

WELCOME TO NOVOTEL

# A modernist pioneer

Anticipating the needs of tomorrow to be the ultimate destination for family, friends and business travelers





WHY NOVOTEL?

DELIVERING CONSISTENT PERFORMANCE

# Profitable Business Model

# Loved brand by families and business travellers

- Join the #1 midscale brand\* in terms of market penetration & awareness
- Benefit from adaptive design programming to meet your capex plan
- Resulting in strong brand performance and high GOP margin
- Maximize your occupancy rate by catering to both business and leisure guests
- Bring families and friends together during leisure periods
- Enable business guests to work smart(er) not harder, with leading F&B, hybrid working spaces and MICE
- Offer to all a balanced lifestyle to sleep, relax and reenergise

### Powerful Distribution Eco-system

- Leverage Accor's sales, marketing, distribution & loyalty platform from day 1
- Connecting you with valuable global business & directly contributing 79% of your room revenue

# Profitable business model

Chapter

Topline Investment EVITDA

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■ HILTON GARDEN INN

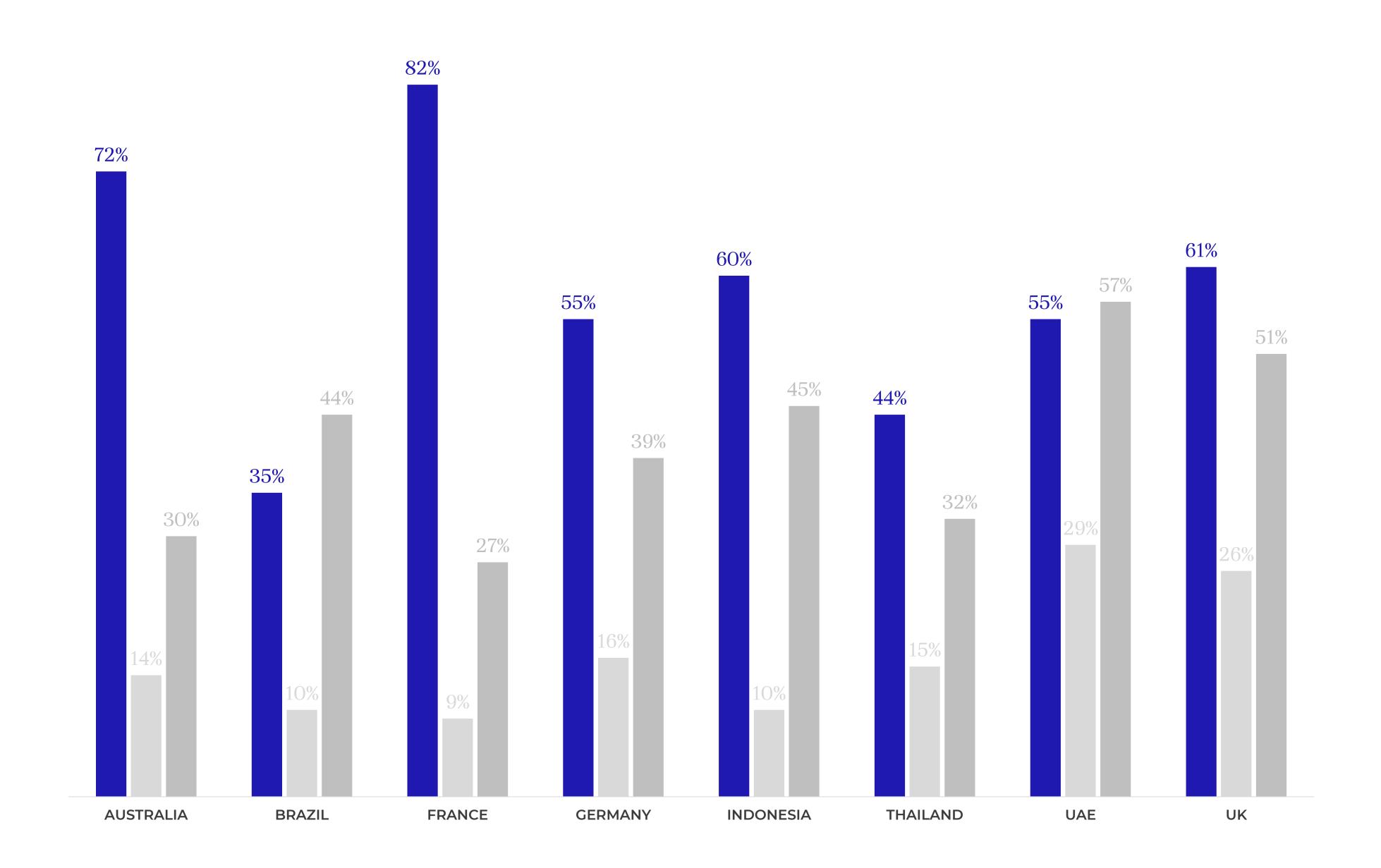
### TOPLINE

Best brand
awareness in key
countries vs
competition

50%

NOVOTEL AVERAGE AWARENESS IN KEY COUNTRIES

vs Hilton Garden Inn - 16% Courtyard By Marriott - 41%



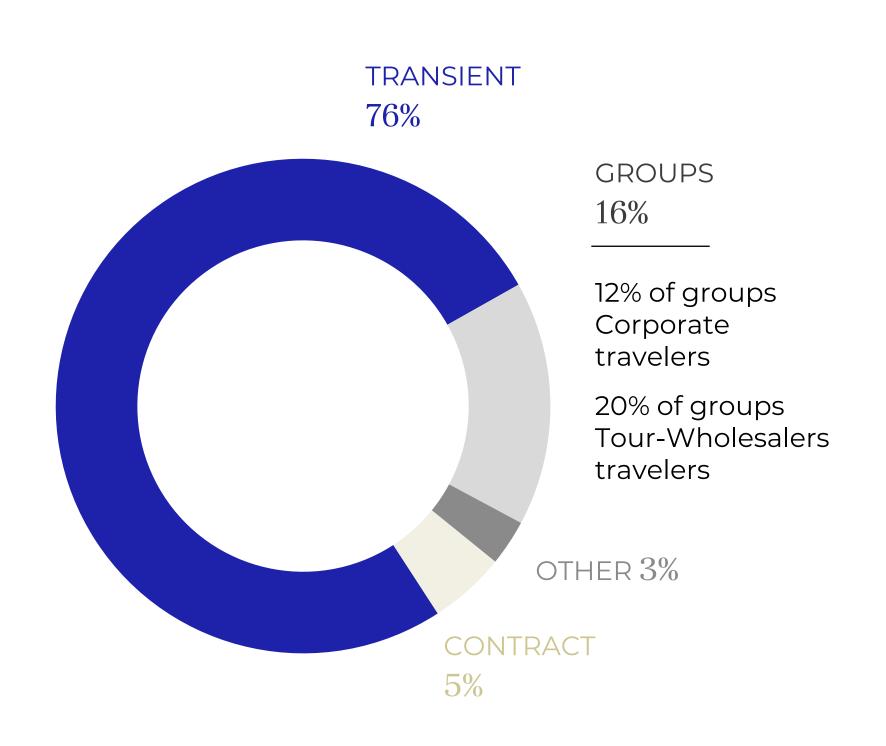
COURTYARD

NOVOTEL



### TOPLINE

# Resulting in 76% of revenue generated by transient individuals







#### **TOPLINE**

With a global footprint of 786 hotels open and in the pipeline

STRONG BRAND PENETRATION

#1

MARKET-SHARE OUTSIDE US

7% Americas
50 8
8,880 1,379

36% Europe & North Africa

303 39

49,221 6,679

38% Middle East, Africa, Asia, Pacific

178 76 41,142 17,411

 TOPLINE

### Adaptative Design concepts

4 concepts with different capex levels to find the best programming for your project.



