

# Why invest Swissôtel 2025

GLOBAL DEVELOPMENT  
PREMIUM, MIDSACLE & ECONOMY DIVISION





Why invest - Swissôtel

WELCOME TO SWISSÔTEL

Life is a  
journey  
live it well

Modern retreats  
where vitality inspires  
purposeful living





## WHY SWISSÔTEL?

# High performing Business model

Join a niche 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 highest employee engagement, guest satisfaction and high GOP margins

# A brand renowned for well-being

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

Seamlessly blending leisure & business through excellence in food & beverage, wellness & events

Intelligent & nature inspired design ensuring a more sustainable experience for all

# Powerful distribution eco-system

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

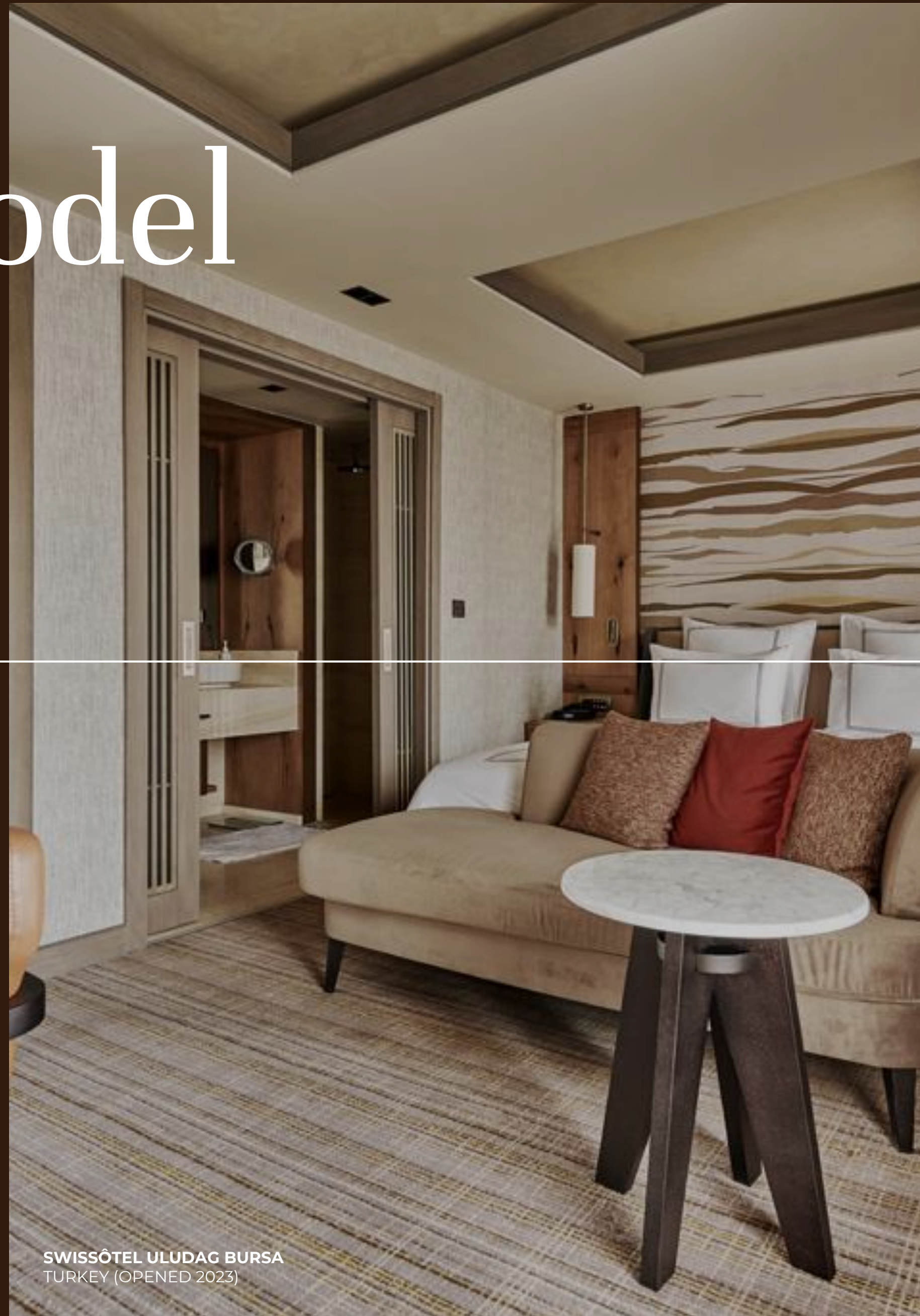
Connecting you with valuable global business & directly contributing 74% of your room revenue



# Performing business model

Chapter

01



*Topline*  
*Investment*  
*EBITDA*





TOPLINE

A global brand  
with strong  
momentum with  
42 hotels open  
and 44 in the  
pipeline



