





#### Where Legends Live

Sofitel Legend weaves a tapestry of unparalleled destinations and timeless landmark addresses handpicked with care. These are not mere hotels; they are living legends, where secrets are whispered, where heartfelt encounters are curated and where awe-inspiring stories unfold every day.

Set within historic destinations, each Sofitel Legend hotel is simply legendary, where past meets present.













HANOI • 1901 ASWAN • 1899

899 C

CARTAGENA · 1621

XIAN • 1953

PANAMA • 1917



**HANOI** 

Historic Grand Hotel of Hanoi built in 1901



**CARTAGENA** 

Originally a convent built in 1621





**AMSTERDAM** 

Originally the place of two convents built in 1411, transformed into a Prince's Lodging in 1578, and the Amsterdam City Hall for centuries



XIAN

Opened as the State Guest House in 1953 for foreigners visiting the country



CASCO VIEJO

Originally a social club built in 1908



**ASWAN** 

Historic Grand Hotel of Aswan built in 1899





ALBERT EINSTEIN AND HIS WIFE

Visting Casco Viejo in Panama

# Legendary *guests*



AGATHA CHRISTIE Writing Death on the Nile in Aswan





CHARLIE CHAPLIN AND HIS WIFE

Honeymoon at the Metropole in Hanoi



Churchill and his family in Aswan



FRANCIS FORD COPPOLA

Visited Santa Clara in Cartagena



MICHAEL JACKSON

Arriving at The Grand in Amsterdam





Legendary Tours

### Legendary service

Inspired by Sofitel's heartfelt service culture



**Awarded Chefs** 



Majordome Service



Highest guest satisfaction score across Accor\* with a RPS of 95,1 in 2024



Haute-Couture service







French Partners



La Haute Croissanterie



Wellness Temples

# Legendary art-de-vivre

Inspired by Sofitel's French Zest



Sustainability Leaders



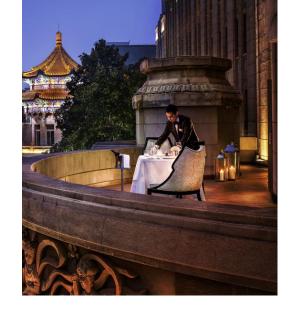


Sofitel MY BED





French Zest



*Heartfelt* Service Culture

An awe-inspiring brand touching our guests' soul and with a positive social impact on the communities where we are located

Cultural *Link* 



Committed Luxury





## Legendary campaigns



Sofitel Legend Old Cataract, Aswan



Sofitel Legend Casco Viejo, Panama



Sofitel Legend Metropole, Hanoi



Sofitel Legend The Grand, Amsterdam



Sofitel Legend Santa Clara, Cartagena



Sofitel Legend People Grand, Xi'an



# Powerful Sofitel visibility & engagement

+223M€

PR EAV in the last 6 months\*

98% PR Sentiment\*

6,7M
Social media followers
#1 compset in Followers & Engagement
Rate\*\*

#### "The Encounter": la Ciudad de México protagoniza la nueva campaña de Sofitel

Gillian Anderson y Dali Benssalah dan vida a una historia marcada por el destino que forma pa de la nueva campaña de Sofitel filmada en la capital del país.



#### TRAVEL+ LEISURE

WORLD'S BEST > WORLD'S BEST AWARDS 2024 > HOTELS & SPAS > UNITED STATES

Travel + Leisure Readers' 10 Favorite Hotels in Washington, D.C.

Hotels in historic buildings and close to the White House top the 2024

#### 7. Sofitel Washington DC Lafayette Square



Dry January : Sofitel et French Bloom s'associent pour un mois de janvier aussi fancy qu'alcool free



#### ™POINTS GUY@

Sofitel plans major renovation to its New York City hotel amid 60th anniversary celebration



It's more than just a <u>diamond jubilee and</u> <u>legacy chatter</u> these days for Accor's Sofitel. This 60-year-old brand is just getting started with a new era of growth and renovation.