RF STUDIO



### **PREMIUM**

PROGRAMMING Recommended for AAA locations



### **STANDARD**

PROGRAMMING



### **ALTERNATIVE**

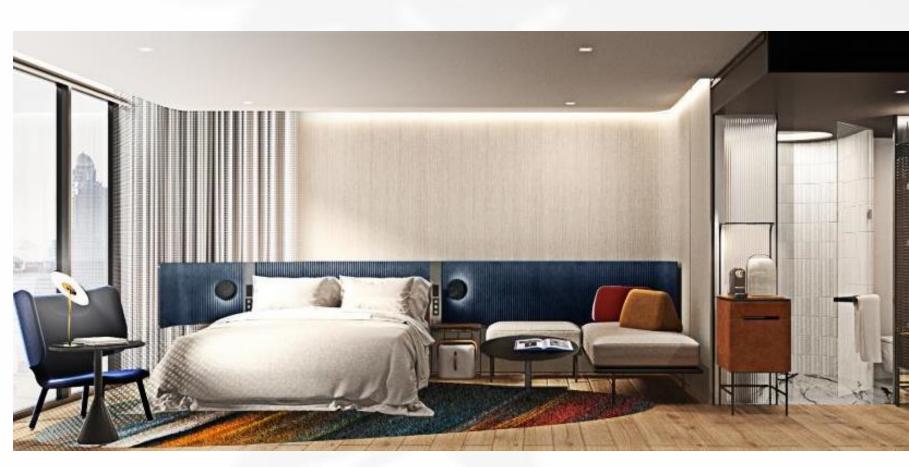
PROGRAMMING Open for conversions and new builds in BBB / CCC locations



