



Why invest Swissôtel

2026

GLOBAL DEVELOPMENT
PREMIUM, MIDSCALE & ECONOMY DIVISION



WELCOME TO SWISSÔTEL

Modern retreats that embody Swiss vitality and purposeful living.

Attracting discerning travelers through wellbeing-led design, refined hospitality, and cultural immersion.

A premium, globally present brand on the cusp of luxury, renowned for Swiss quest of excellence. It embodies "Crafting Pure Living" through engineered precision and authentic care, curating only the best to vitalize guests and nurture their holistic well-being.



WHY SWISSÔTEL?

High performing Business model

Join a premium brand that plays on the cusp of luxury with a global presence

Benefit from a disciplined investment approach, high premiums and strong market performance

Resulting in a high performing brand with high employee engagement, guest satisfaction and high GOP margins

A brand renowned for Swiss quest of excellence

Swissôtel resonates perfectly with the globally growing trend in well-being, by offering holistic vitality for mind and body

Swissôtel appeals to discerning guests with a curation of inspiring experiences and service that is seamless, intentional and elevated

Swissôtel's purposeful design and mindful practices ensures a more sustainable experience, with a selection of only the best

Powerful distribution eco-system

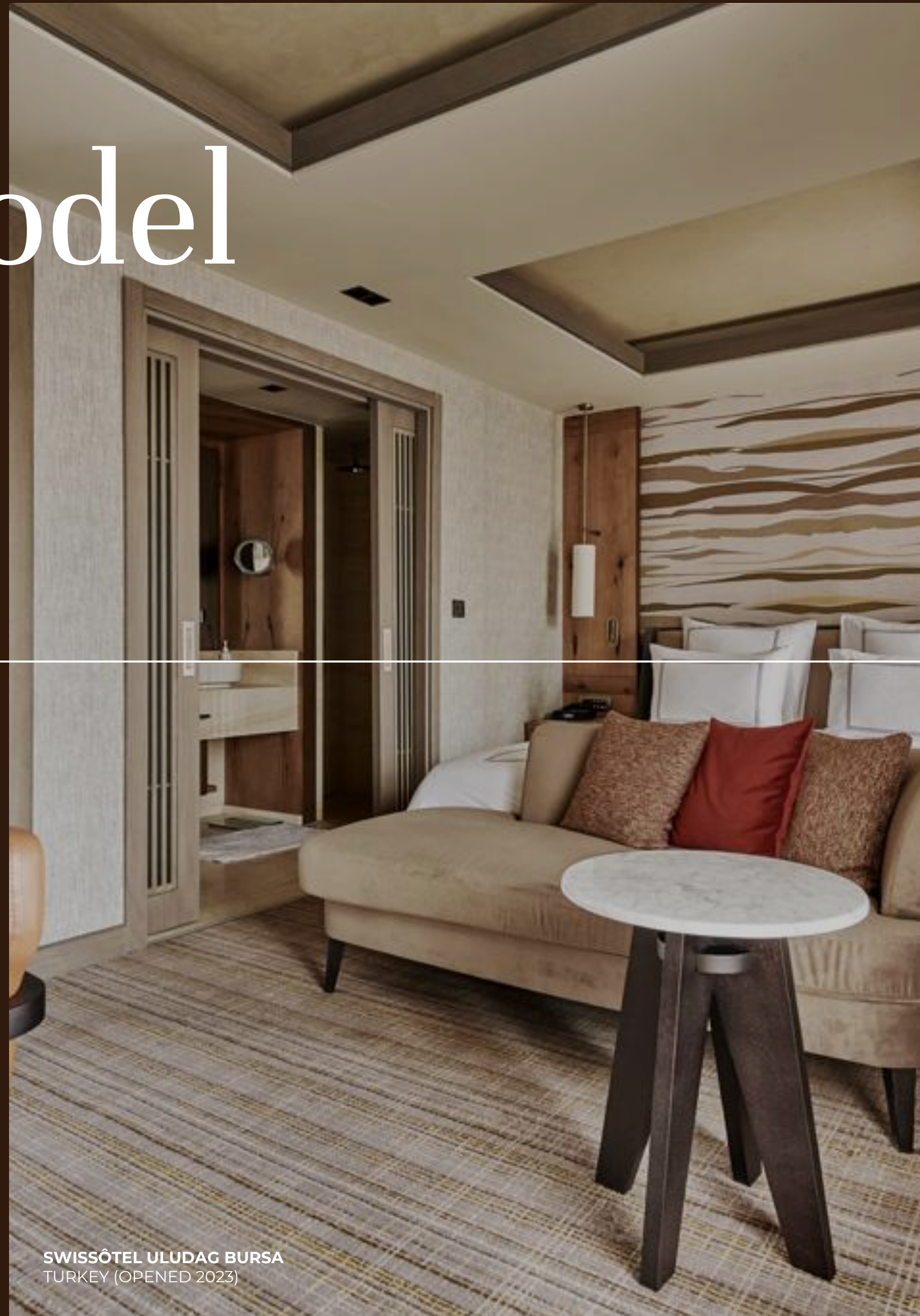
Leverage Accor's sales, marketing, distribution & loyalty platform from day 1,

Connecting you with valuable global business & directly contributing 68% of your room revenue

Performing business model

Chapter

01



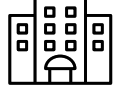

*Topline
Investment
EBITDA*

TOPLINE

A global brand with strong momentum with 47 hotels open and 57 in the pipeline



+111% GROWTH IN NEXT 4 YEARS

Swissôtel

	NETWORK	PIPELINE
	47	57
	16,334	12,093



7%

Americas

	4	3
	1,420	455



24%

Europe & North Africa

	12	29
	2,029	4,934



52%

Middle East, Asia, Pacific

	21	17
	9,595	5,144

17%

Greater China

	10	8
	3,290	1,560



INVESTMENT

Bespoke & nature-inspired design concepts

ENGINEERED TO MAXIMIZE ROI & ESG IMPACT

Swissôtel design is built on Crafting Pure Living, where Swiss mastery, precision, and human warmth shape experiences that nurture body, mind, and planet.

CRAFTING TIMELESSNESS:

Swiss craftsmanship heritage meets contemporary precision in sophisticated & timeless design.

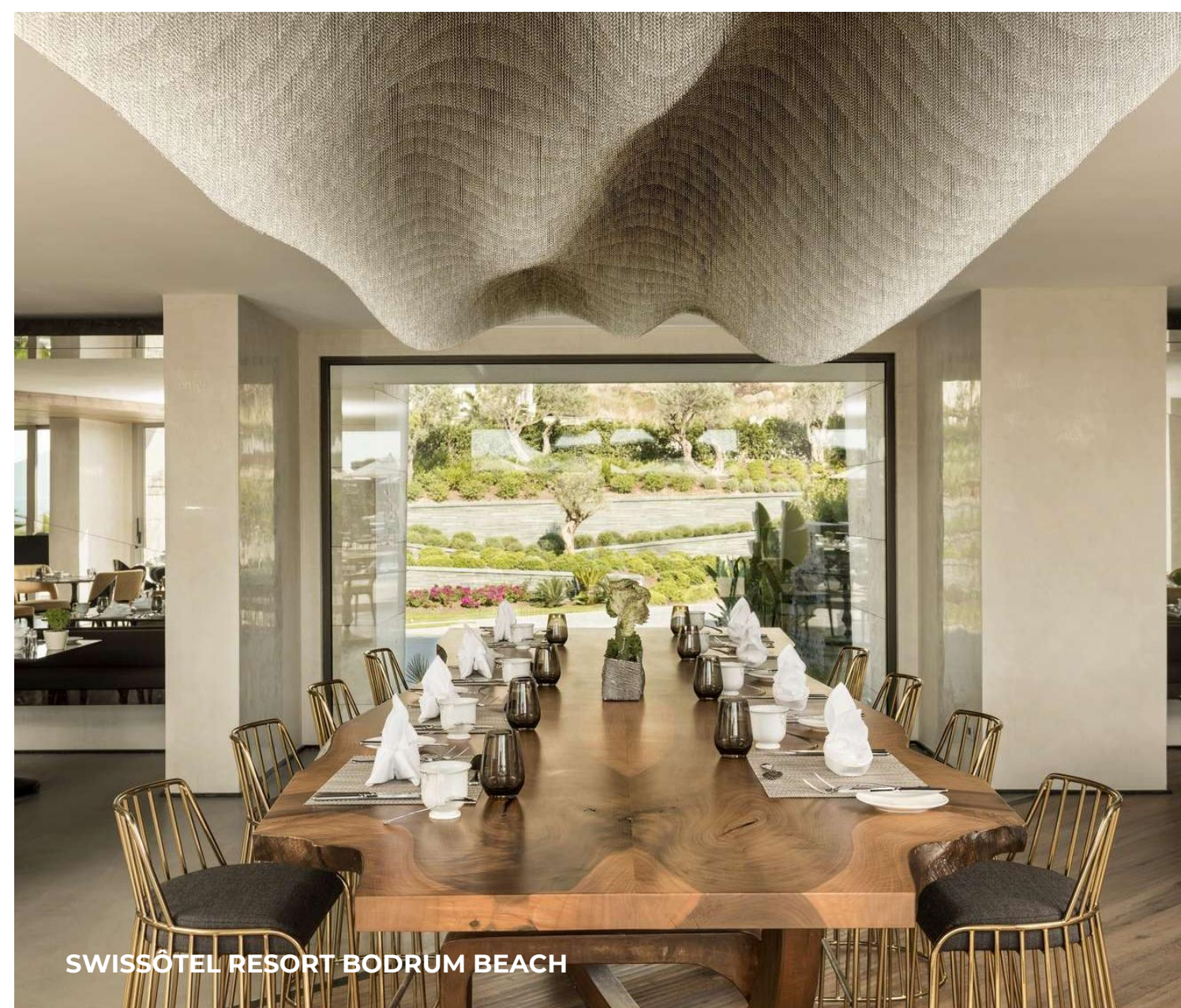
ABSOLUTE SPACES: Soft minimalism where every element serves a purpose and nothing superfluous remains.

VITALISING MATERIALITY:

Sensory-rich materials that invite interaction and awaken both body and mind.



SWISSÔTEL ANTALYA KALKAN (OPENING 2026)



SWISSÔTEL RESORT BODRUM BEACH



SWISSÔTEL THE STAMFORD SINGAPORE

Accor Design & Technical Services experts are fully mobile to support implementation & surface optimization.

