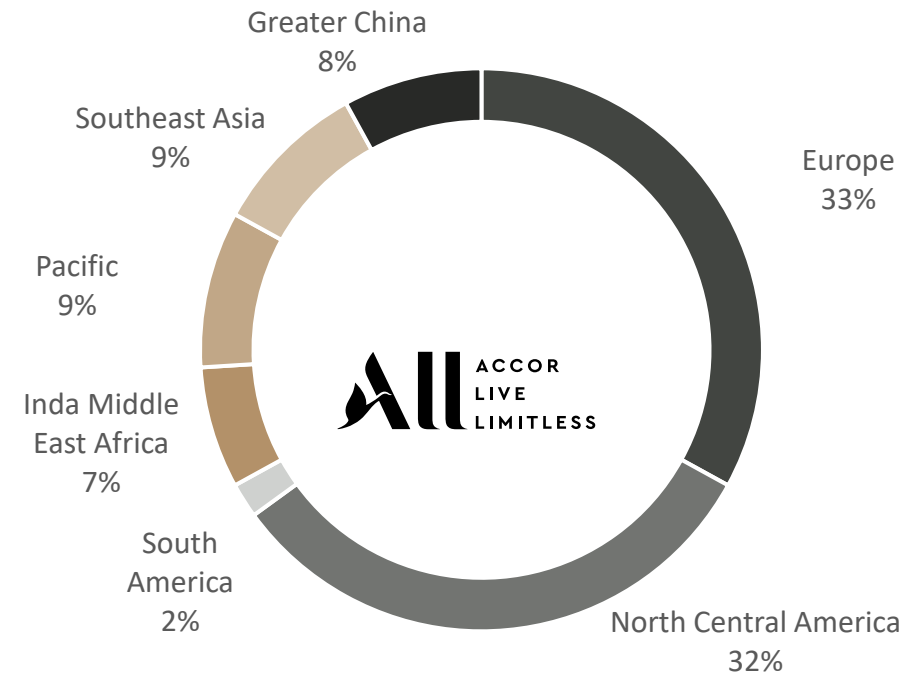
of all.com bookings are from members

## AUGMENTED OPPORTUNITIES

Earn & redeem points with global partnerships around our guests' three main passions: sport, F&B and entertainment.



## MEMBERS' PLACE OF RESIDENCE





# GLOBAL SALES REACH LUXURY & LIFESTYLE

## LUXURY PROGRAMS GATHERING PREFERRED LUXURY TRAVEL AGENTS

Luxury Programs, Prestigious Travel Networks & Partnerships with Credit Cards Travel Programs.

5,000

Luxury travel agencies

18

Luxury Programs

300+

Luxury & Lifestyle hotels  
in Luxury Programs



Hotels'  
Sales Teams



Global Sales  
Luxury & Lifestyle  
80 experts



Worldwide  
Accor Sales Teams  
400 experts

## NEW APPROACH OF STRATEGIC ULTRA LUXURY CLIENTS

Dedicated key account directors covering all the client's needs,  
worldwide management and business development.

### IDENTIFIED LUXURY COMPANIES

LVMH, Kering, Chanel, Hermès...  
& the associated agencies

### BUSINESS DEVELOPMENT

Law firms, private banking, jewelry,  
fine watchmaking...

### ENTERTAINMENT

Film/Music production, artist,  
specialized agencies

### STRATEGIC ACCOUNTS

EXCOM and High-end Meetings & Events  
(in collaboration with Accor Sales teams)

All figures as of end of December 2024  
\*Total sales of luxury hotels, including Groups





ASTORE BY ACCOR IS A LEADING  
PROCUREMENT ORGANIZATION DELIVERING  
VALUE TO HOTELS AND OWNERS

**3B€+** managed spend worldwide

**5,000** suppliers' partners globally

**250** category management experts in 20 countries

**30+** dedicated Luxury & Lifestyles Procurement experts across the globe

Astore by Accor is a leading hospitality Group Procurement Organization and a one stop shop covering luxury & lifestyle hotel needs, OPEX and CAPEX, from daily purchasing of products & services to supporting construction and renovation projects.

Astore actively contributes to the achievement  
of Accor Sustainability Commitments.

Accor as well as Hilton, IHG, Marriott and Radisson are co-founders of HARP:  
Hospitality Alliance for Responsible Procurement.



NEW ORGANIZATION DEDICATED TO LUXURY & LIFESTYLE BRANDS & OWNERS

# LEADERSHIP OF PROCUREMENT



RESTAURANT, BAR & ENTERTAINMENT



OS&E AND FF&E PARTNERSHIP



PROFESSIONAL SERVICES & IT



ENERGY



TECHNOLOGY



PRE OPENING & REFURBISHMENT SUPPORT





S O F I T E L



Thank  
*you*

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