SUNDUKOVY SISTERS



METRO



**HYPOTHESIS** 

# Loved Brand

Chapter

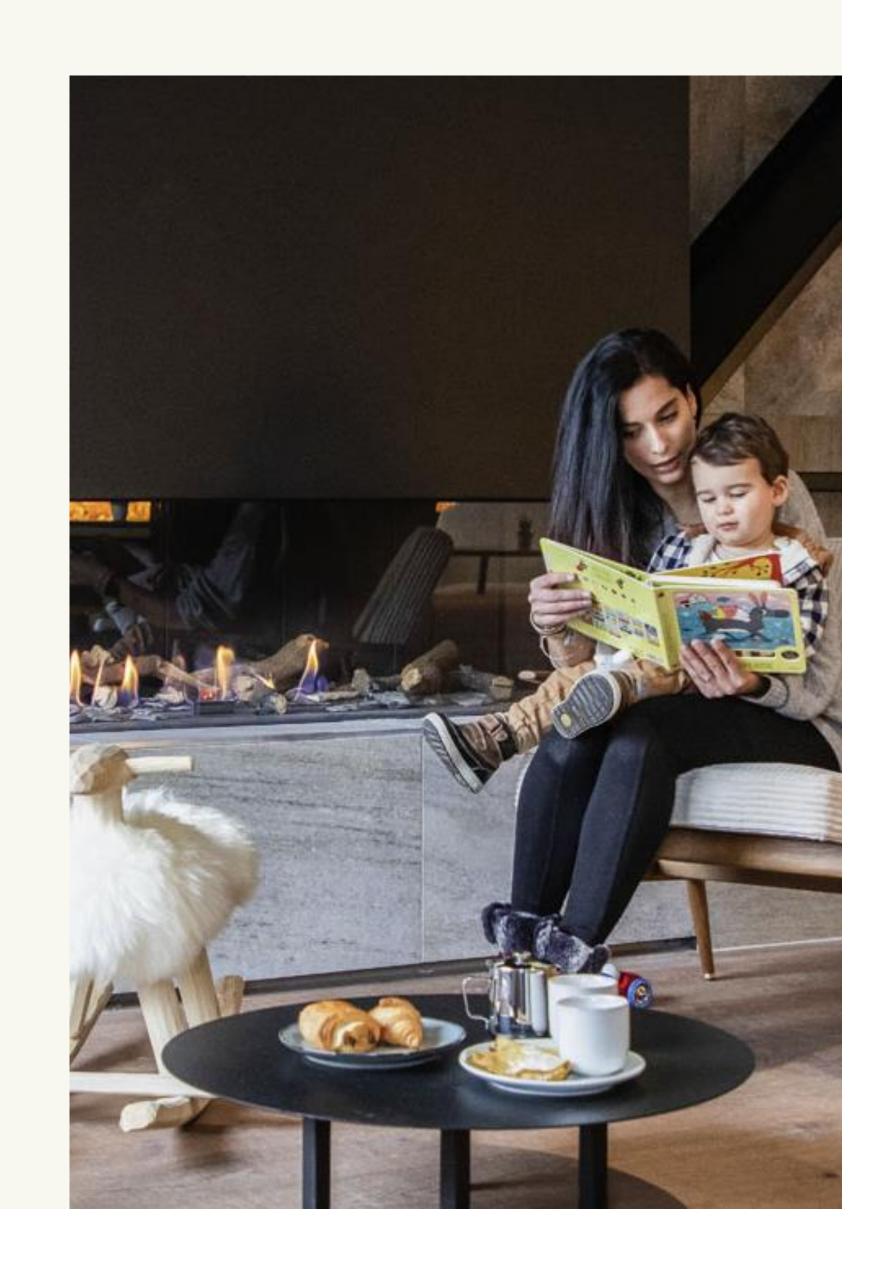
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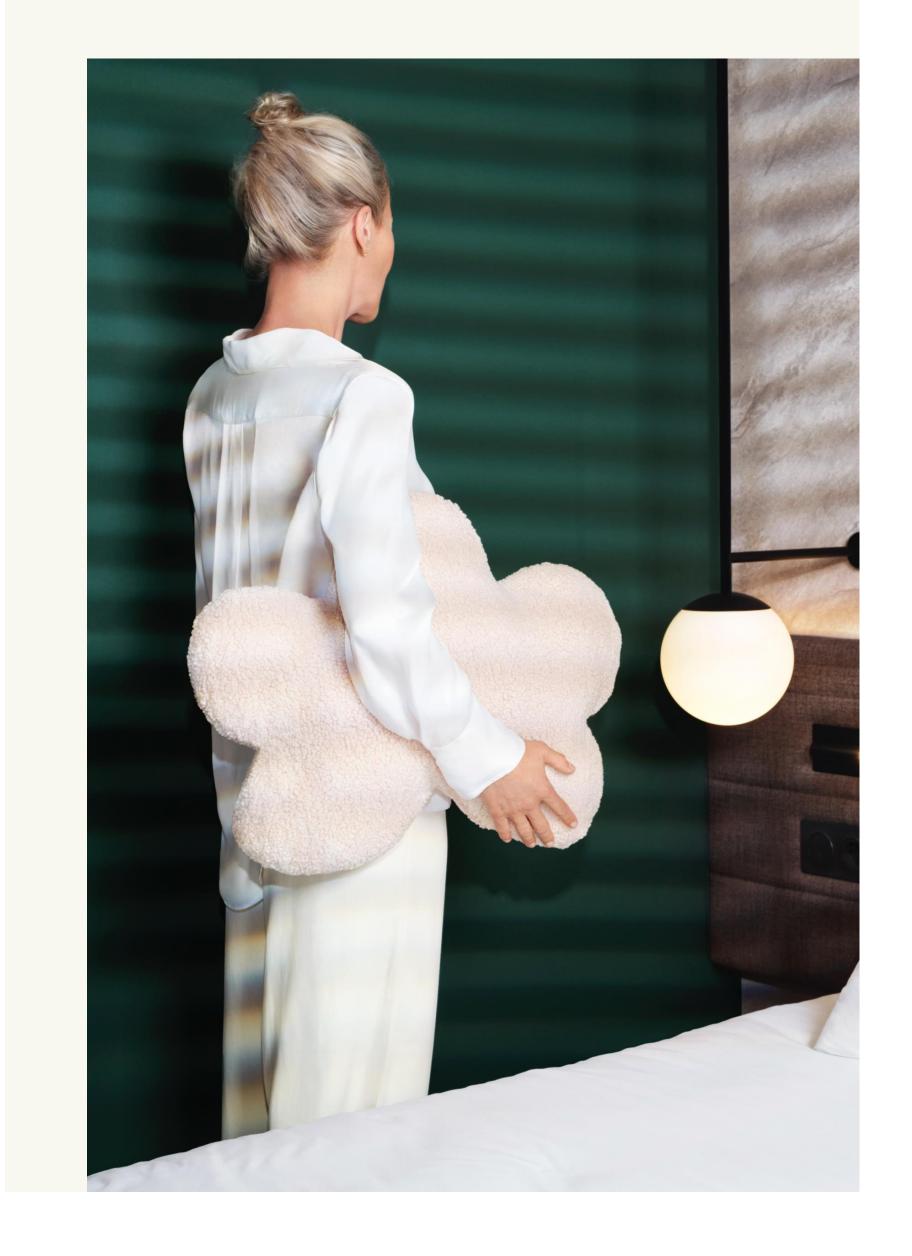
Brand positioning
Brand Movie
Top 3 USPs

#### **BRAND POSITIONING**

### Novotel Life in Balance

Novotels' are intuitive spaces rooted in innovation & boldness, offering affordable, high-quality experiences to families and business travelers.