Renowned for Swiss Vitality

Chapter

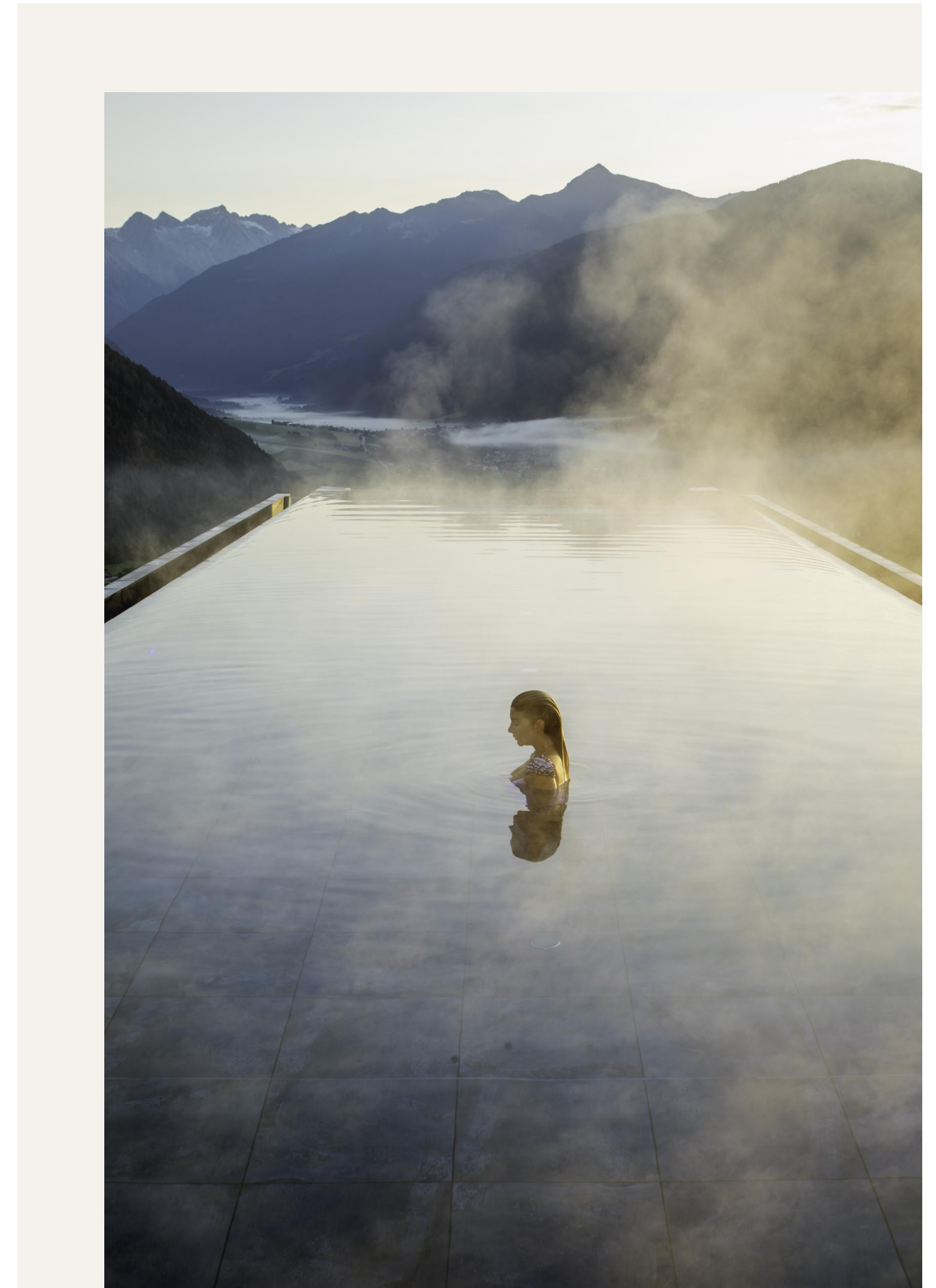
02



Positioning
Guest satisfaction
Top USPs

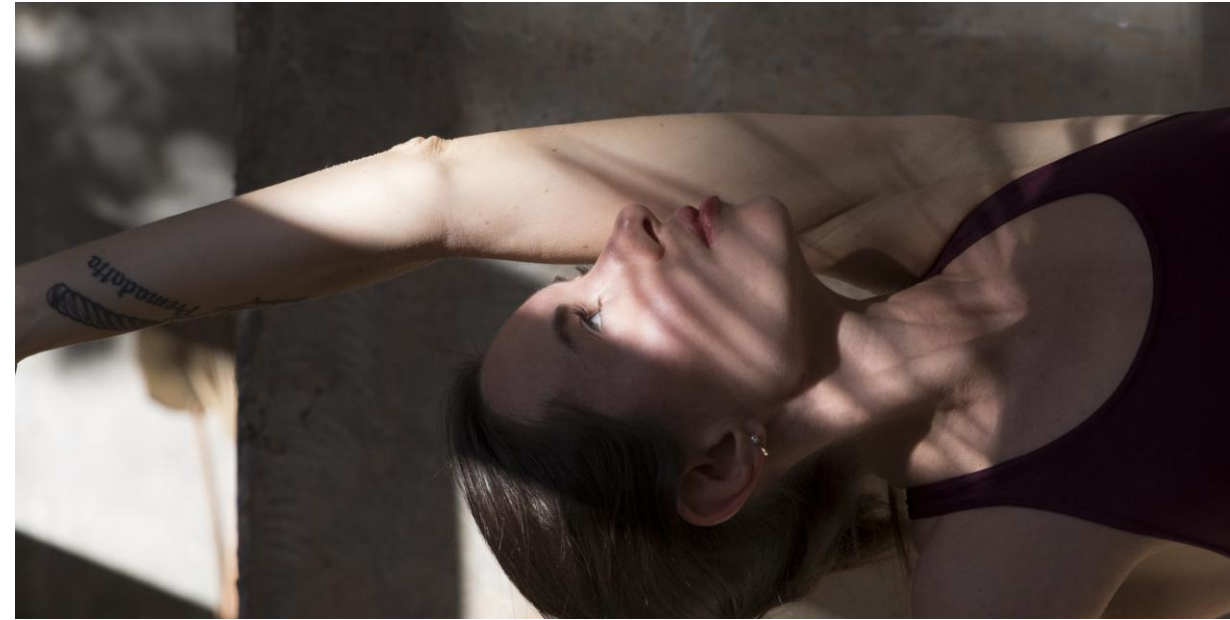
PROPOSITION

Swissôtel, a niche brand inspired by luxury, delivering authentic experiences to the discerning traveler where Swiss mastery, thoughtful design, and discreet service leave guests fully renewed and energized.



TOP USPS

Swissôtel attracts discerning travelers through wellbeing-led design, refined hospitality, and cultural immersion.



1

Vitalizing Mind, Body & Soul

Swissôtel offers holistic mind-body renewal through its multi-sensory vitality programme



2

Food & drink excellence

Swissôtel offers a thoughtfully curated selection of the best ingredients & techniques, with expert craftsmen elevating food and drink into an artform



3

Purposeful by Design

Swissôtel's purposeful design and mindful practices ensures a more sustainable experience, with a selection of only the best



USP #1

Vitalizing



mind body & soul

Elevating Well-being

Where tradition meets innovation, offering guests a multi-sensory wellness journey for body and soul

#1 in Wellness & Relaxation

Sentiment Score Compindex: 108

*Competitors' Sentiment Score include:
Janu, Radisson Blu, Westin
*Source: Trust You 2025



USP #1

A Unique Vitality Programme

Vitality brings the concept of healthy & well-being directly into the guest experience at Swissôtel properties worldwide.

Drawing on the brand's Swiss DNA, where being active and enjoying outdoor pursuits are part of a balanced lifestyle, Swissôtel brings Vitality into your entire day, from morning until night.



USP #1

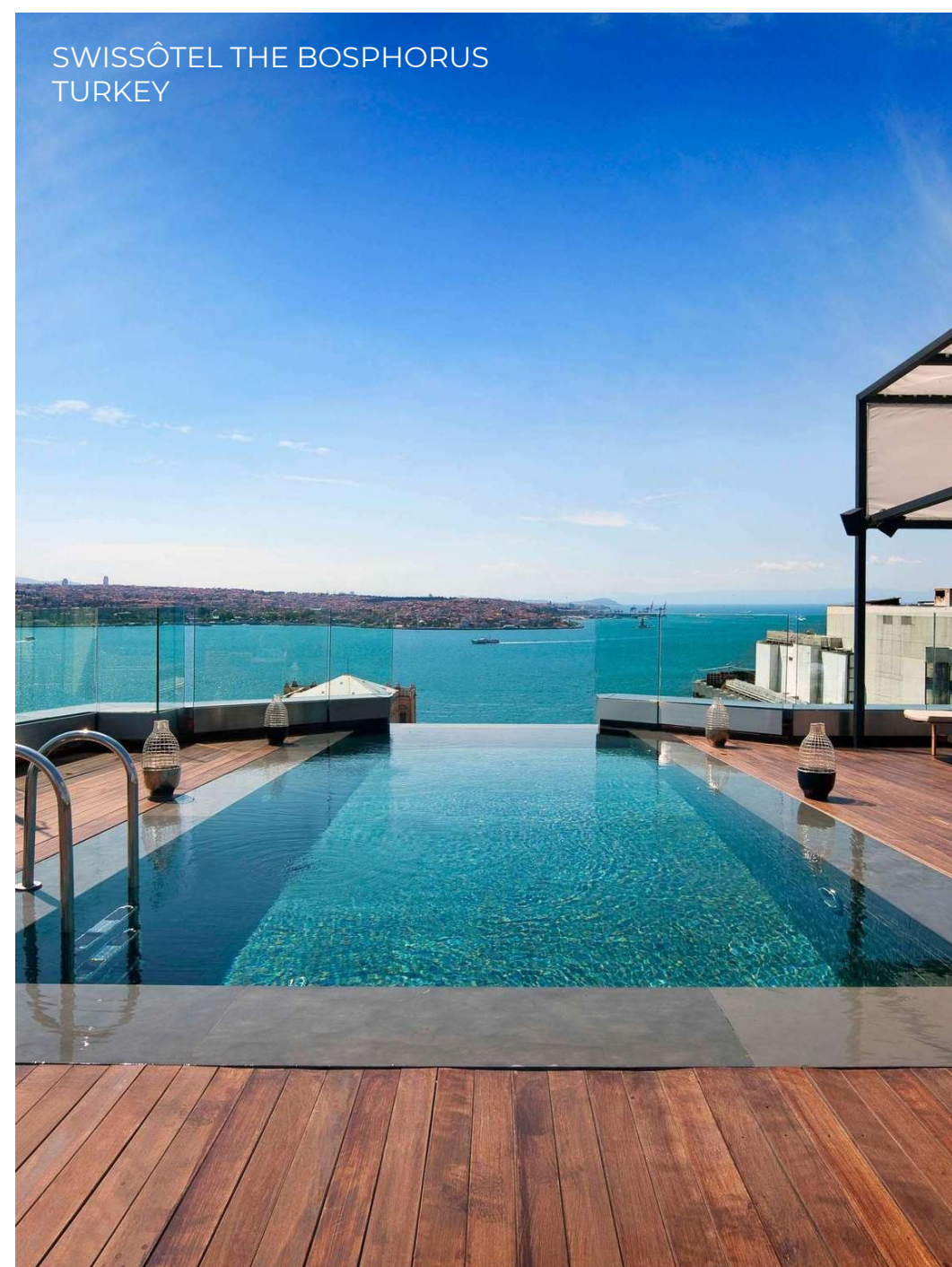
With a leading Pürovel Wellness Experience

Holistic wellness, inspired by Swiss Living

- Indoor and outdoor pools
- Fitness, cardio, and weight training
- Sauna, steam room, Hammam and Jacuzzi
- Spa treatments
- Pure sensation circuit

Swiss craftsmanship & contemporary design

Pürovel facilities are Swiss inspired, contemporary, with an emphasis on pure and natural materials that play with all five senses.





USP #2

Food & drink



Excellence

Swissôtel Restaurants & Bars offer a thoughtfully curated selection of the best ingredients & techniques, with expert craftsmen elevating food and drink into an artform. Establishing Swissôtel as a dining and social hot spot in each destination, for those in the know.

#1 in Food & Beverage

Sentiment Score Compindex: 106*

*Competitors' Sentiment Score include:
Janu, Radisson Blu, Westin
*Source: Trust You 2025



USP #3

Purposeful



by Design

Every Element Serves a Purpose

A sophisticated blend of Swiss craftsmanship heritage and contemporary design, complemented with local sourcing and sustainable regenerative practices so as to nurture body, mind and planet.