+105% GROWTH  
IN NEXT 5 YEARS

Swissôtel

	NETWORK	PIPELINE
	42	44
	15,291	9,893



7%

Americas

	4	2
	1,420	380



24%

Europe &  
North Africa

	10	24
	1,717	4,272

54%

Middle East,  
Asia, Pacific

	20	13
	9,412	4,402

15%

Greater  
China

	8	5
	2,742	1229



# Renowned for Swiss Vitality

Chapter

02



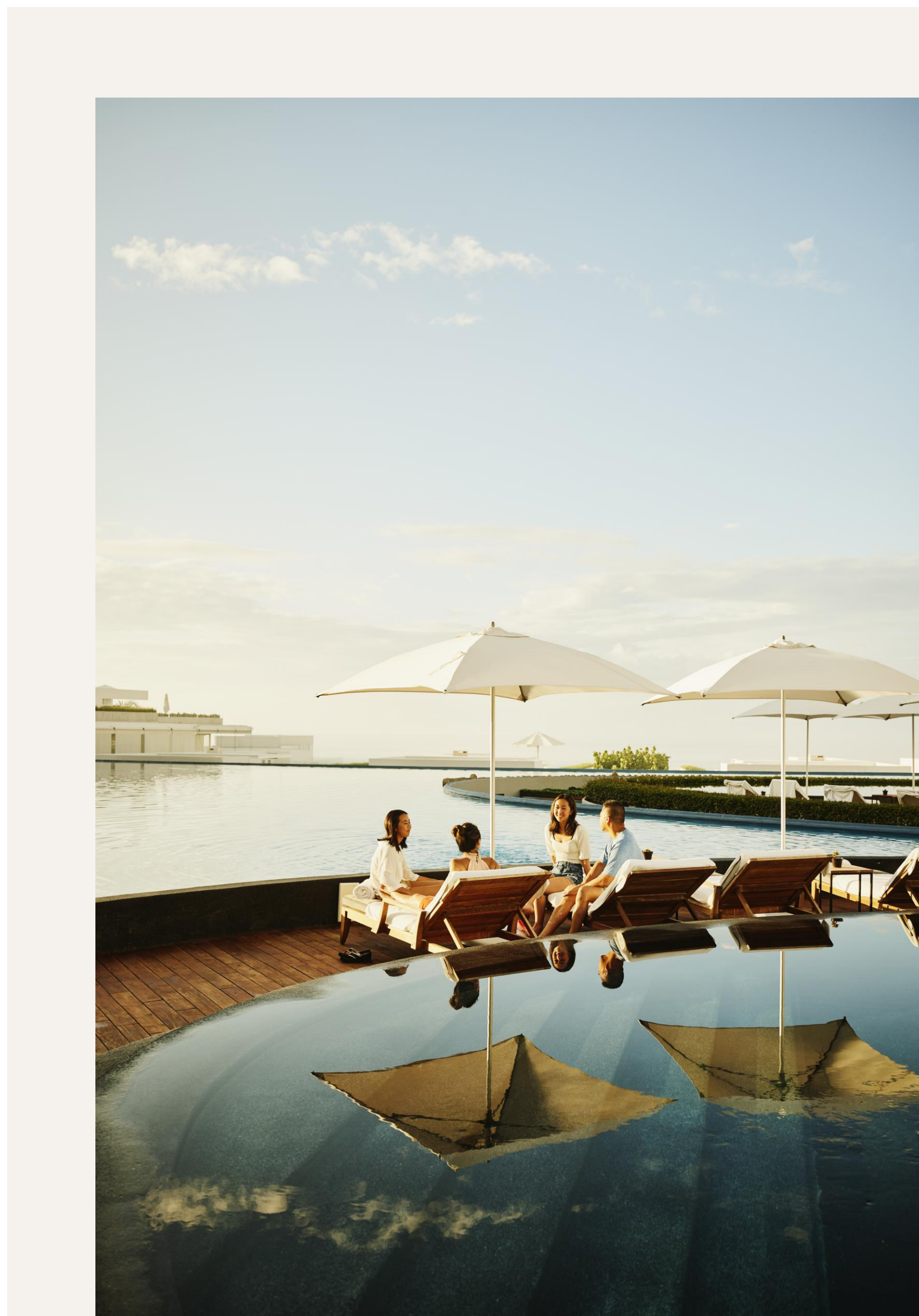
*Proposition  
Heritage  
Top USPs*



## PROPOSITION

## Life Well Lived

Swissôtel inspires purposeful living through holistic well-being, culturally rich experiences, and refined Swiss hospitality.







HERITAGE

# Swiss Roots

Since being founded by Swissair and Nestlé in 1980, Swissôtel has become renowned as host to the world of Swissness, synonymous with conscious luxury.

A Swissôtel combines fresh modern nature-inspired design with Swiss touches and refined levels of service filled with both warmth and efficiency.

TIMELINE

1980	Swissôtel is formed by Swissair and Nestlé. The first hotels are in Bern, Zurich, Geneva, and New York.
1980's/90's	The international network grows, including hotels in Amsterdam, Chicago, Lima, Singapore, Beijing, and Istanbul.
1999	Formed partnership with SOS Children's Villages
2001	Swissair's troubles result in Swissôtel being sold to Raffles Holdings.
2000's	The network continues to expand gradually. Several resort locations come into being including Phuket and Bodrum.
2012	Launch of Vitality program
2015	Swissôtel becomes part of Accor Hotels.





## TOP USPS

# Our Swiss Vitality philosophy embodies our commitment to a 'Life Well Lived'

1

## Elevating well-being

Swissôtel offers guests the opportunity to experience holistic well-being through its vitality programme

2

## Refining craft

Swissôtel harmonizes business and leisure occasions with mindful precision to create a modern retreat experience

3

## Preserving culture

Swissôtel's nature inspired design ensures a more sustainable experience for everyone







USP #1 ELEVATING WELL-BEING



Elevating Well-being

Aligning perfectly with luxury wellness trends, by offering guests an opportunity to experience holistic well-being

#1 in Wellness Hotel & Leisure

Sentiment score: 91  
vs competitors between 81-88\*

\*Competitors' Sentiment Score include:  
Janu, Radisson Blu, Westin  
\*Source: Trust You 2024