#### **▼** / Voyages

L'hôtel Sofitel New York tourne définitivement la page de l'affaire DSK

Par Yan Bernard-Guilbaud
Publié le 7 juin à 07h45, mis à jour à 19h2

Écouter cet article









#### SANTA CLARA, CARTAGENA

Hotel Building History starting from

17TH century

125

rooms, including 25 suites

212.4

2024 YTD RGI

92.24

2024 YTD RPS #1 in compset

From its idyllic position inside the Old City walls, the Sofitel Legend
Santa Clara is far more than just a majestic hotel.
When the Clarisa nuns built a massive convent in 1621, in what we now call classic Spanish colonial style, they gave little indication of the magnificent beauty held inside. Today, the rich Mediterranean architecture has been lovingly restored to its original splendor.

In 2020, it was chosen by Condé Nast Traveler's readers as the best hotel in South America and the second-best hotel in the world. When walking into the Sofitel Legend Santa Clara Cartagena, nothing is as one expects, but all enjoy the breathtaking moments of wonder and awe.





#### THE GRAND, AMSTERDAM

Hotel Building History starting from

1578

190

rooms, including 32 suites

90.8

2024 YTD RGI

92.19

2024 YTD RPS #1 in compset

Sofitel Legend The Grand Amsterdam possesses a rich history that dates back to the 1500s.

Over the centuries, the buildings that now constitute the hotel have been a convent, the royal residence and the Admiralty headquarters. The historic edifice even hosted the Amsterdam City Hall for nearly two centuries.

Since 1992, luxuriously transformed into an iconic Sofitel landmark, Sofitel Legend The Grand has been collecting a record number of prestigious awards for its extraordinary hospitality and grand sense of place.

Currently under renovation





#### OLD CATARACT, ASWAN

Hotel Building History starting from

1899

138

including 81 suites

166.1

97.72

2024 YTD RGI

2024 YTD RPS #1 in compset

Sofitel Legend Old Cataract boasts an inspiring blend of Victorian grandeur, Egyptian atmosphere, and French art de recevoir, hosting prestigious guests since 1899, from Sir Churchill to Agha Khan and King Farouk.

Rising grandly beside the Nile River from a pink granite shelf at the edge of the Nubian Desert, with views of Elephantine Island, its alluring atmosphere inspired Agatha Christie's famous novel, Death on the Nile. More recently, it is in this very place that acclaimed perfumer Jean-Claude Ellena created the very delicate fragrance "Un Jardin sur le Nil" for the house of Hermès.





#### METROPOLE, HANOI

Hotel Building History starting from

1901

196.5

2024 YTD RGI

364

rooms, including 22 suites

94.05

2024 YTD RPS #1 in compset

Sofitel Legend Metropole has been a prominent feature in the heart of Hanoi since 1901 and is a central part of the city's cultural heritage.

Built during the French colonial period by André Ducamp and Gustave-Émile Dumoutier, the hotel embodies character, history, and romance as a venue that has gracefully weathered several conflict periods and the country's gradual and determined transformation.

Prominent statesmen, ambassadors, entertainers, and authors, such as Graham Greene and Somerset Maugham, have made Sofitel Legend Metropole their home in Hanoi. Throughout its reign, this legendary landmark has been considered as the standard of luxury, where French elegance blends harmoniously with Vietnamese tradition.





#### PEOPLE'S GRAND, XIAN

Hotel Building History starting from

1917

103.1

2024 YTD RGI

71

rooms, including 27 suites

97.87

2024 YTD RPS, #1 in compset

Sofitel Legend People's Grand Hotel is a one-of-a-kind, luxury heritage address for discerning travelers visiting Xi'An.

Located in the heart of the ancient city, the architectural grandeur of the French and Sino-Russian-style building beckons guests to step back into history.

Walk through the immaculate hallways while listening to captivating stories that the walls have witnessed – the hotel is part of Xi'An's storied heritage. The Sofitel Legend People's Grand Hotel is a true gem in the seat of China's history, a host to the world's most powerful guests, an essential stop in the heart of the cultural capital.