#1 in Sustainability

Sentiment Score Compindex: 121*

68% eco-friendly certified hotels**

*Competitors' Sentiment Score include:
Janu, Radisson Blu, Westin
*Source: Trust You 2025
**as of November 2025



TOP 3 USPS

Guest journey & experience

KEY STANDARDS AT A GLANCE

Arrival & Departure

Iconic Swiss
Doorman
Uniform

Public Spaces

Swissôtel
Scent

Master in Residency
Program
(Artisan Space &
Workshops)

Guest Rooms

Vitality Sleep
Experience

Pürovel Care Products

Food & Beverage

Vitality
Breakfast

Raw to refined
signature menu

Well-being

Pürovel Spa
& Sport

Craft & Move Maps

Sunrise Happy Hour

Meetings & Events

Vitality Catering
Menus

Artisanal Learning
Experiences

Powerful distribution ecosystem

Chapter

03



*Accor Sales,
Distribution & Loyalty
Swissôtel Digital Scale*

CONNECT YOUR HOTEL

To the widest distribution ecosystem

140+

CONNECTED PARTNERS

Included Search / Metasearch / OTA / GDS / IDS, both Global and Regional

AND ACCESS

A global sales office with strong expertise

400+

 SALES PROFESSIONALS

Across

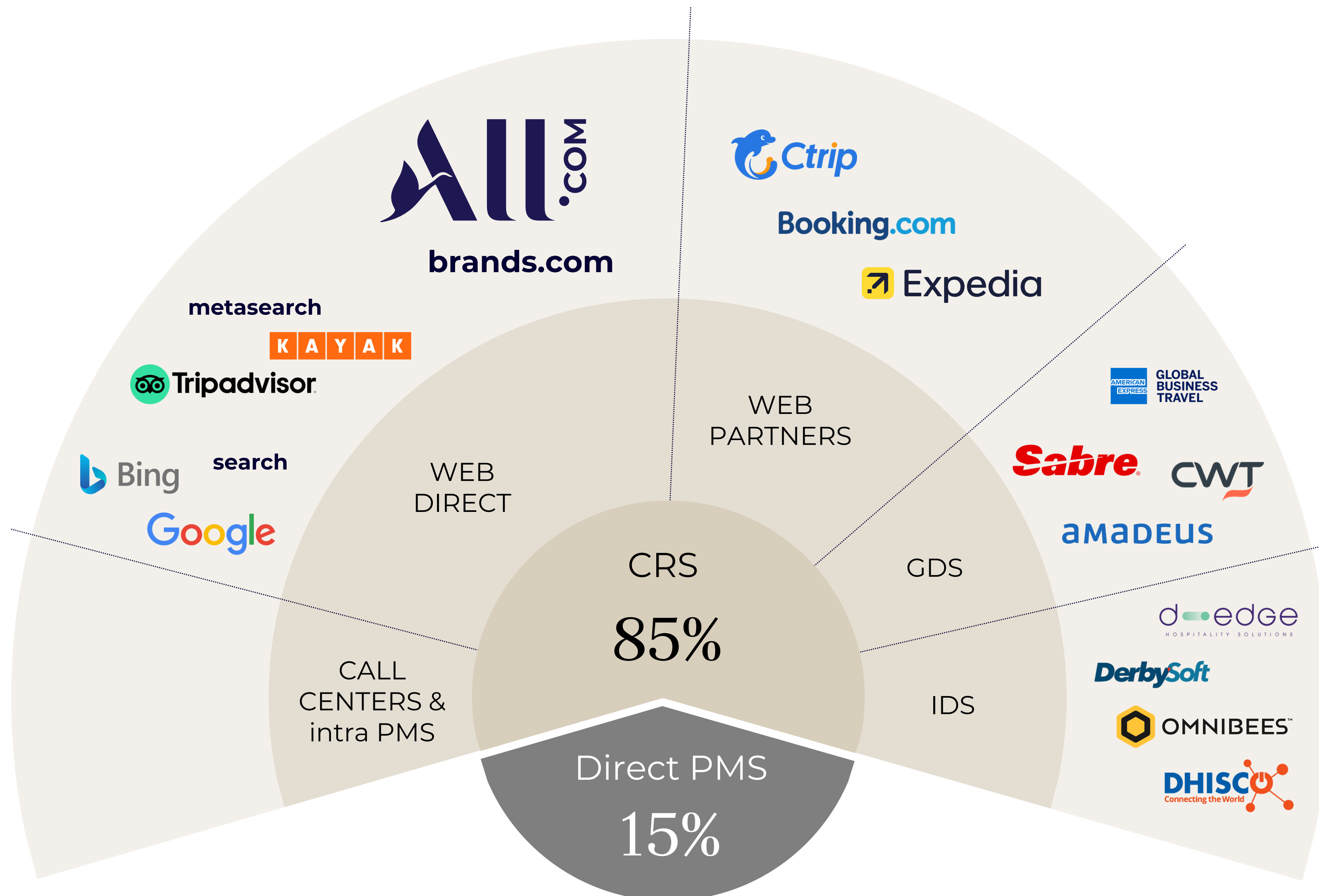
34

COUNTRIES

Covering

80%

OF THE GLOBE



Including best OTA discounted rates

BENEFIT FROM

A solid web direct and best loyalty program ALL Accor



40+ brands

FEATURED ON ALL.COM

110M+

MEMBERS

360M+

VISITS/YEAR

140+

PARTNERS

550K+

SUBSCRIPTION CARDHOLDERS

Strong revenue contribution for hotels

ALL ROI FOR OWNERS

x8

AWARDS SINCE LAUNCH

39





SWISSÔTEL PLATFORM

Boost direct sales with Swissôtel digital scale

CRM

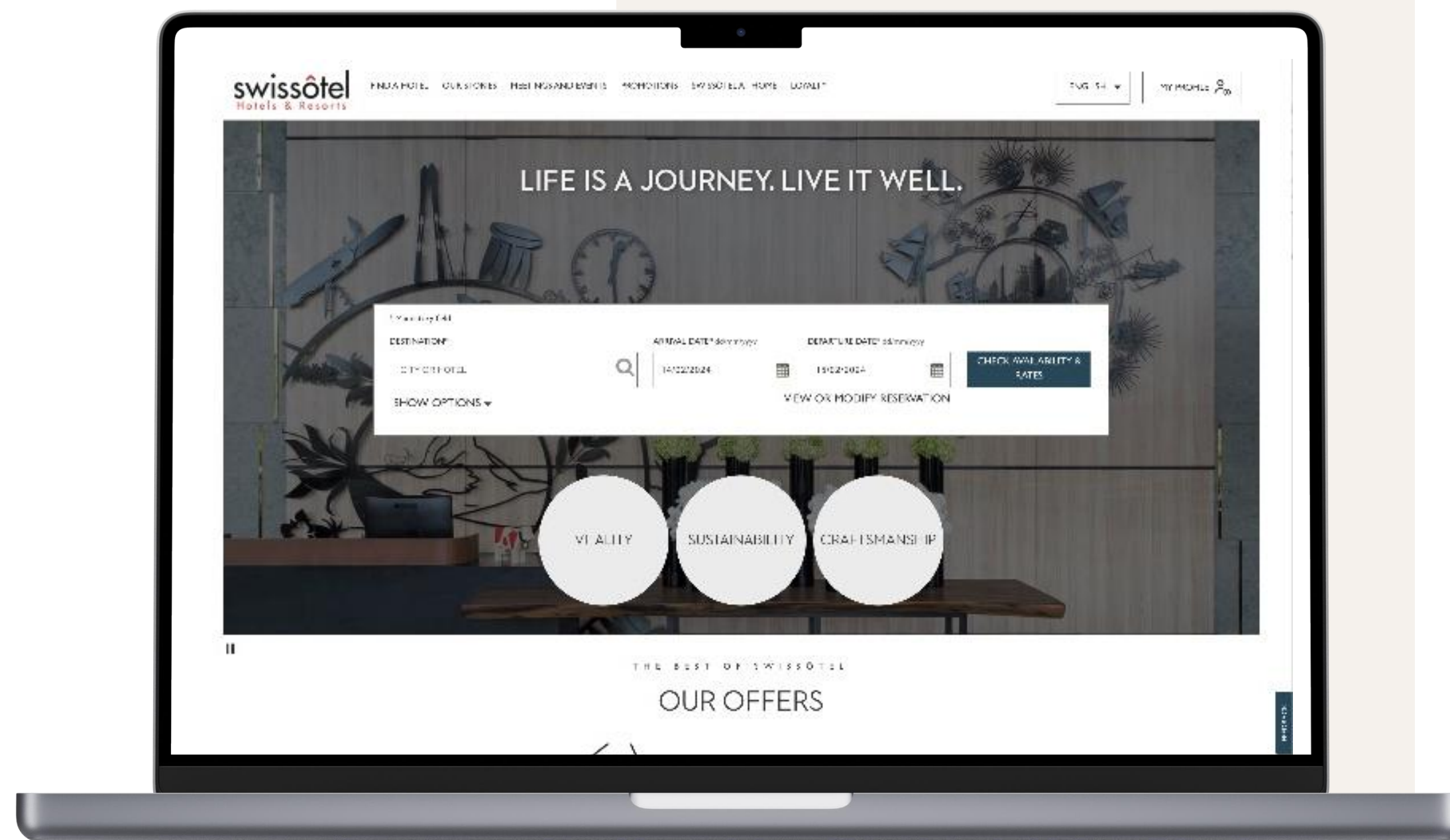
522K

Contacts in CRM
Swissôtel database
in 2025

SWISSÔTEL.COM

138K

Average
monthly sessions



SOCIAL MEDIA

inf

178k

Total followers

Development Criteria

Chapter

04



SWISSÔTEL ULUDAG BURSA
TURKEY

*Hotels
Leisure & Resorts
Extended Stay*



SWISSÔTEL THE STAMFORD
SINGAPORE

HOTELS

Hotels Development Criteria

	EUROPE⁽¹⁾	WW
NUMBER OF KEYS	150+	200+
ROOM SIZE	26-36 SQM	30-40 SQM
TGFA	60-90 SQM	80-110 SQM

(1) Incl. AAA ultra city center + historic conversion WW

MUST-HAVES

- Breakfast offer
- Restaurant offer
- Lobby Bar
- Fitness
- Wellness Area or Spa
- Swimming pool (if >150 keys)
- Meeting Rooms
- Board Room
- Executive lounge or Clubhouse
- Concierge Station
- Car Park
- Family room or connecting room

NICE-TO-HAVES

- Grab & Go
- Sport Facilities
- Co-Working Dedicated Area
- Ballroom
- Laundry Room
- Entertainment Facilities
- Retail Shop



SWISSÔTEL RESORT & SPA CESME,
TURKEY

LEISURE & RESORTS

Leisure & Resorts Development Criteria

	EUROPE ⁽¹⁾	WW
NUMBER OF KEYS	150+	200+
ROOM SIZE	28-38 SQM + Balcony	30-40 SQM + Balcony
TGFA	70-100 SQM	90-120 SQM

(1) Incl. AAA ultra city center + historic conversion WW

MUST-HAVES

- Breakfast offer
- Restaurant offer
- Lobby Bar
- Fitness
- Wellness Area or Spa
- Swimming Pool
- Executive lounge or Clubhouse
- Concierge Station
- Laundry Room
- Outside Space
- Entertainment Facilities
- Car Park

NICE-TO-HAVES

- Grab & Go
- Sport Facilities
- Co-Working Dedicated Area
- Meeting Room
- Board Room
- Ballroom
- Retail Shop



SWISSÔTEL LIVING JAKARTA
INDONESIA

EXTENDED STAY

Extended Stay Development Criteria

	WW
NUMBER OF KEYS	200+
GUESTROOM	25 SQM (5%)
STUDIO	30 SQM (60%)
1 BEDROOM	45 SQM (25%)
2 BEDROOMS	70 SQM (10%)
TGFA	51 SQM

(1) Incl. AAA ultra city center + historic conversion WW

MUST-HAVES

- Breakfast offer
- Restaurant offer
- Lobby Bar
- Fitness
- Swimming pool (if >150 keys)
- Executive Lounge or Clubhouse
- Concierge Station
- Laundry Room
- Car Park

NICE-TO-HAVES

- Grab & Go
- Wellness Area or Spa
- Co-Working Dedicated Area
- Meeting Room
- Boardroom
- Ballroom
- Outside Space