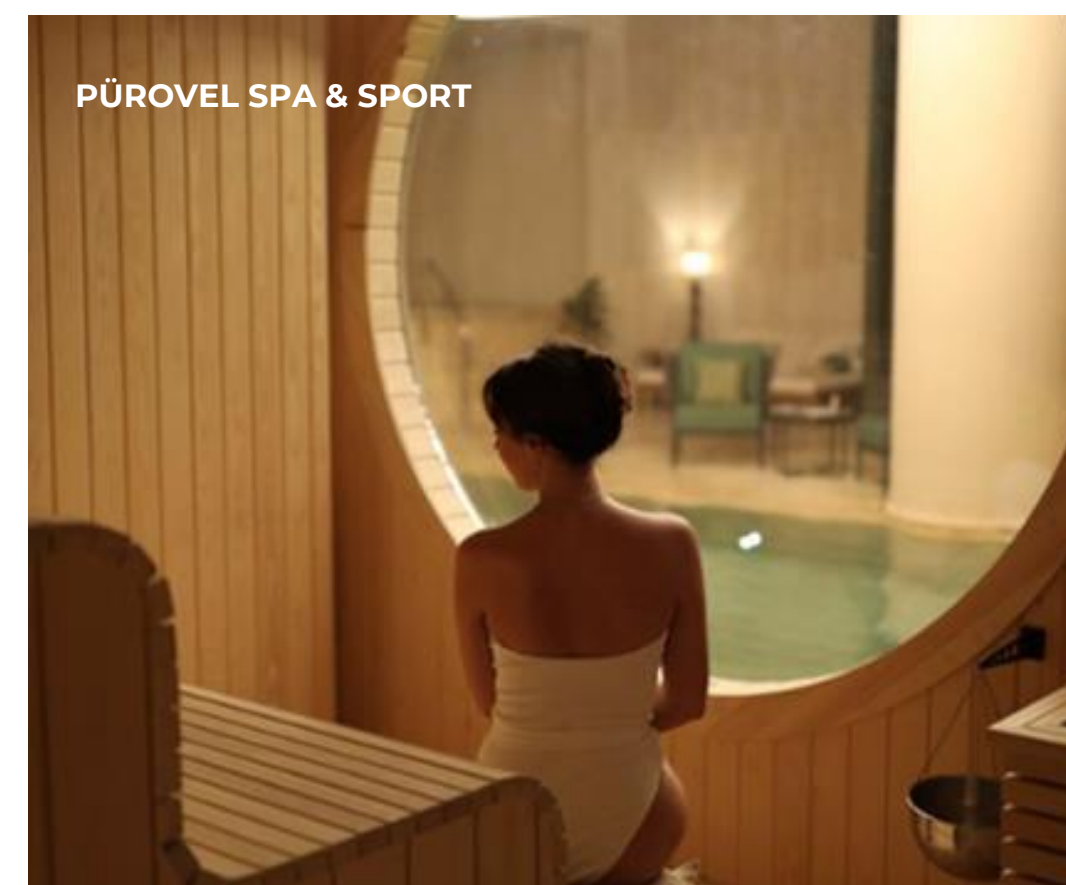
Why invest - Swissôtel

USP #1 ELEVATING WELL-BEING

# A Unique Vitality Programme

Vitality brings the concept of healthy living directly into the guest experience at Swissôtel Hotels and Resorts worldwide.

Drawing on the brand's Alpine heritage, 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 ELEVATING WELL-BEING

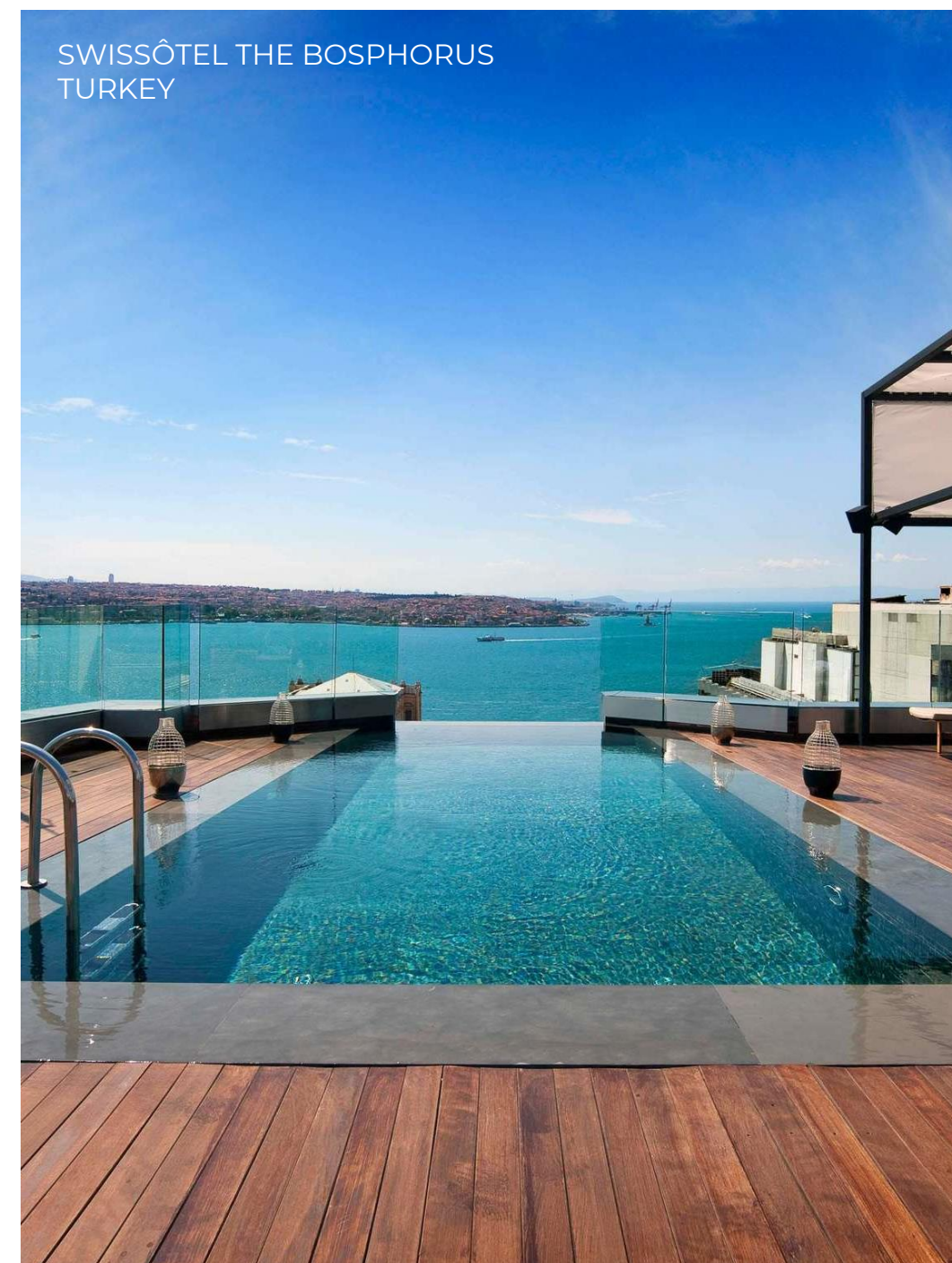
# With a leading Pürovel Wellness Experience