#### CASCO VIEJO, PANAMA CITY

Hotel Building History starting from

1917

196.5

2024 YTD RGI

157

rooms, including 35 suites

94.05

2024 YTD RPS #1 in compset

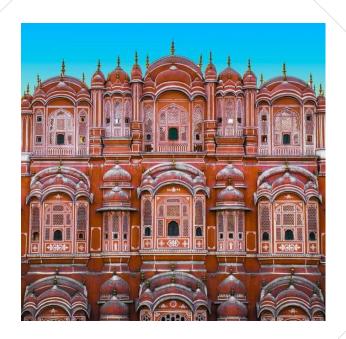
Located in the UNESCO-protected area of Panama City – the Casco Viejo (old town) – Sofitel Legend Casco Viejo Panama was once the site of the former and revered Club Union of Panama – the most exclusive and elegant social hub for Panama's elite – frequented by several legendary personalities throughout history, including Albert Einstein, Queen Elizabeth II, and Helen Keller, to name a few.

Originally built in 1917, the former Union Club was bombarded and abandoned in the 1989 invasion. Today, the historical building is coming back to life as the Sofitel Legend Panama Casco Viejo, bringing undeniable French savoir-faire and joie-de-vivre back to Panama City.

### A renewed interest...







Jaipur



Giza

3 new signings in 2024





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

This is our Purpose.



## A GLANCE AT ACCOR PORTFOLIO

Open & in the pipeline

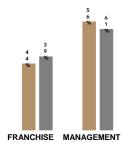
+7000 +1,083,000 **HOTELS ROOMS** 

Accor network\*

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

Accor pipeline\*

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



**EUROPE & NORTH AFRICA** NETWORK **PIPELINE** 

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

14%\* 25%\*

+ 2,400 Hotels under management contract

+ 3,300 Hotels under franchise contract

#### **GREATER CHINA**

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

11%\* 13%\*

#### MIDDLE EAST AFRICA

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

#### **ASIA & PACIFIC**

PIPELINE NETWORK 283 H. 65,361 R.

**AMERICAS** 

**NETWORK** 

103,728 R.

558 H.

**PIPELINE** 

138 H.

19,711 R.



# A GLIMPSE INTO OUR LUXURY

PORTFOLIO

Open & in the pipeline

+550 +119,000
HOTELS ROOMS

**Luxury & Lifestyle network\*** 

382 85,668

HOTELS ROOMS

Luxury & Lifestyle pipeline\*

168 33,730 ROOMS

29% 16%\* AMERICAS

NETWORK PIPELINE 72 H. 14 H. 24,983 R. 5,332 R. N°2 Accor is the second global player in the world