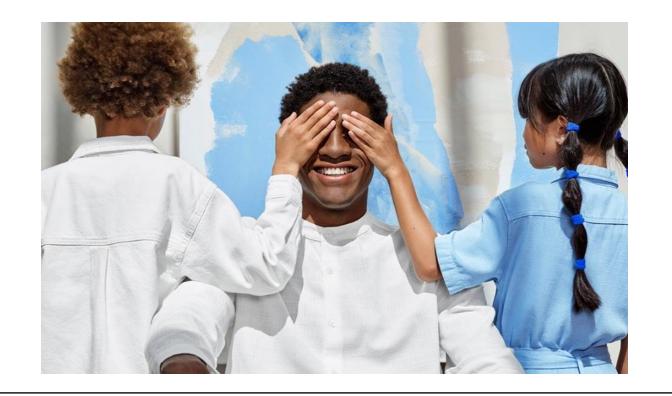






TOP 3 USPs

# Our promise to leisure and business guests



Novotel Brings Family & Friends together



Novotel enables you to work smart(er) not harder



Novotel allows you to rebalance and refuel

USP #1



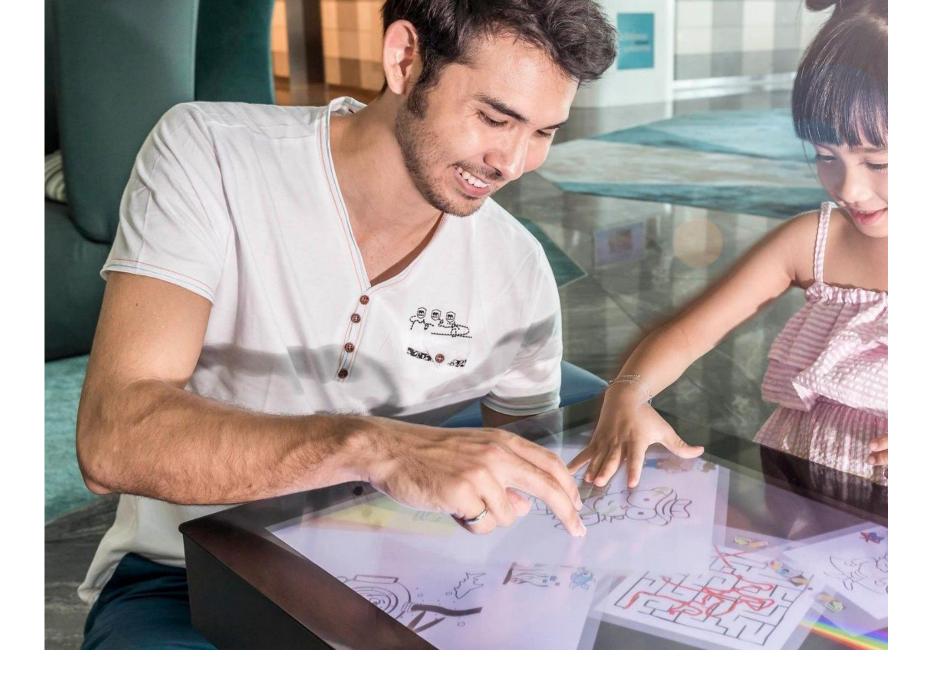
Novotel welcomes over 2 million children a year. Appealing to families through:

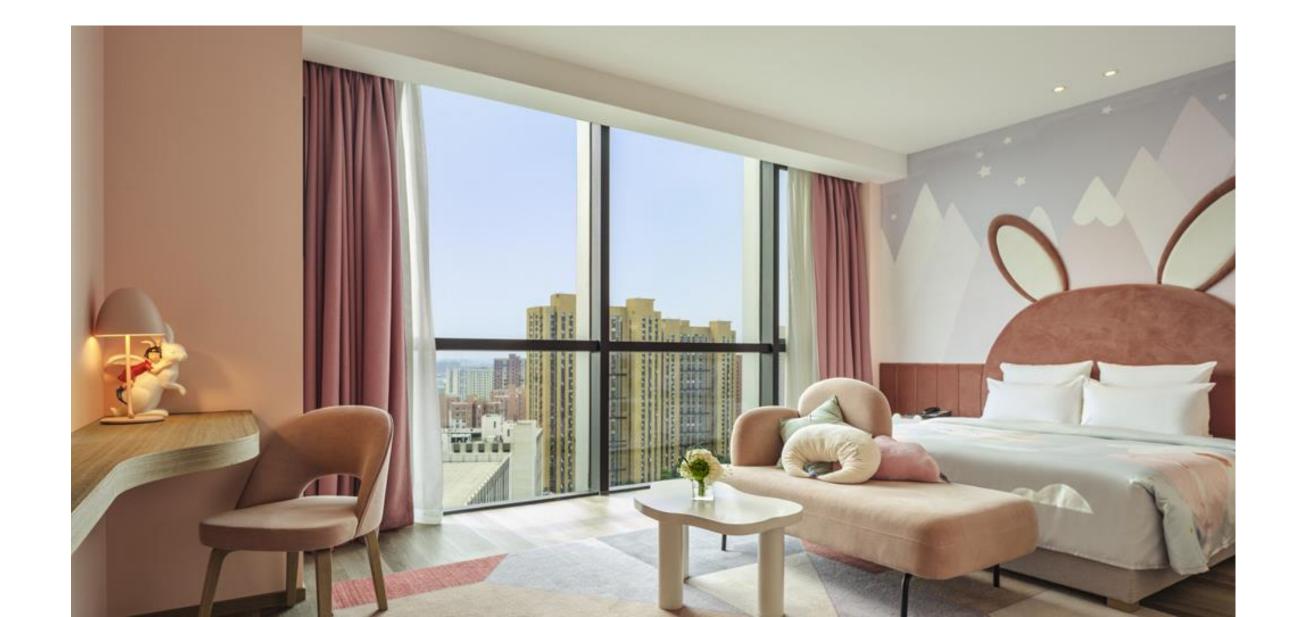
Complimentary stay & breakfast for children Adaptable room types designed for families Tailored service & hotel amenities

#1 for Ambience

GSS\* score at 83 vs competitors 81







USP #2



All day dining Food & Beverage to indulge yourself with comfort & healthy options

Hybrid-coworking spaces to meet your business needs throughout the day

Medium-sized MICE spaces and hybrid rooms designed to guarantee a productive and stress-free stay