### Alpine inspired well-being

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

### Nature inspired design

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







## USP #2 REFINING CRAFT

### Strong positioning



as a business, meetings  
and events brand

### Meetings & Events at Swissôtel

Swissôtel's spirit of Vitality, with nature-inspired spaces, modern technology, warm service, and rich culinary experiences, transforms meetings and events into moments of inspiration.

### Executive Lounges for the next generation of business guests

Looking to balance productivity with stimulation & serenity

### #1 in Business Hotel

Sentiment score: 88  
vs competitors between 73-88\*





USP #2 REFINING CRAFT

# Leading brand renowned for its food & drink excellence

Swissôtel Restaurants & Bars are authentic social hot spots

Offering a wealth of culturally rich exciting and authentic delights from around the world making Swissôtel a dining and social hot spot in each destination.

## #1 in F&B Restaurants & Bars

Sentiment score: 72 vs competitors between 67-71\*

\*Competitors' Sentiment Score include: Tempo By Hilton, Radisson Blu, Westin  
\*Source: Trust You 2024



Swissôtel The Stamford, Singapore | Jaan By Kirk Westaway | 2024 World Luxury Restaurant Awards | Michelin 2\*



Swissôtel Tallin | Horizont Restaurant And Bar | 2024 Estonia’s Best Hotel Restaurant



Swissôtel The Bosphorus, Istanbul | 16 Roof | 2023 World Luxury Restaurant Awards



Swissôtel Nankai Osaka | Minami Teppanyaki Restaurant | Best Luxury Farm To Table Restaurant





## USP #3 PRESERVING CULTURE

Swissôtel's nature inspired  
design ensures



a more sustainable  
experience for everyone

### Preserving Culture

Living with vitality also means living with purpose beyond ourselves. Our vitality philosophy ensures a conscious experience and design that preserves culture, enriches communities and leaves a lasting legacy.

#1 in eco-friendly hotel

Sentiment score: 86  
vs competitors between 74-76\*

60% of portfolio eco-certified (100% by 2025)





TOP 3 USPS

# Guest journey & experience

- Refining Craft
- Elevating Well-being
- Preserving Culture
- M

 Mandatory Standard

## Arrival & Departure

- Swissôtel Circles 

M
- Doorman Uniform 

M

## Public Spaces

- Swissôtel Scent 

M

## Guest Rooms

- Vitality Room\* 

M
- Vitality Bed Experience 

M
- Pürovel Care Products 

M
- Mindfulness postcards & podcast

## Food & Beverage

- Vitality Breakfast 

M
- Vitality Drinks 

M
- Vitality Dishes 

M
- F&B Essentials 

M

## Well-being

- Pürovel Spa & Sport 

M
- Vitality Jogging Maps 

M
- Vitality In-room Fitness Kit 

M
- SOS Children's Villages Events\*
- Vitality Day & Week March 21st / 2nd week June

## Meetings & Events

- Vitality Meetings

## Departure

- Swissôtel Give Away

\* Market driven



# Powerful distribution ecosystem

Chapter

03



*Accor eco-system,  
Swissôtel Platform*





# Connect your hotel with Accor 360° solutions from day 1

## SALES

### Largest global sales office

450+ sales professionals across 34 countries,  
covering 80% of the globe



### Large B2B clients portfolio

15K regional & strategic accounts, generating  
45% topline of Accor global network