40% Pipeline represents 40% of existing network in rooms

WELL balanced footprint

20%\* 14%\*

#### **EUROPE & NORTH AFRICA**

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

32% \* 50% \*
ASIA PACIFIC & GREATER CHINA

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

19%\* 21%

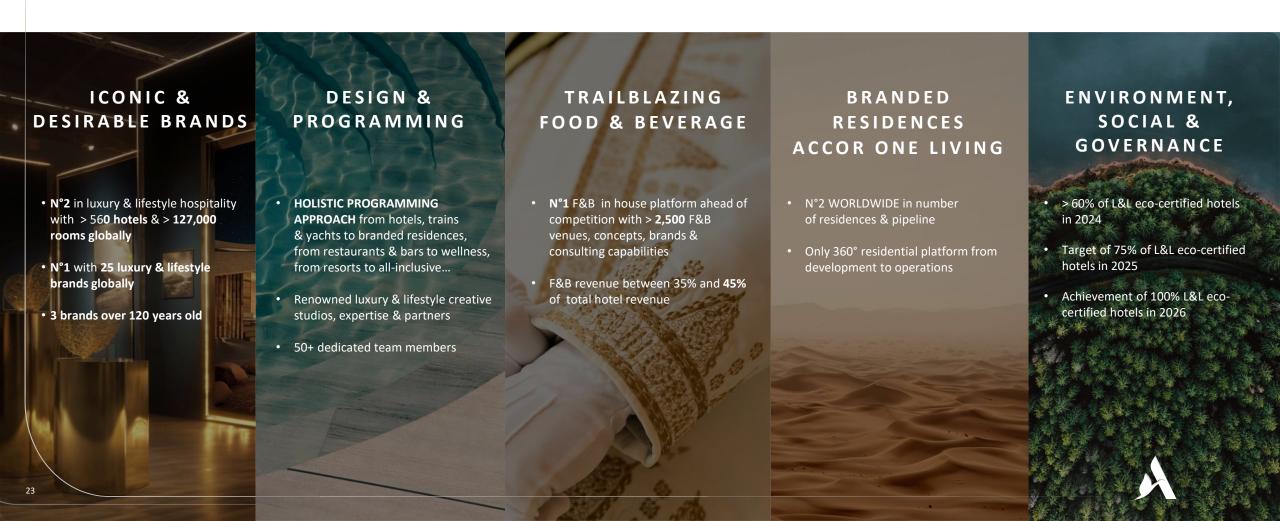
#### MIDDLE EAST AFRICA

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

ll figures as of end of December 2024

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

### OWNER VALUE PROPOSITION



### 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

COLLECTION

Ultra Luxury









Entry Luxury

24

Highly Curated Perfectly Defined

Finely Adaptive

# THE ART OF DESIGN & PROGRAMING

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 Studie

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-of

Brand & Design Standards Immersion

Operational Planning FoH/HoH zoning, staffing guide

Architecture & Interior Desigr Lighting/Graphics/Art

**Engineering & Sustainability** 

Food & Beverage Sanqueting & Events

Wellness Gym & Spa

OS&E / FF&E / EQS / EQT\*

Value Engineering

#### CONSTRUCTION

Samples & Mock-up Reviews

Supplier & Manufacturer visit

Design Development Package reviews

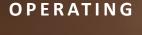
Tender & Procurement

Site Inspections

**Quality Control** 

Testing & Commissioning ~

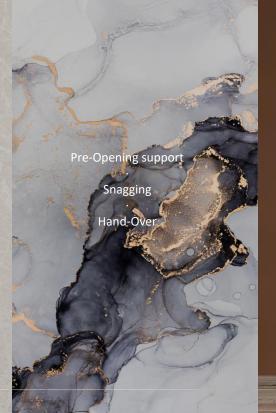
#### HAND-OVER



CapEx\*\* planning

Asset Repositioning

Continuous Relationship



All figures as of end of September 2024 \*Operating Supplies & Equipment / Fixtures, Furniture & Equipment / Specialized Equipment (IT) / Technical Equipment (Fit out) \*\* Hotel Capital Expenditures

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

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

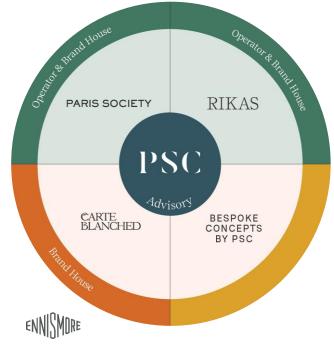
Between 35% to 45% F&B contribution to total hotel revenue