Swissôtel Network

Chapter

05



Urban

Leisure & Resorts

MICE

Extended Stay


Branded Residences



URBAN

Swissôtel Chicago, *United States*



 661 rooms
& suites






Why invest - Swissôtel

URBAN

Swissôtel Jakarta PIK Avenue, *Indonesia*

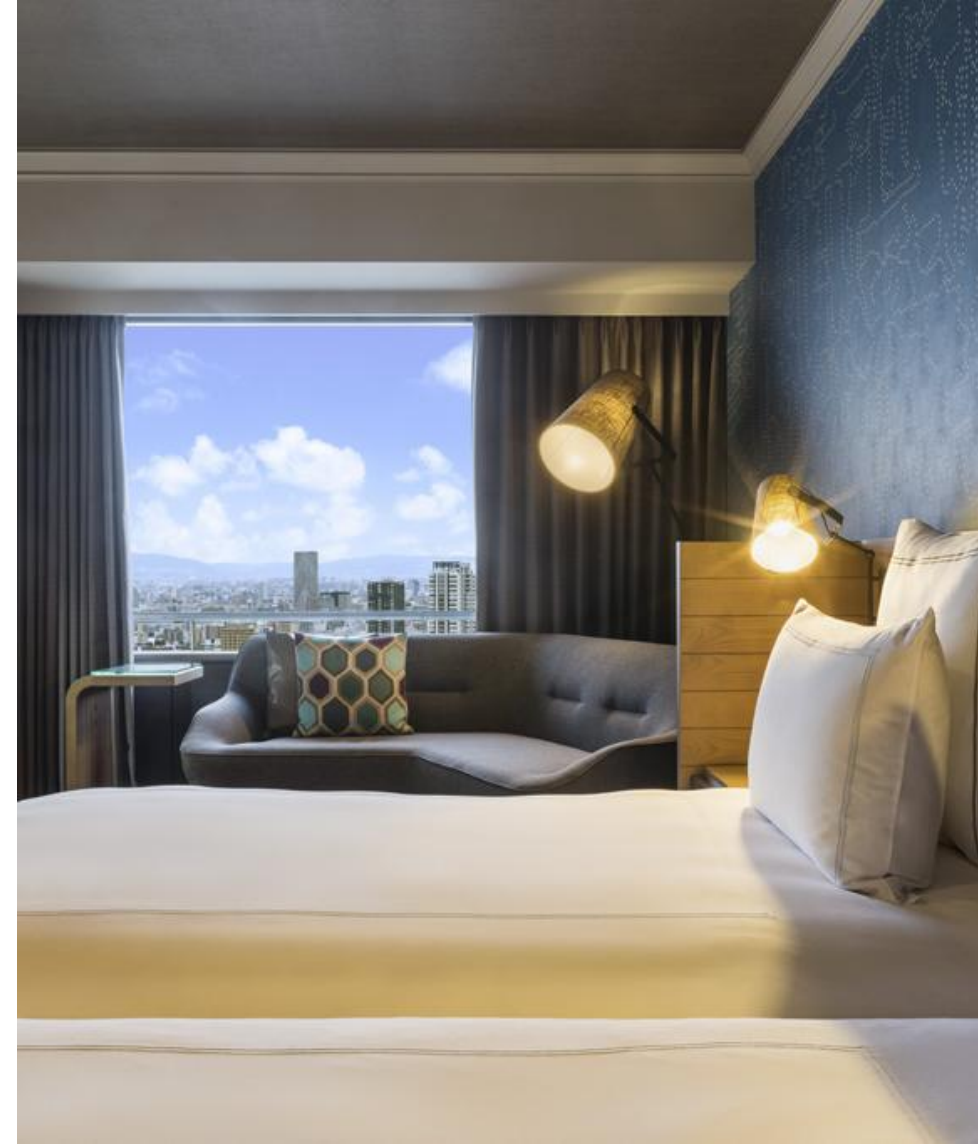


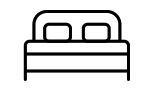
 412 rooms
& suites



Why invest - Swissôtel

URBAN



 546 rooms
& suites

Swissôtel Nankai, *Japan*





Why invest - Swissôtel

URBAN

Swissôtel The Stamford, *Singapore*



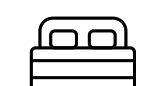
 1,246 Rooms & Suites

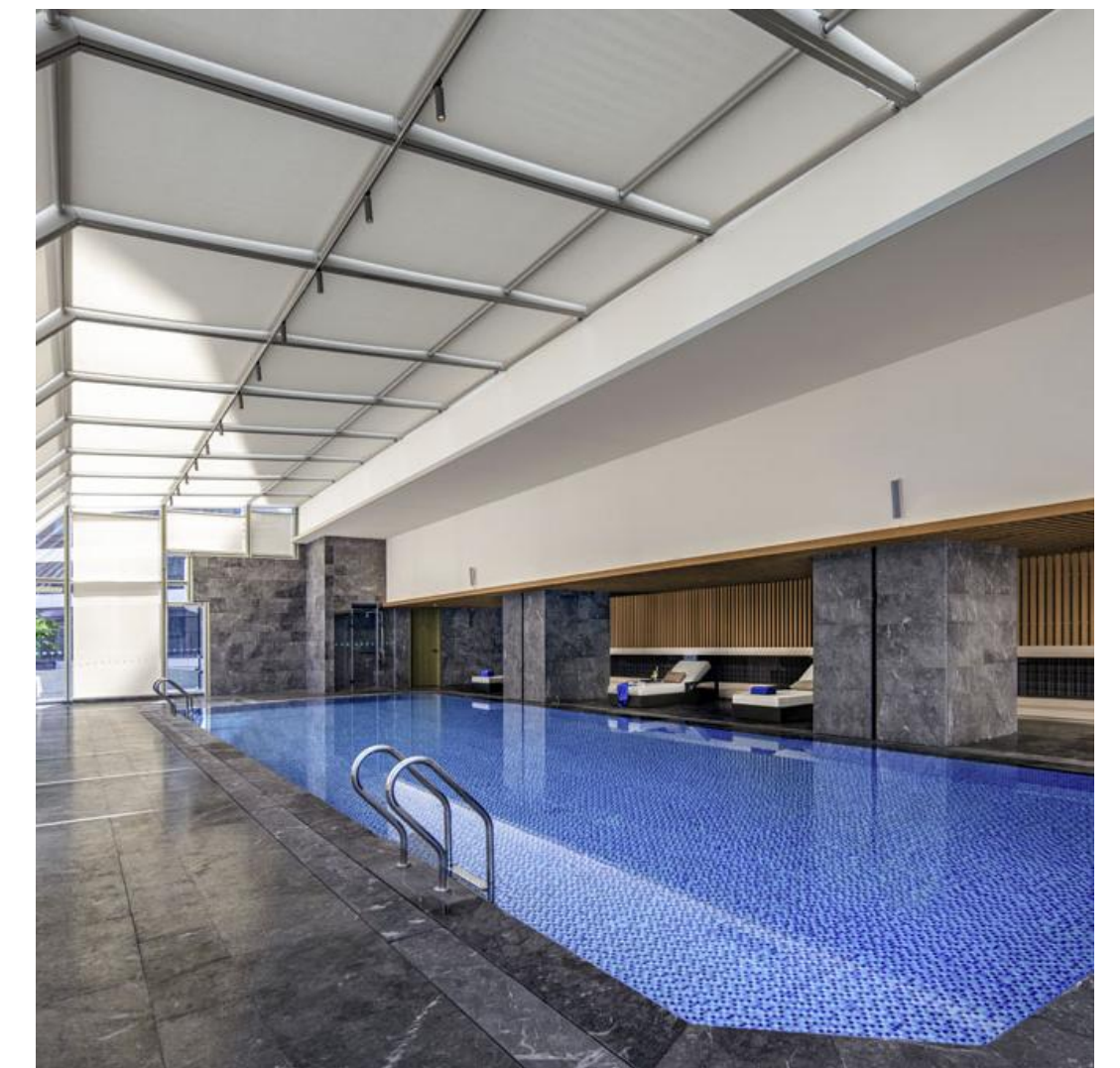