## DISTRIBUTION & DIGITAL MARKETING

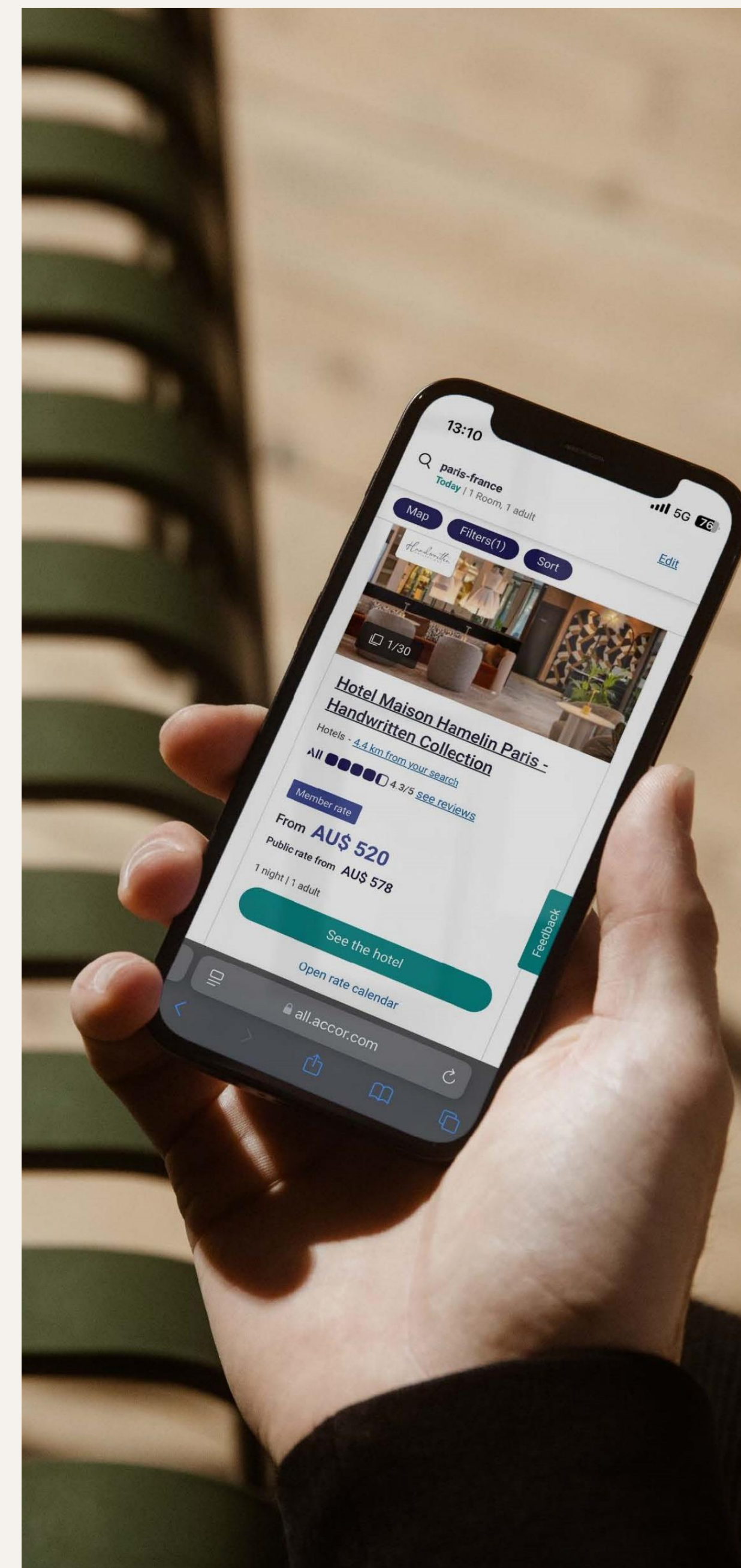
### Robust and powerful distribution system

110 countries, 140+ global & local connectivity  
partners and All.com available in 19 languages