#### 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.

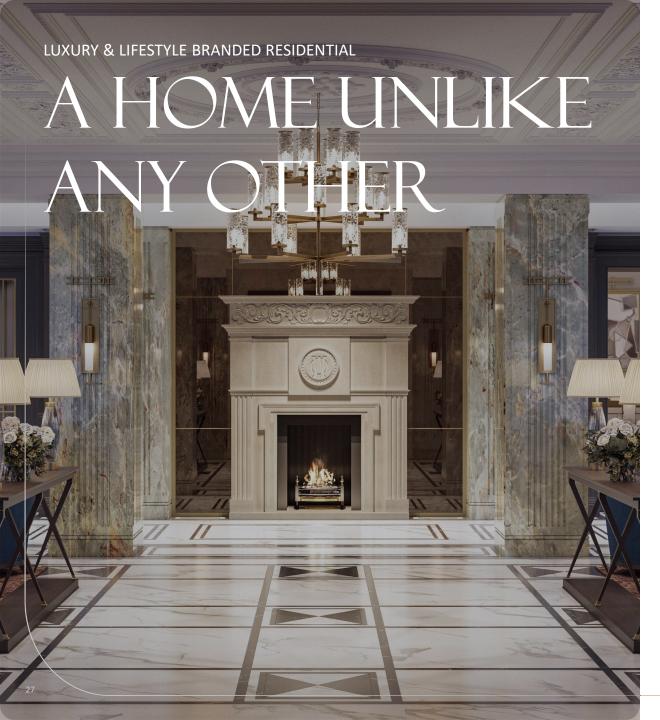
#### POTEL CHABOT

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



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.