URBAN

Swissôtel Beijing, *China*



 430 rooms
& suites

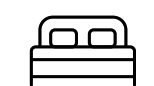


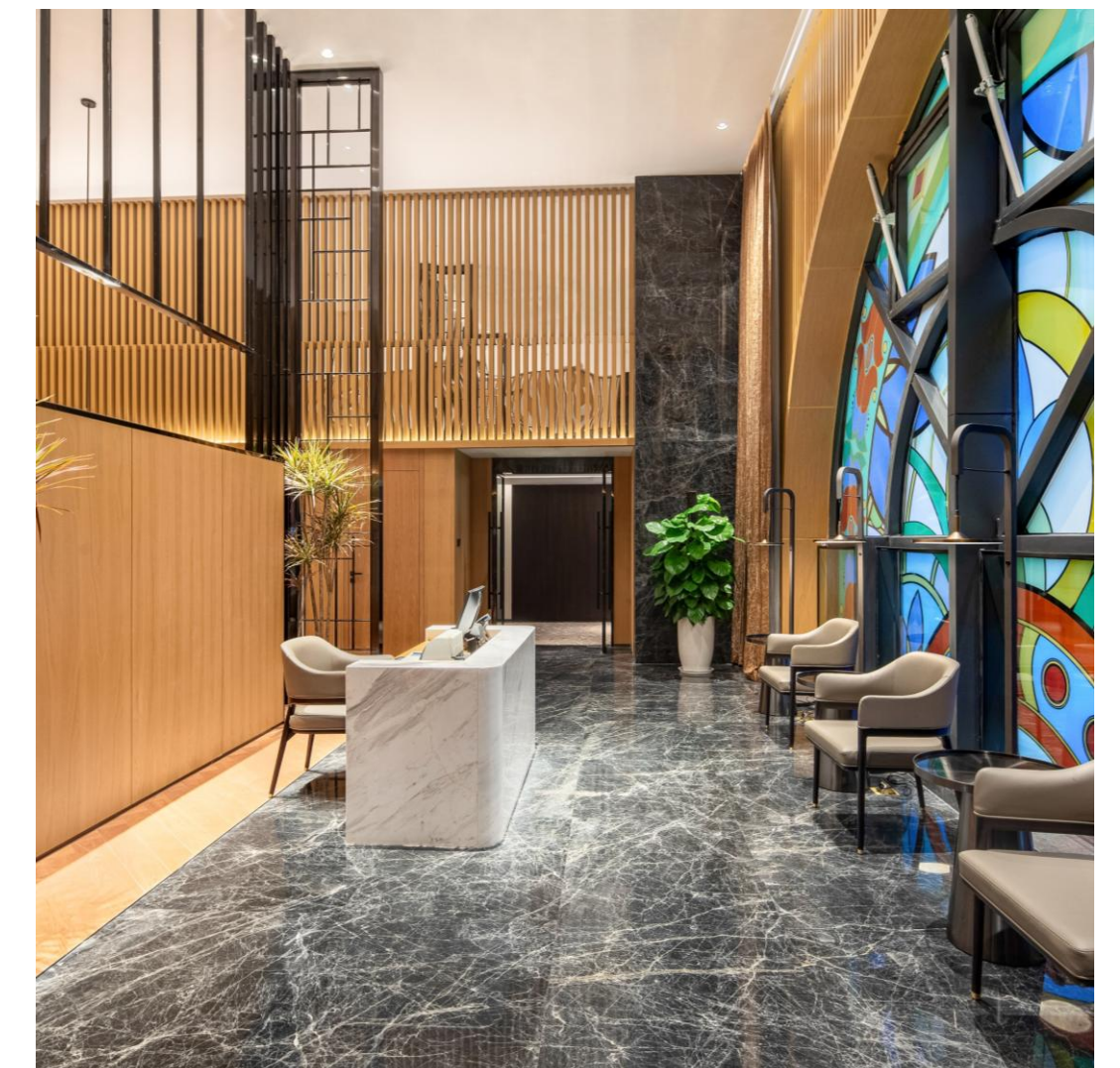


URBAN

Swissôtel Hefei Grand Park, *China*



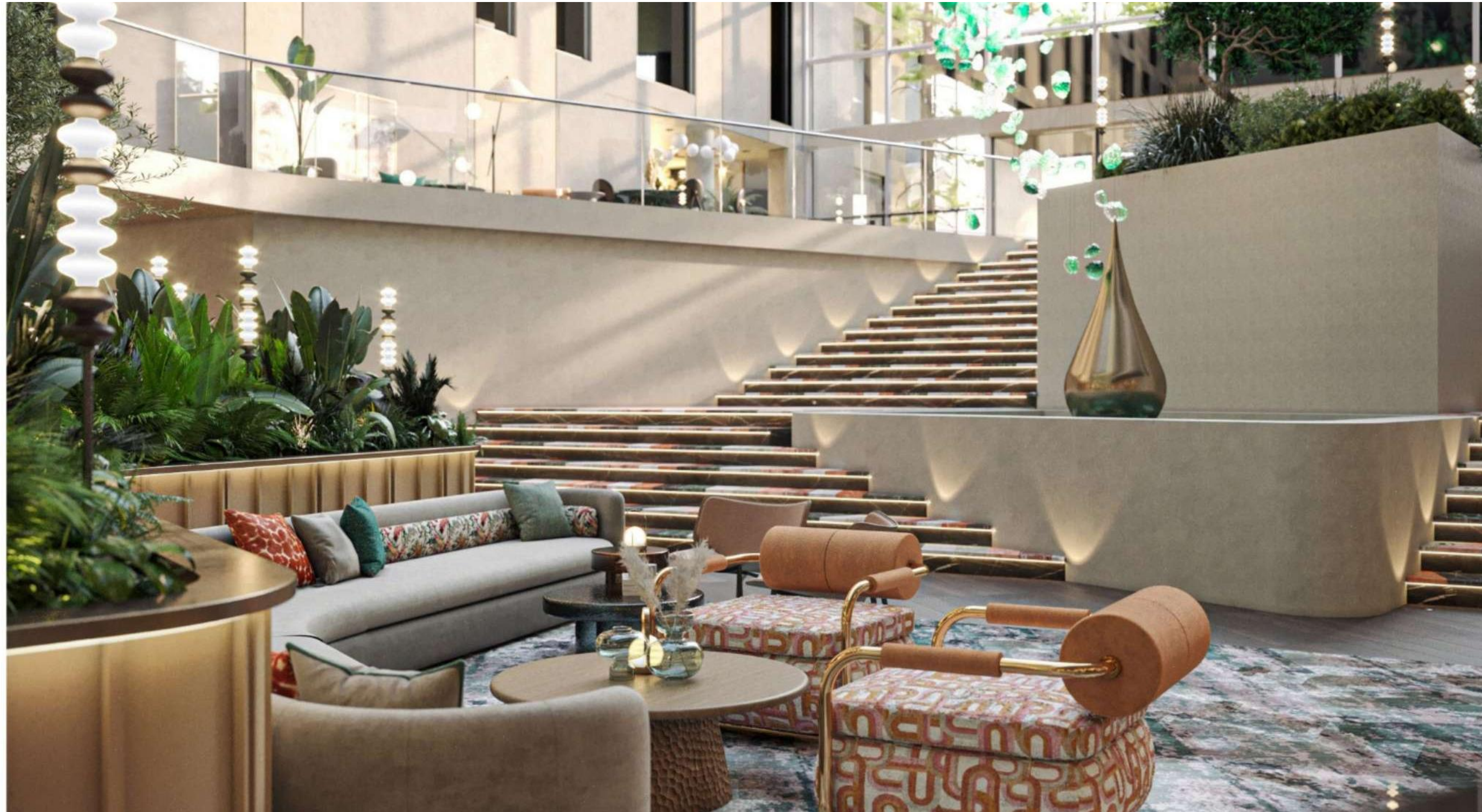
 288 rooms
& suites

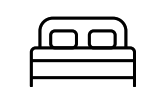


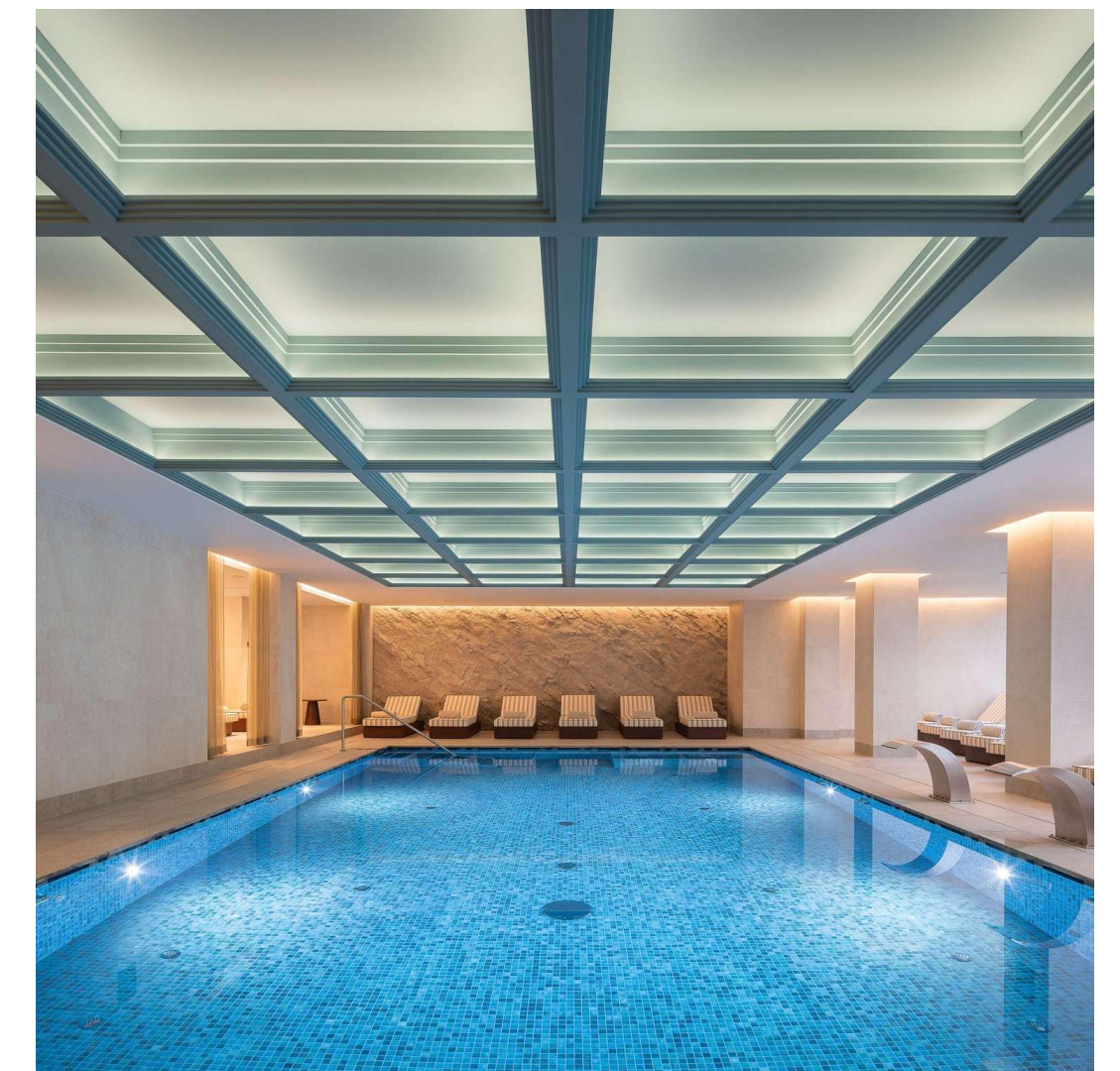


URBAN

Swissôtel Marianske Lazne, *Czech Republic*



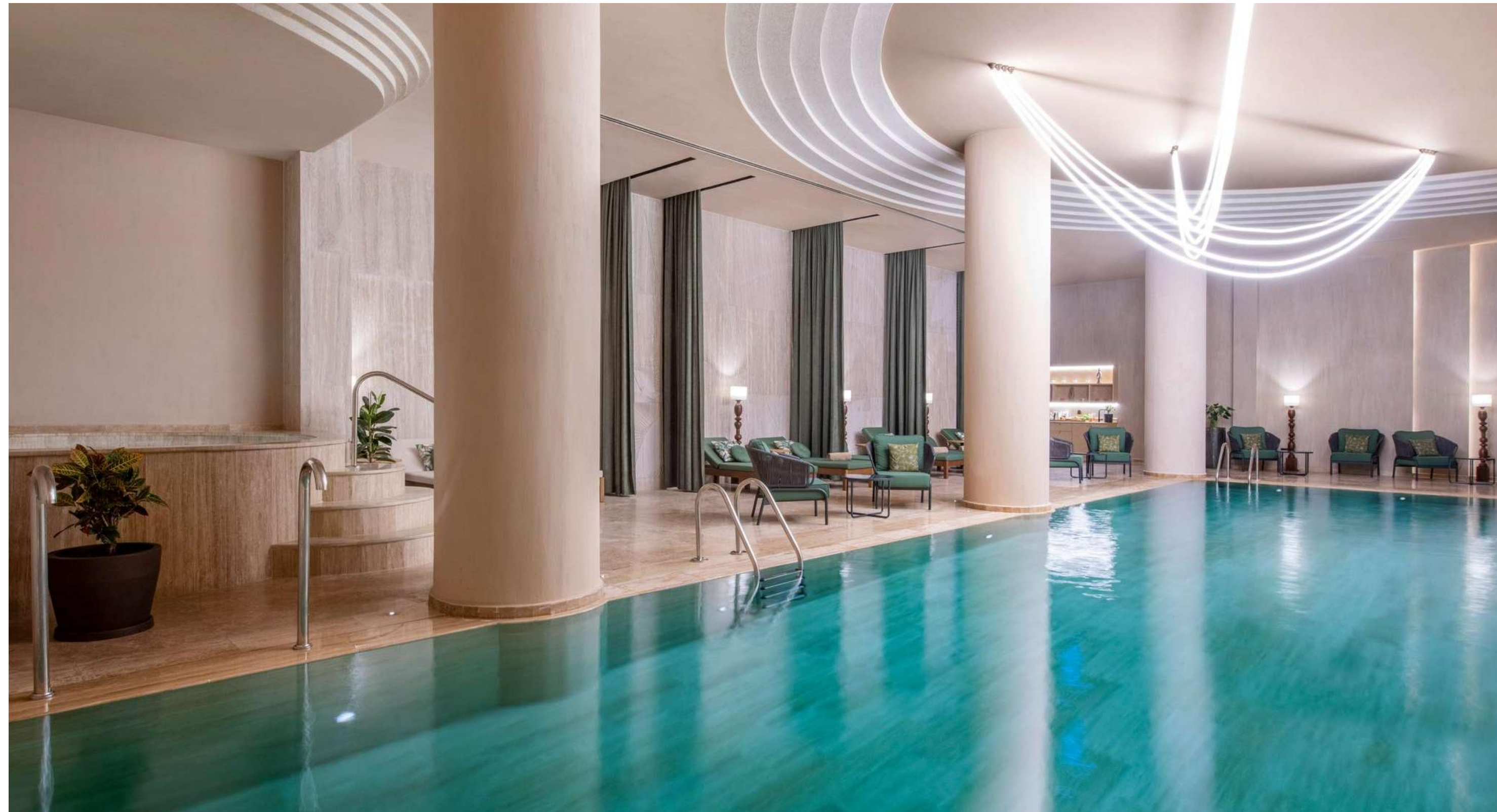
 125 rooms
& suites

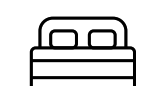


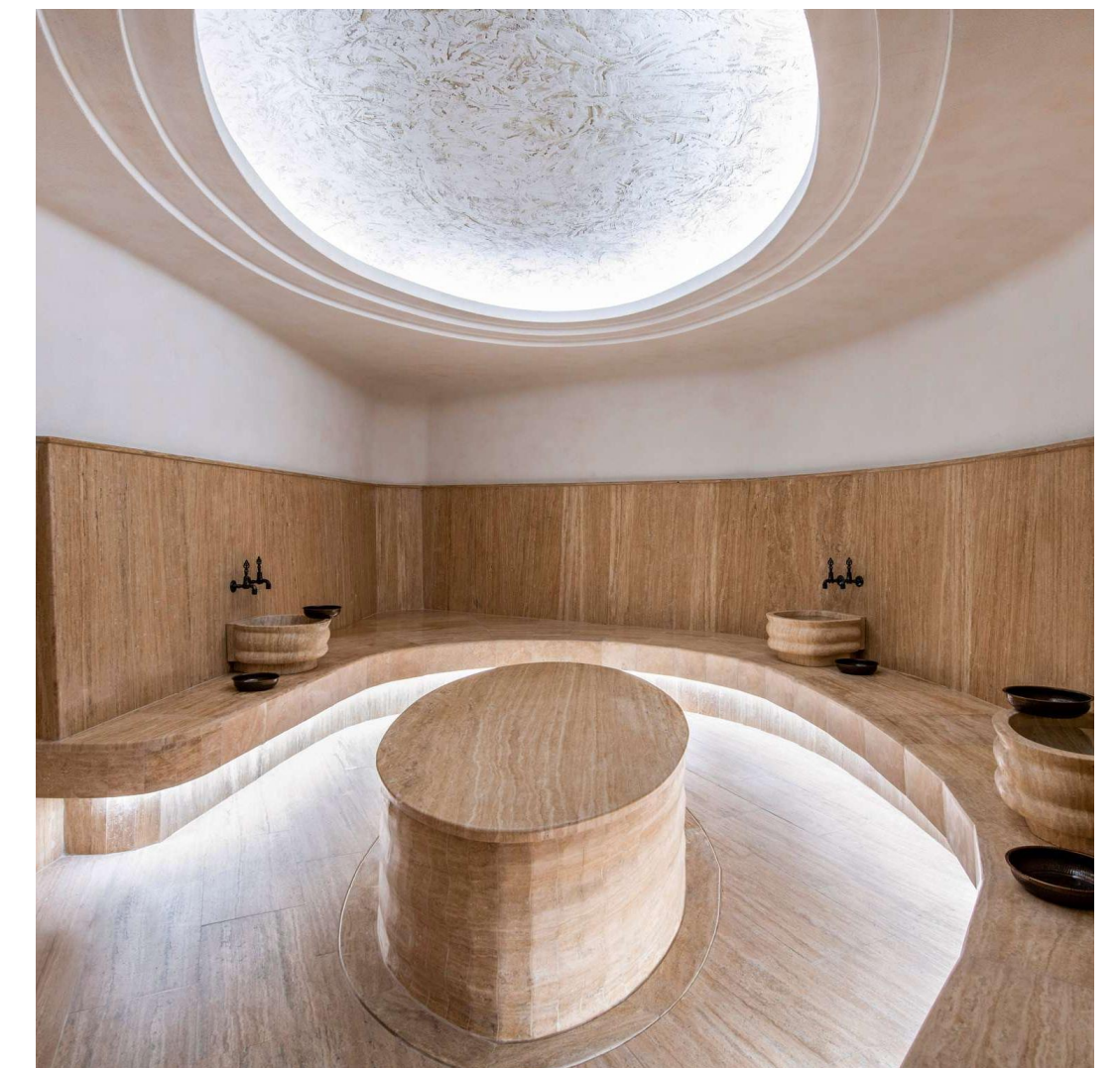


URBAN

Swissôtel Tbilisi, *Georgia*