### Secured hotel business & cost control

2/3 of web direct revenue generated by  
owned channels







LOYALTY

# Widest & most diversified international network

100M members worldwide and 100+ global & local partnerships

# Strong return on investment

3.3x higher incremental net revenue than loyalty cost to hotels

REVENUE MANAGEMENT

# 100+ local certified experts

Managing performance and optimisation of revenue and profitability

# Powerful data-driven RMS

Resulting in +1 to +5% RevPAR





SWISSÔTEL PLATFORM

Boost direct sales  
with Swissôtel  
digital scale

CRM

648K  
Contacts in CRM  
Swissôtel database  
in 2024

SOCIAL MEDIA



+25k  
Followers



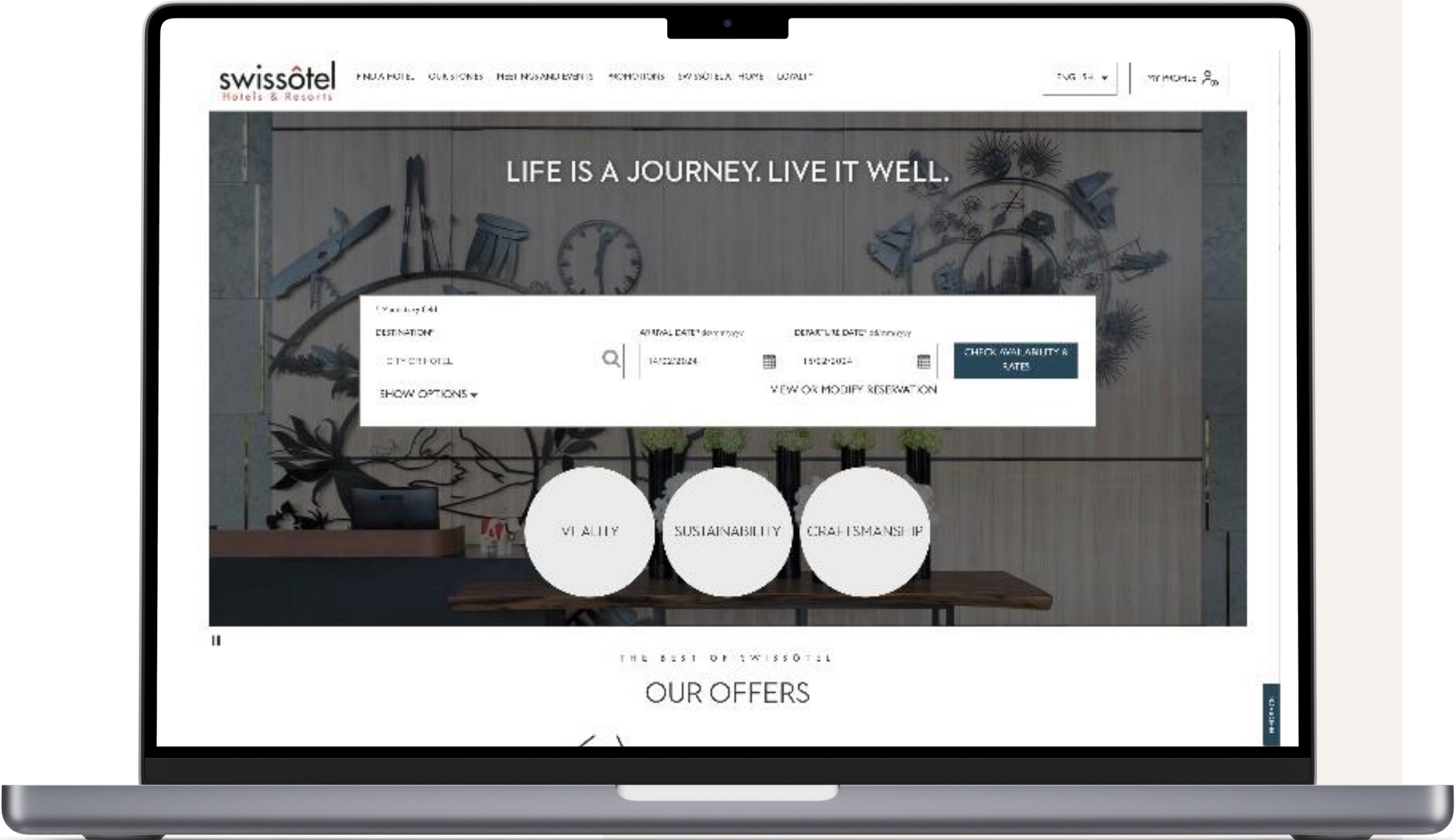
+70k  
Followers



+78k  
Followers

SWISSÔTEL.COM

191K  
Average  
monthly users





# Development Criteria

Chapter

04



SWISSÔTEL ULUDAG BURSA  
TURKEY

*Hotels  
Leisure & Resorts  
Extended Stay*





SWISSÔTEL THE STAMFORD  
SINGAPORE

HOTELS

# Hotels Development Criteria

	EUROPE <sup>(1)</sup>	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

- Restaurant & Bar
- Breakfast Buffet
- Fitness
- Wellness Area or Spa
- Work in the Lobby
- Meeting Rooms
- Board Room
- Concierge Station
- Car Park

NICE-TO-HAVES

- Second Restaurant
- Additional Bespoke Bar
- Grab & Go
- Swimming Pool
- Sport Facilities
- Co-Working Dedicated Area
- Business Center
- Ballroom
- Executive Lounge
- Laundry Room
- Kids Corner
- Entertainment Facilities
- Retail Shop
- Family Room





LEISURE & RESORTS

Leisure & Resorts  
Development Criteria

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

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

MUST-HAVES	NICE-TO-HAVES
Restaurant & Bar Breakfast Buffet Additional Bespoke Bar Fitness Wellness Area or Spa Swimming Pool Concierge Station Laundry Room Kids Corner Kids Club Outside Space Entertainment Facilities Car Park	Second Restaurant Grab & Go Sport Facilities Work in the Lobby Co-Working Dedicated Area Business Center Meeting Room Board Room Ballroom Executive Lounge Retail Shop





SWISSÔTEL LIVING JEDDAH  
SAUDI ARABIA

EXTENDED STAY

# Extended Stay Development Criteria

	EUROPE <sup>(1)</sup>	WW
NUMBER OF KEYS	150+	200+
GUESTROOM	28-38 SQM	30-40 SQM
STUDIO	30 SQM	
1 BEDROOM	45 SQM	
2 BEDROOMS	70 SQM	
TGFA	51 SQM	

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

MUST-HAVES

- Restaurant & Bar
- Breakfast Buffet
- Fitness
- Work in the Lobby
- Executive Lounge
- Concierge Station
- Laundry Room
- Car Park

NICE-TO-HAVES

- Additional Bespoke Bar
- Grab & Go
- Wellness Area or Spa
- Swimming Pool
- Co-Working Dedicated Area
- Business Center
- Meeting Room
- Boardroom
- Kids Corner
- Kids Club
- Outside Space