#### 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.

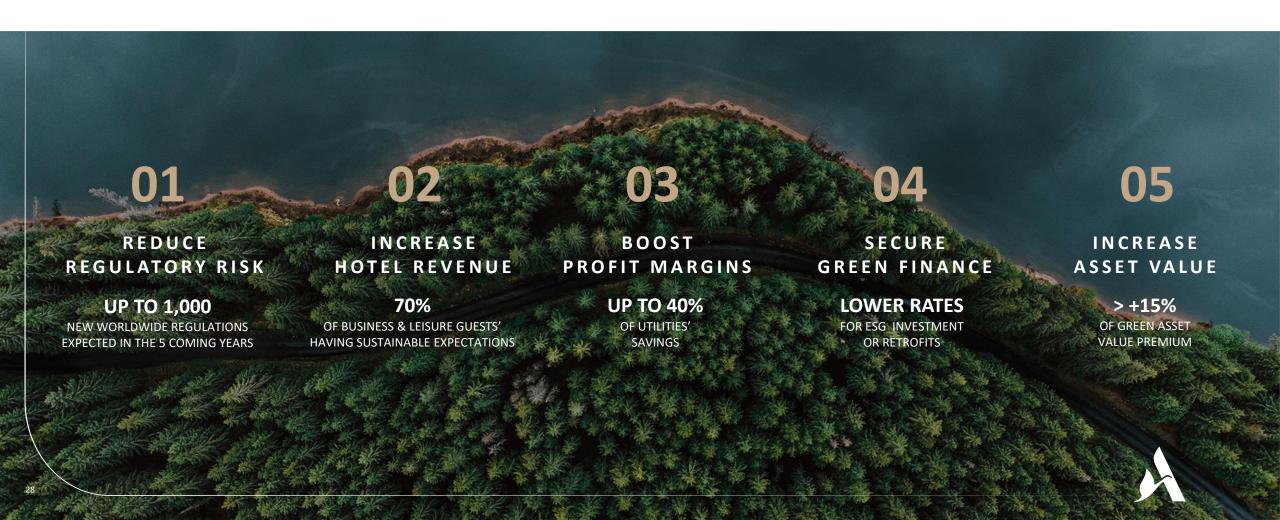


All figures as of end of December 2024

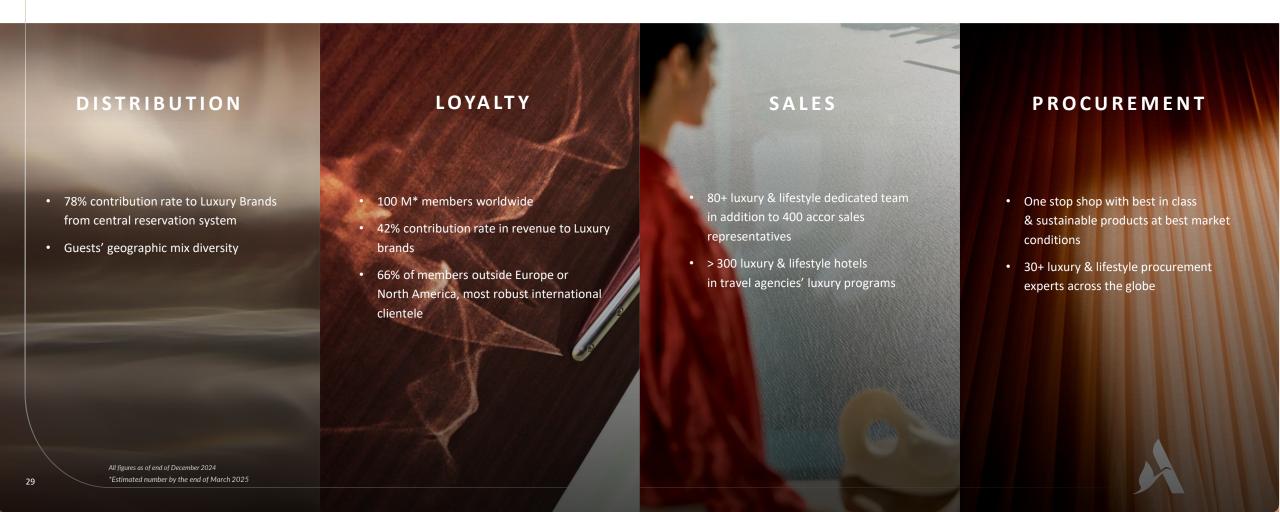
<sup>\*</sup>Based on branded residences for Luxury & Lifestyle and Premium , Midscale and Economy brands : 4. Network and 131 Pipeline worldwide across 26 brands.

<sup>\*\*41</sup> Luxury & Lifestyle Branded Residences and 5,900units & owners in the Network, 81 Luxury & Lifestyle Branded Residences and 12.900 units & owners in the Pipeline.

# SUSTAINABILITY BY NARRATIVE



## UNRIVALED SCALABILITY



**SALES** 

160K+

Managed

accounts

**DEVELOPS SALES REVENUE** 

> 400+

Accor sales

the world

representatives

spread all over

## TEL BUSINESS DEVELOPMENT OPPORTI INITIES

#### ACCOR DIRECT WEB

18

Brands.com

websites

**MAXIMIZES HOTEL** DIGITAL NET REVENUE

300M +

Visits per year

23%

ACCOR LIVE LIMITLESS

#### LOYALTY

DRIVES INCREMENTAL STAYS AND RETAINS DEMAND

42%

100

100M+\*

loyalty contribution rate in revenue Local & global partnerships

> 80+

Luxury &

experts

Lifestyle sales

Members

42%

**78**% LUXURY & LIFESTYLE

CENTRAL RESERVATION SYSTEM\*

**REVENUE MANAGEMENT** 

> LEVERAGES REVENUE MANAGEMENT SYSTEMS POWER

+3%

1,200

Incremental revenue (independent hotels ioining Accor)

RM experts around the world

**OTAS** 

**NEGOTIATES ATTRACTIVE** COMMERCIAL CONDITIONS

65M€

46%

international

flows

20

Partnerships

>35M **Room Nights** 

Investment in data in 5 years

with major OTAS

#### DIGITAL MARKETING

ATTRACTS & ENGAGES CUSTOMERS

1,6Bn

6Bn

Emails sent to

SoMe Impressions

customers per year

#### **CONTACT CENTRES**

**ACCELERATES BUSINESS** AND IMPROVES CUSTOMER SATISFACTION

1,000

**17** 

**7M** 

People covering Languages Requests all time zones over 12 locations



### ALL LOYALTY PROGRAM

100M\* OF ALL LOYALTY MEMBERS WORLWIDE

#### 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**

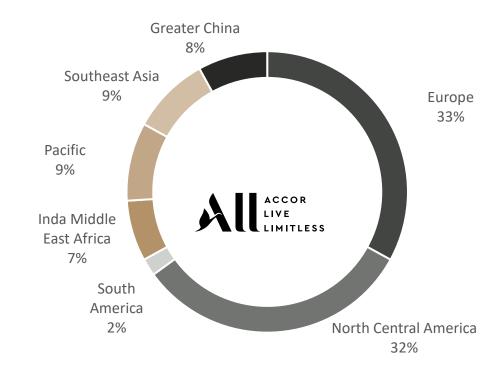
Earn & redeem points with global partnerships around our guests' three main passions: sport, F&B and entertainment.







#### 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



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

## 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