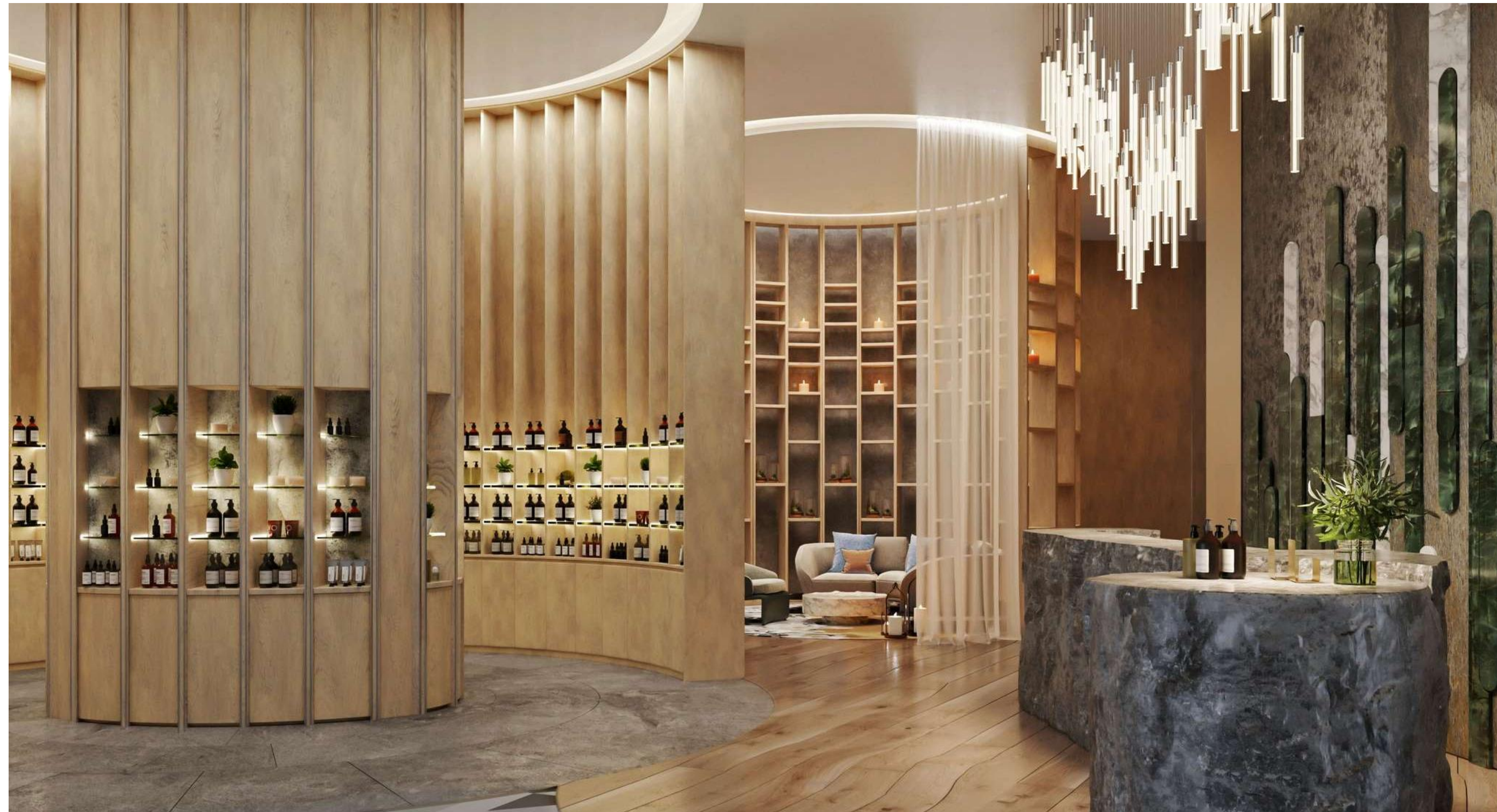
 130 rooms
& suites






URBAN

Swissôtel Doha, *Qatar*



 342 rooms
& suites





URBAN

Swissôtel the Bosphorus, *Turkey*



 566 Rooms & Suites | 63 Residences




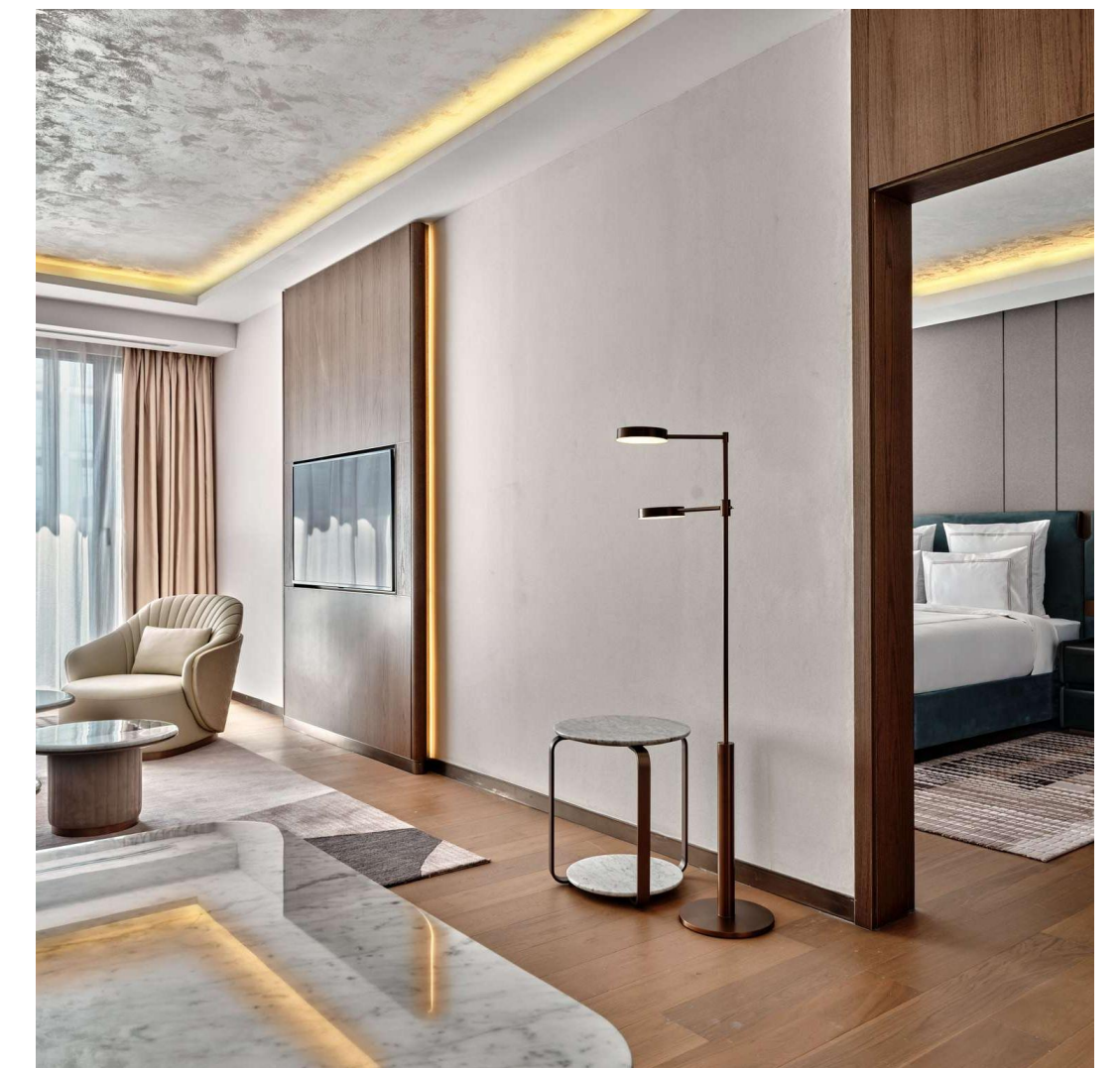


URBAN

Swissôtel Tashkent, *Uzbekistan*



 182 rooms
& suites






LEISURE & RESORTS



5 meeting rooms

 372 rooms

Swissôtel Clark, *Philippines*

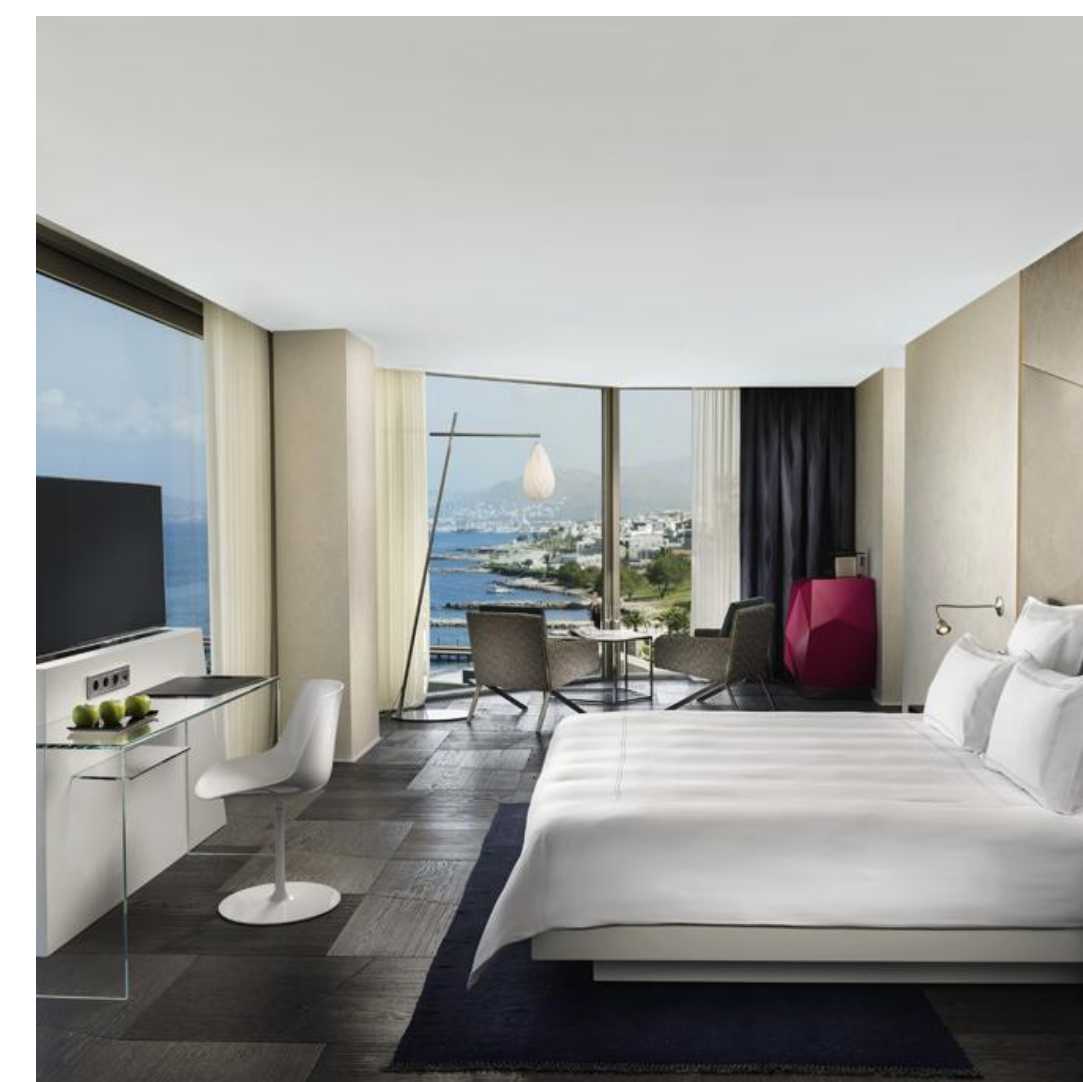


LEISURE & RESORTS

Swissôtel Resort Bodrum Beach, *Turkey*




 66 rooms & suites | 72 serviced residences





LEISURE & RESORTS



 152 rooms

Swissôtel Uludag Bursa, *Turkey*