# Swissôtel Network

Chapter

05



*Urban  
Leisure & Resorts  
MICE  
Extended Stay  
Branded Residential*





URBAN

Swissôtel the Bosphorus, *Turkey*



 566 Rooms & Suites | 63 Residences







Why invest - Swissôtel

URBAN

Swissôtel The Stamford, *Singapore*



 1,246 Rooms & Suites





URBAN

Swissôtel Tbilisi, *Georgia*



 130 rooms







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URBAN



 546 rooms  
& suites

Swissôtel Nankai, *Japan*



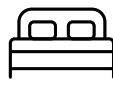




URBAN

Swissôtel Chicago, *United States*



 661 rooms  
& suites





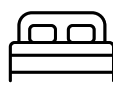


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URBAN

Swissôtel Jakarta PIK Avenue, *Indonesia*



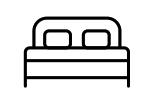
 412 rooms  
& suites



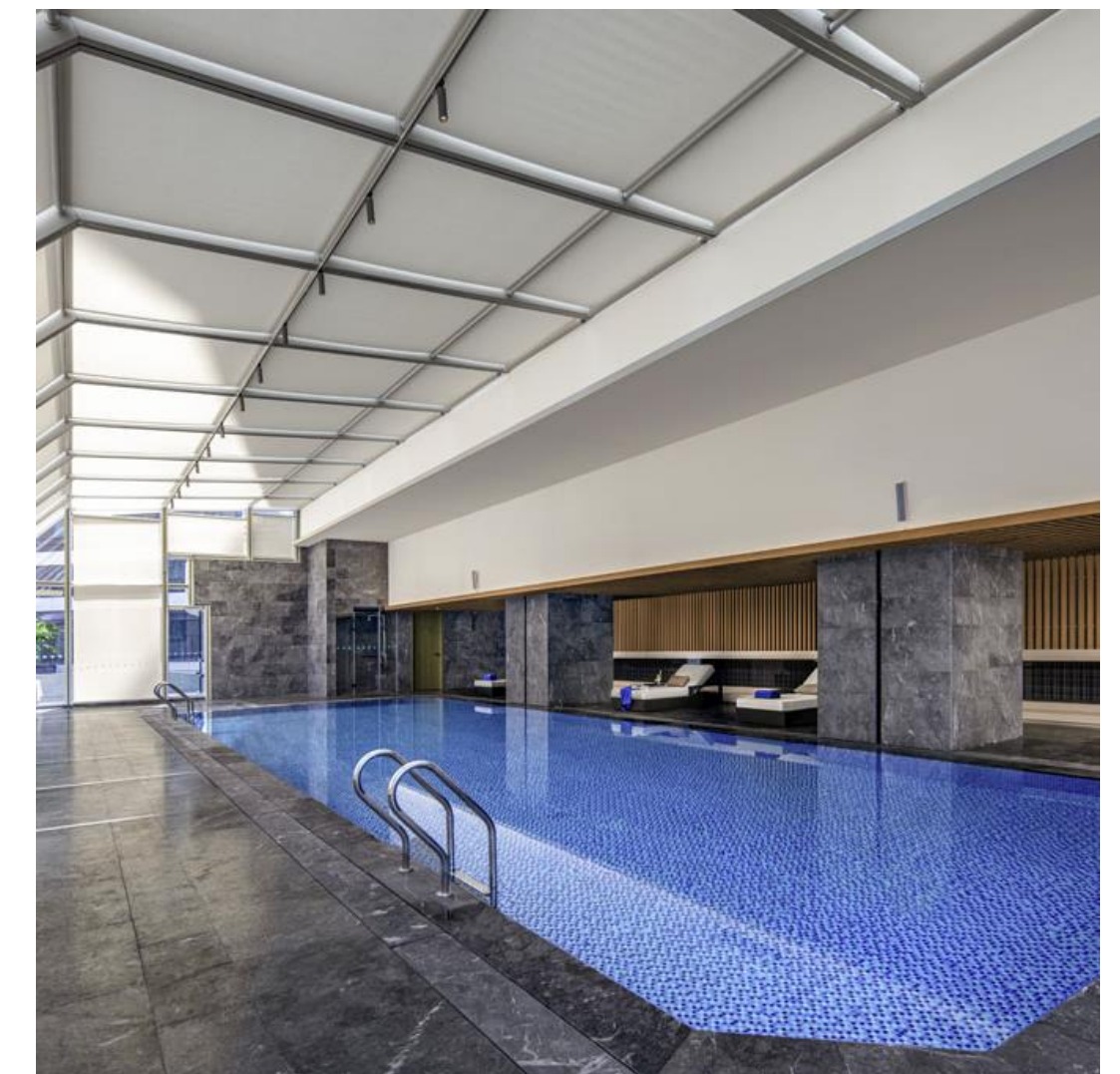


## URBAN

### Swissôtel Beijing, *China*



430 rooms  
& suites

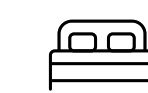






## LEISURE & RESORTS

### Swissôtel Resort Bodrum Beach, *Turkey*



66 rooms & suites | 72 serviced residences







LEISURE & RESORTS