#1 for food

GSS\* score at 85 vs competitors 84

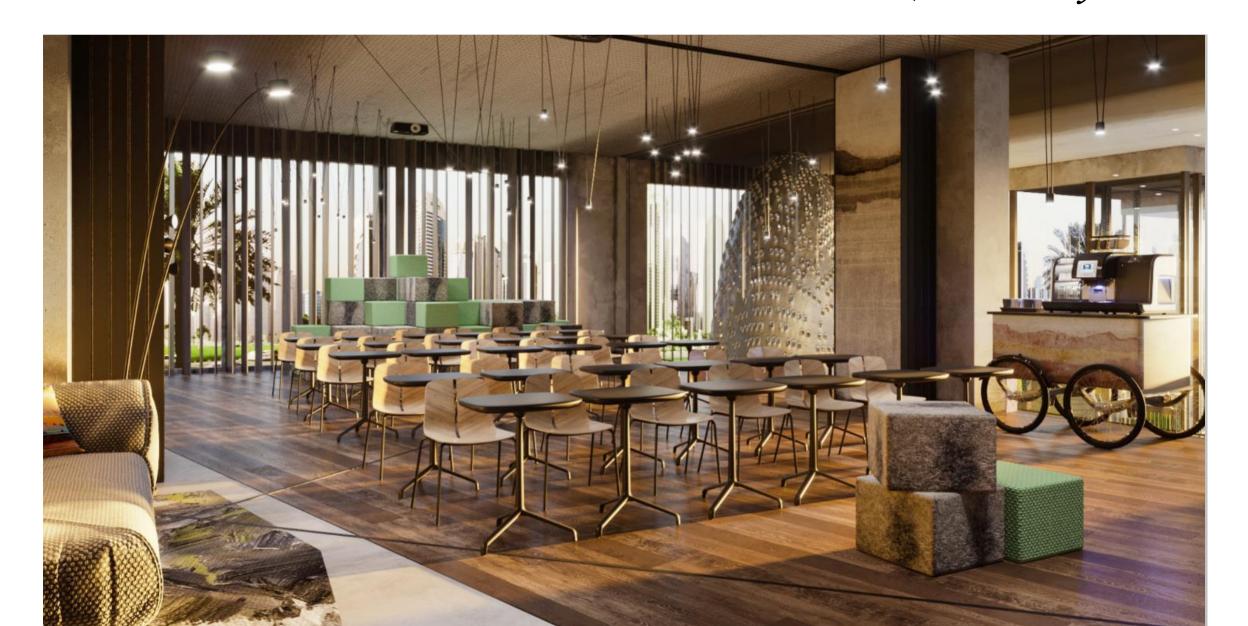


Social Hub, *Metro* 

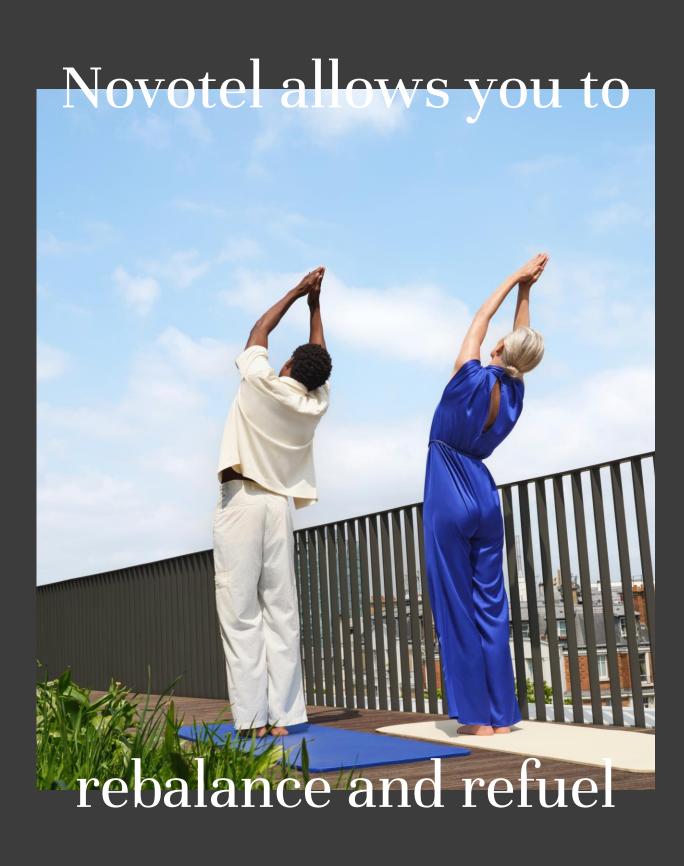


Meeting Room, RF Studio

### Work Environment, Sundukovy Sisters



USP #3

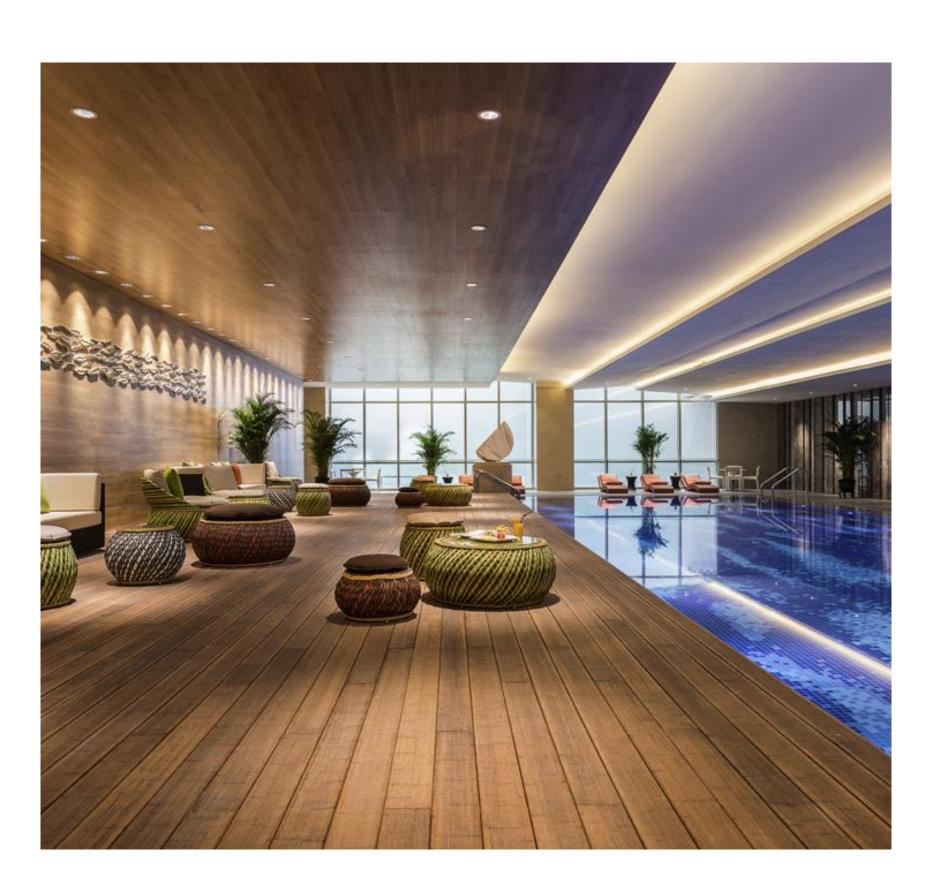