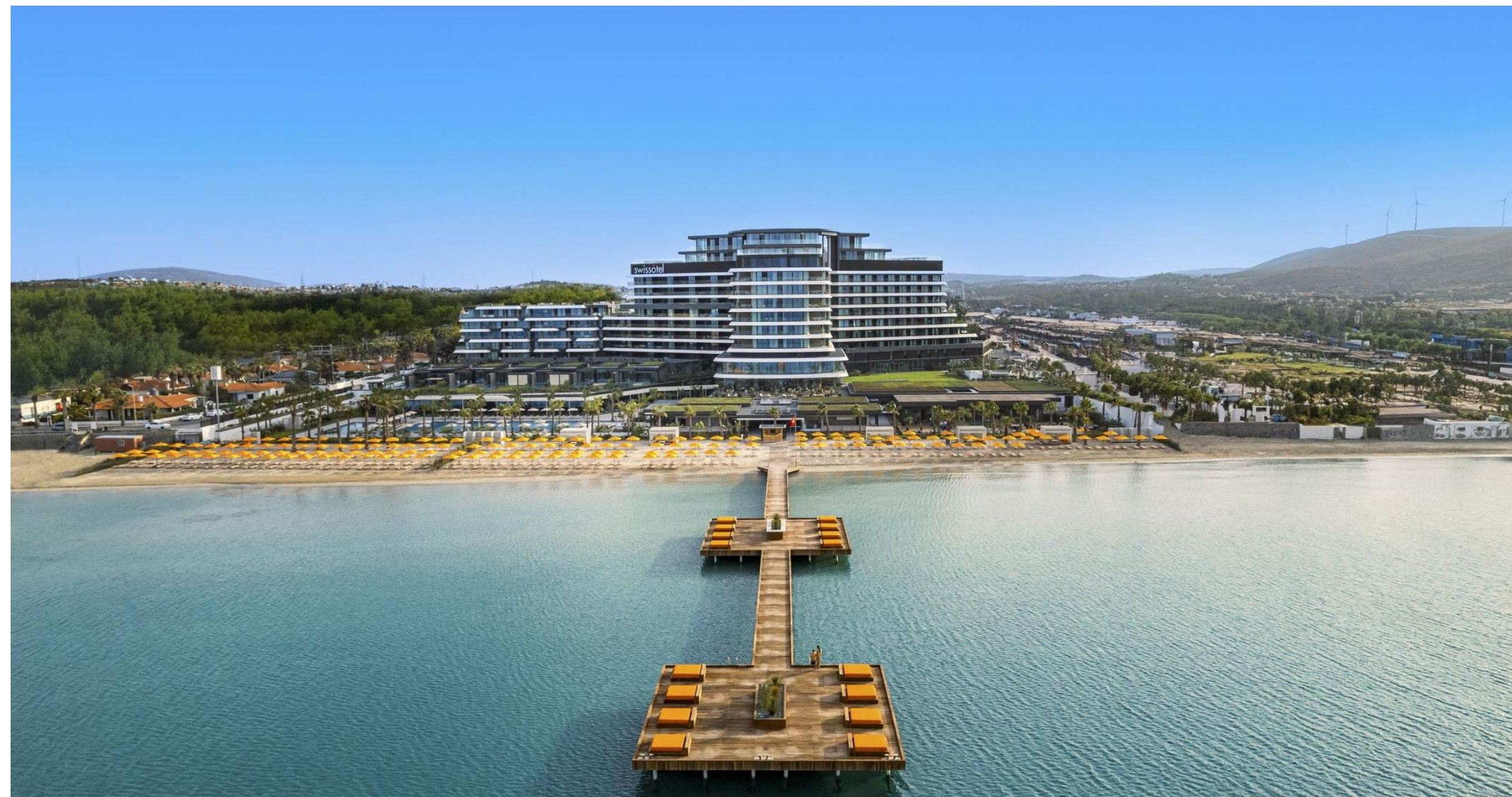
LEISURE & RESORTS



10 meeting rooms

 248 rooms

Swissôtel Resort & Spa Cesme, *Turkey*





LEISURE & RESORTS

Swissôtel Resort Kolasin, *Montenegro*



 201 rooms

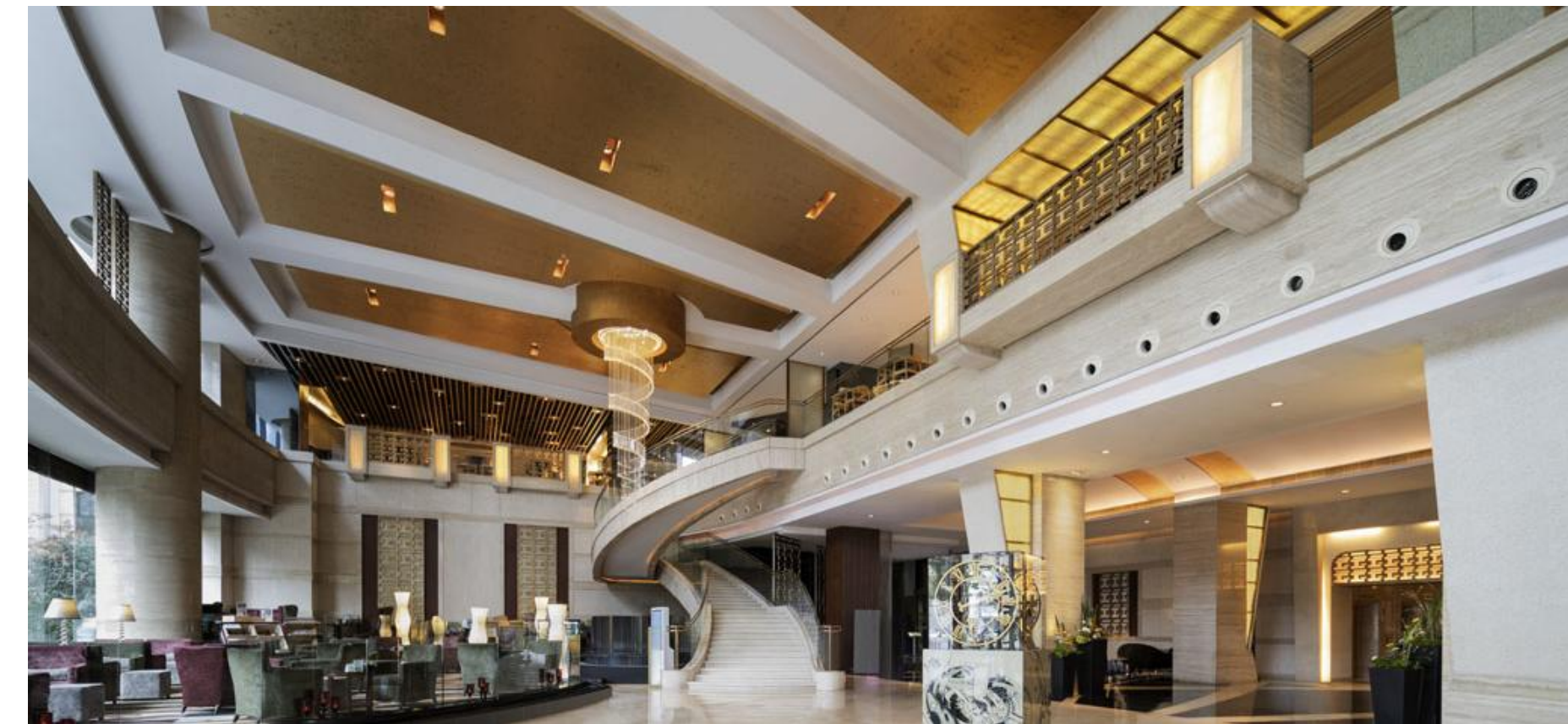


MICE

MICE Hotels Flagships



Swissôtel Kursaal Bern, *Switzerland*
171 rooms | 28 Meeting rooms

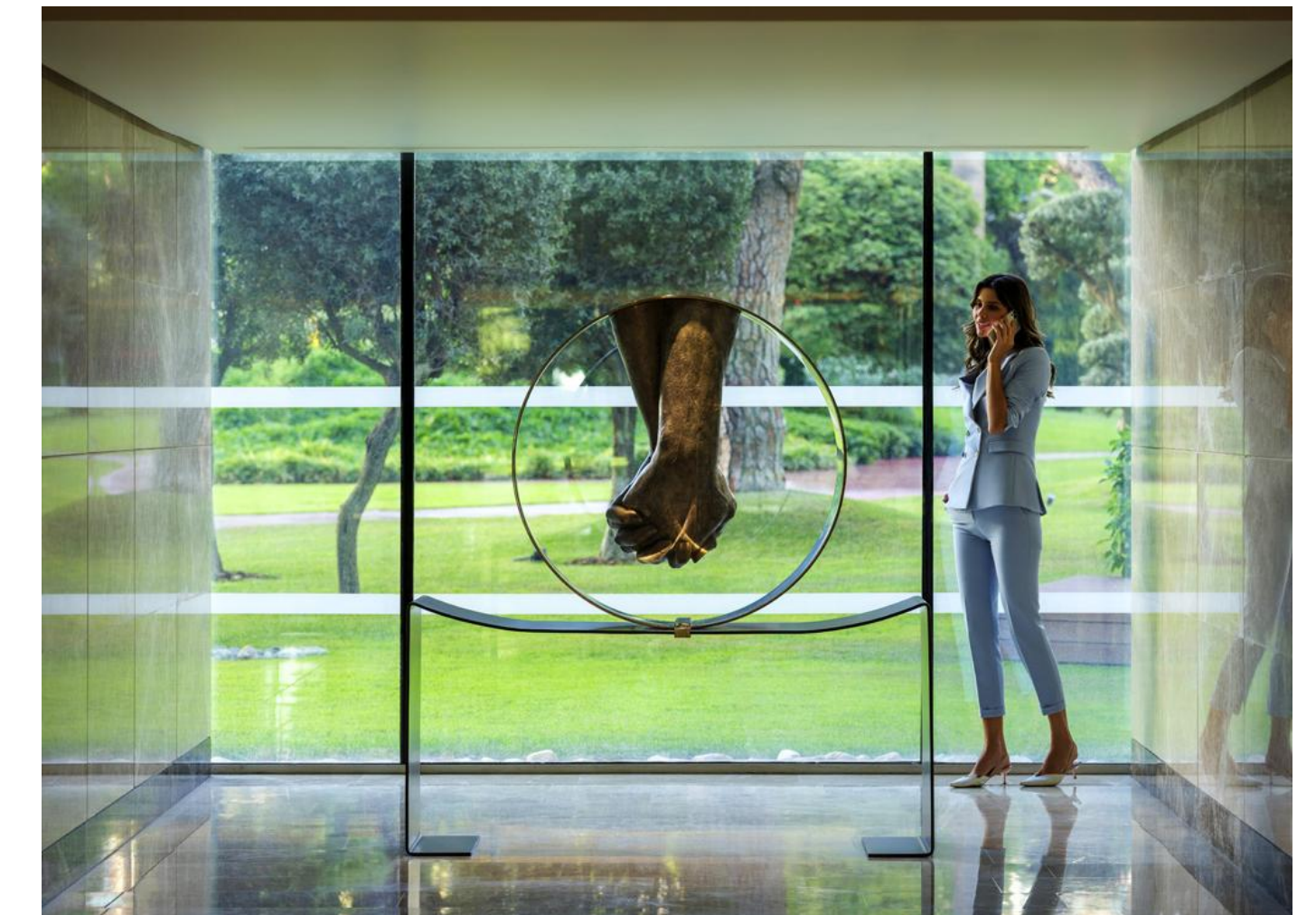


Swissôtel Grand Shanghai, *China*
467 rooms | 13 Meeting rooms



Swissôtel Chicago, *USA*
662 rooms | 23 Meeting rooms

Swissôtel The Stamford, *Singapore*
1,246 rooms | 34 Meeting rooms