 152 rooms

Swissôtel Uludag Bursa, *Turkey*







## LEISURE & RESORTS

### Swissôtel Resort Kolasin, *Montenegro*



 201 rooms







LEISURE & RESORTS



10 meeting rooms  
🛏 248 rooms

Swissôtel Resort & Spa Cesme, *Turkey*







LEISURE & RESORTS



5 meeting rooms  
🛏 372 rooms

Swissôtel Clark, *Philippines*







MICE

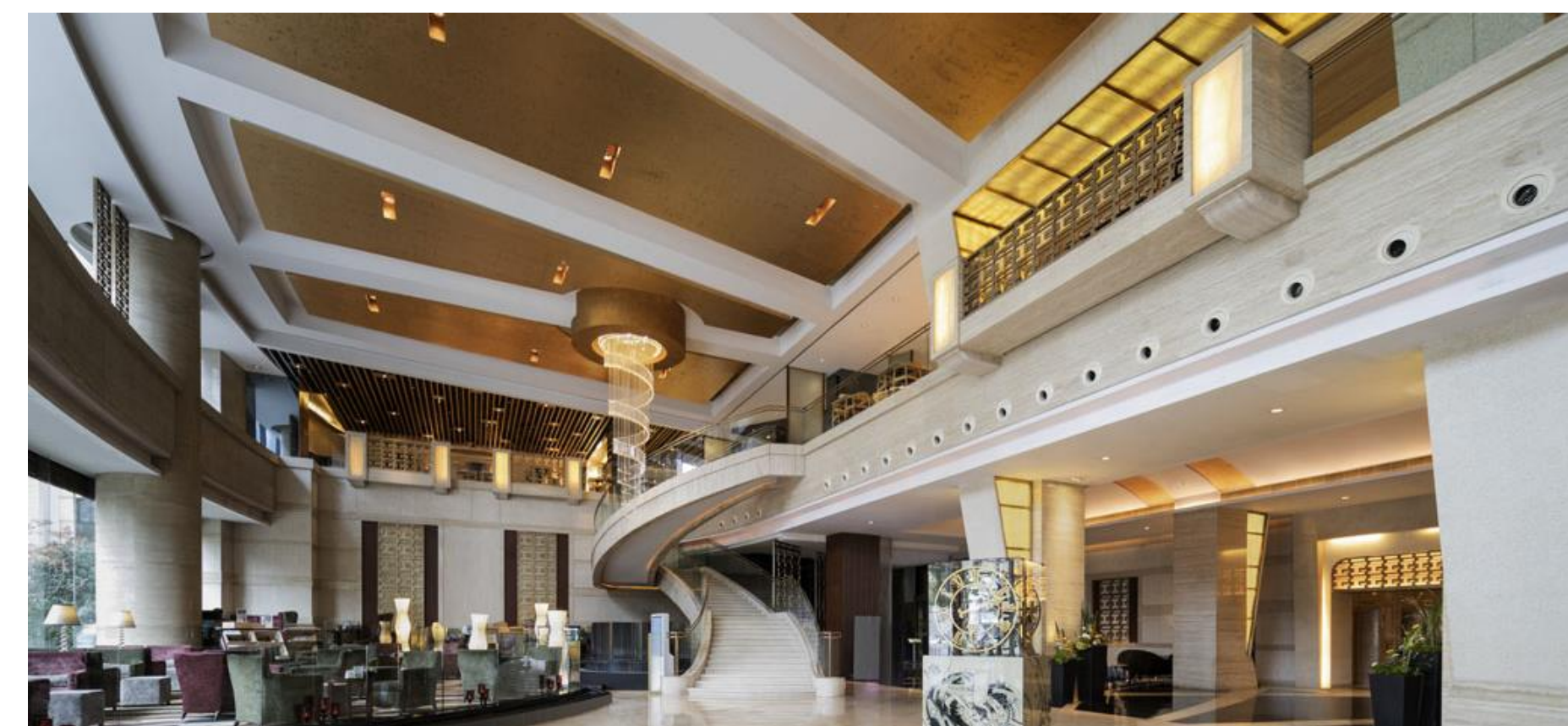
# MICE Hotels Flagships



Swissôtel Chicago, USA  
662 rooms | 23 Meeting rooms

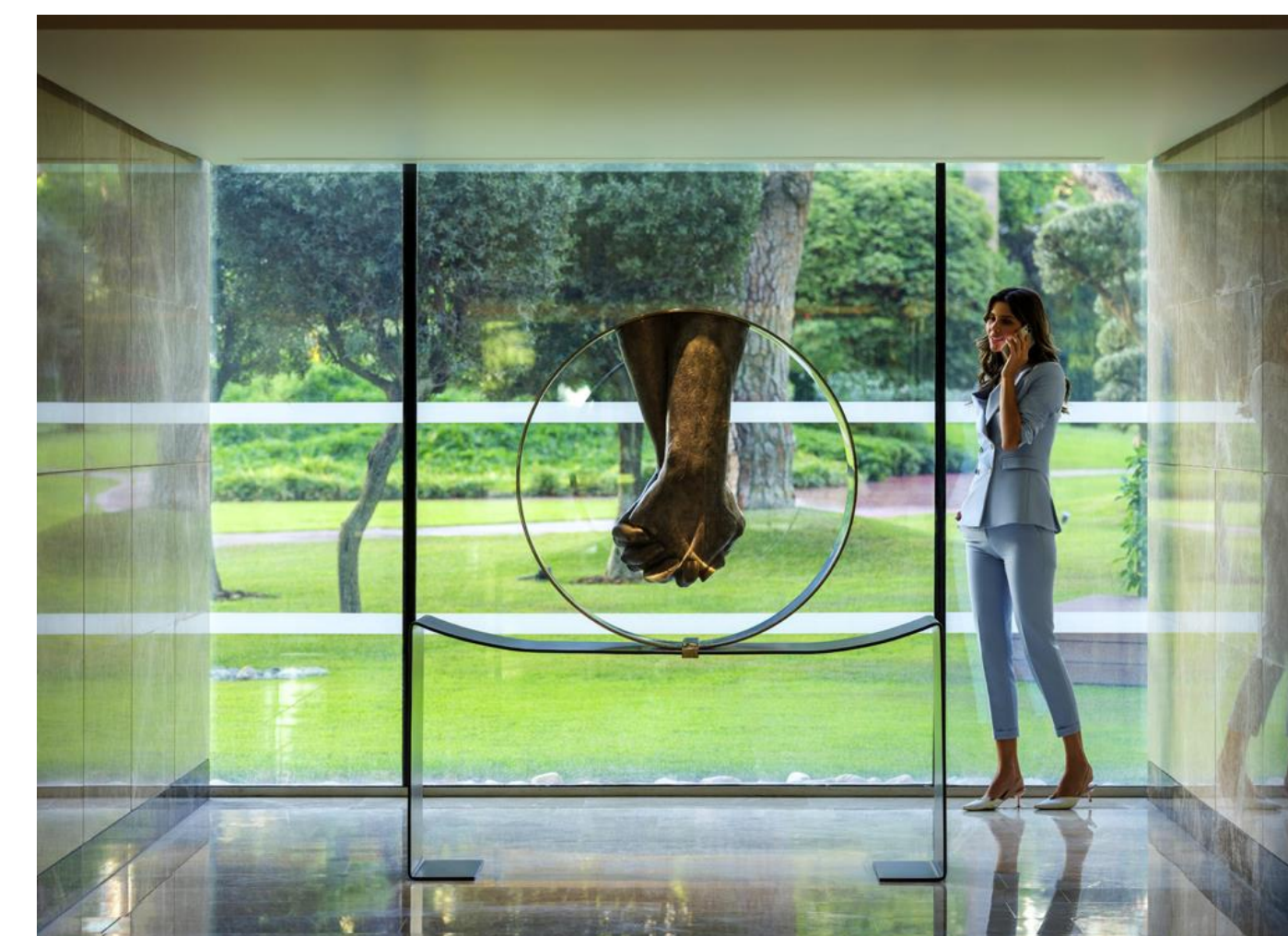


Swissôtel Kursaal Bern, Switzerland  
171 rooms | 28 Meeting rooms



Swissôtel Grand Shanghai, China  
467 rooms | 13 Meeting rooms

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



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





Swissôtel Living  
Jeddah | 150  
Apartments

# Extended Stay *Flagships*

Swissôtel Living Bodrum  
| 58 Apartments







Why invest - Swissôtel

Swissôtel Residences Cesme,  
*Turkey* | 110 residences



# Branded Residential *Flagships*



Swissôtel Residences Doha, *Qatar*  
| 121 residences | Opening 2025



Thank  
*you*