Swissôtel Büyük Efes Izmir, *Turkey*
402 rooms | 19 Meeting rooms



EXTENDED STAY



 240 apartments

Swissôtel Living Jakarta Mega Kuningan, *Indonesia*





Why invest - Swissôtel

EXTENDED STAY

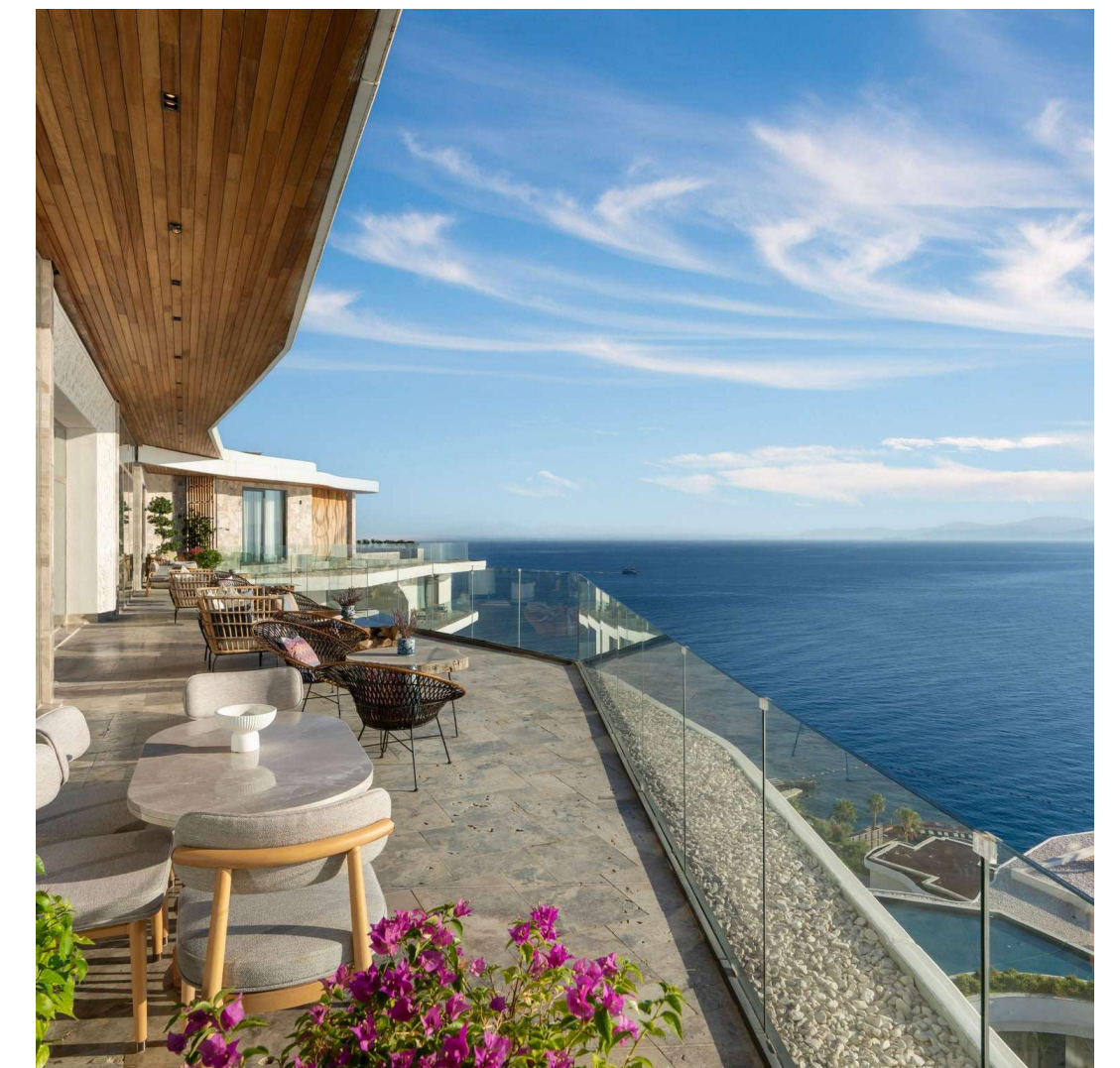
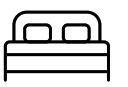
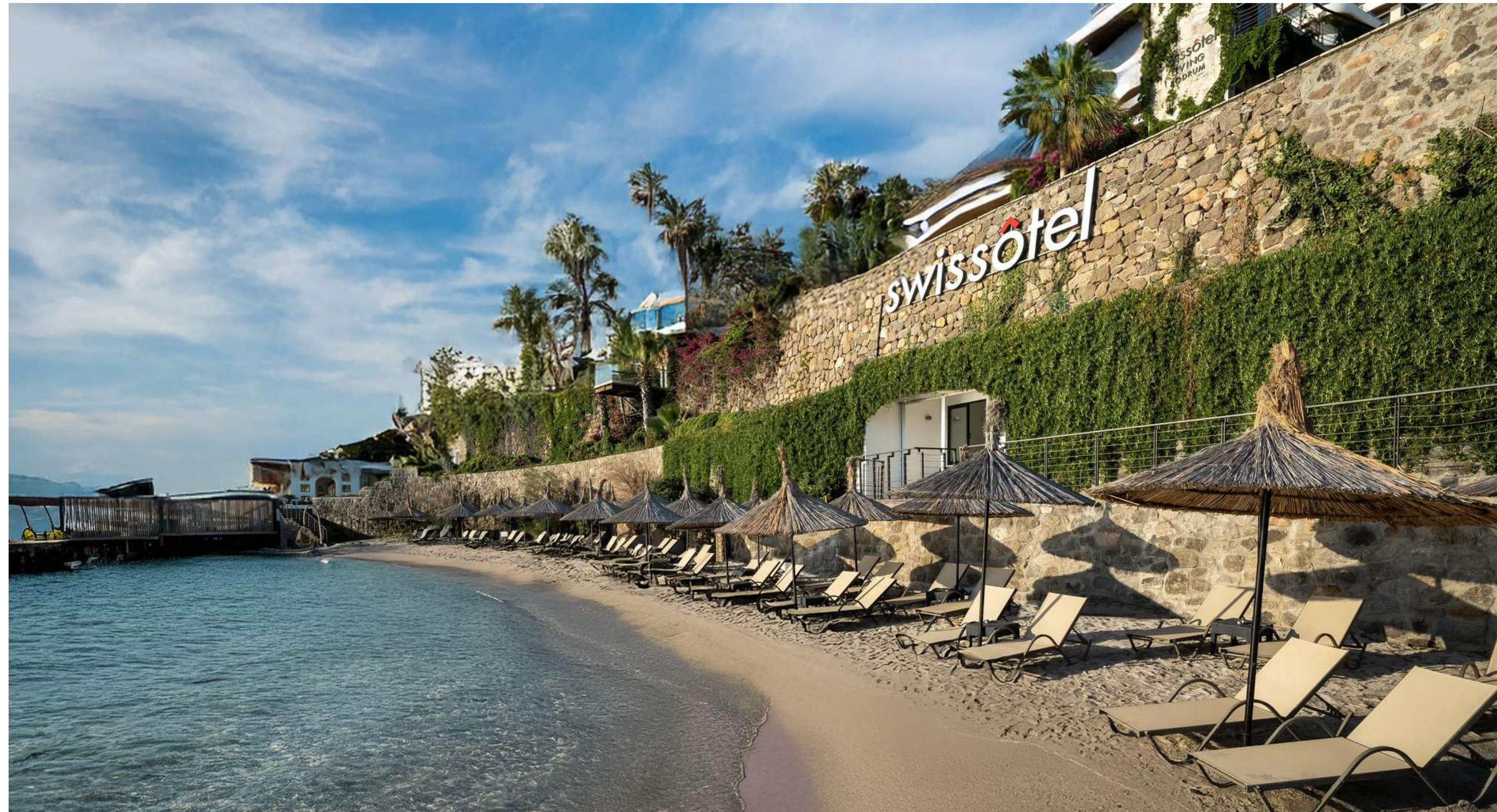
Swissôtel Living Jeddah, *Saudi Arabia*



 150 apartments

EXTENDED STAY

Swissôtel Living Bodrum, *Turkey*





BRANDED RESIDENCES



 121 residences

Swissôtel Residences Corniche Park Towers Doha, Qatar





BRANDED RESIDENCES

Swissôtel Residences Cesme, *Turkey*



 110 residences



Thank

you