Fitness, Pools & Spa Relaxing & energizing places for busy business travelers and families Novotel x Calm Partnership

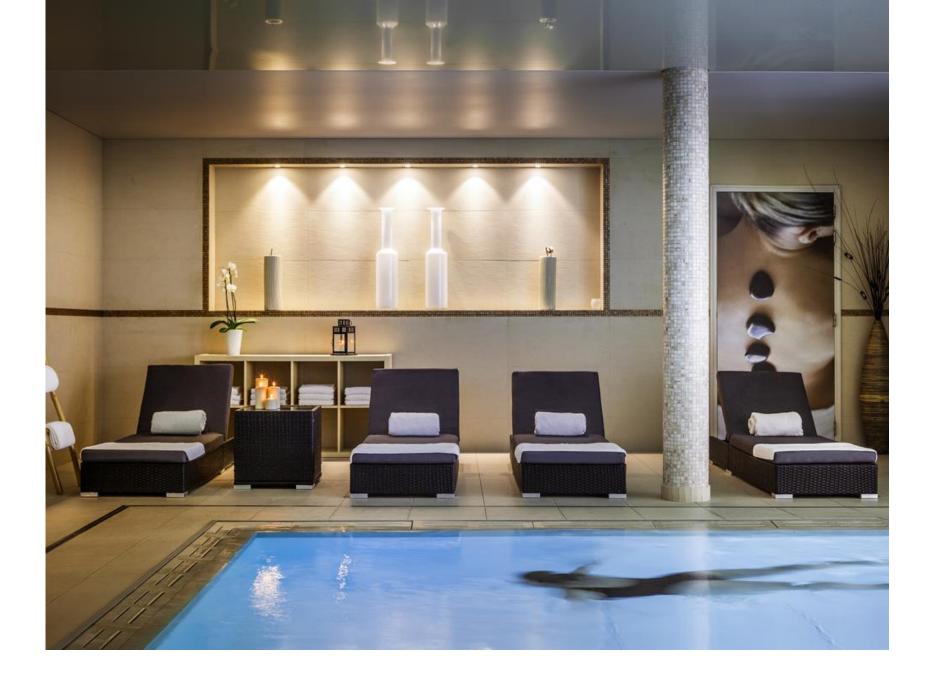
Digital tools for unwind & sleep better Unique Live N'Dream Bed Concept for the best night sleep

#1 for wellness & leisure

GSS\* score 83 vs competitors 81

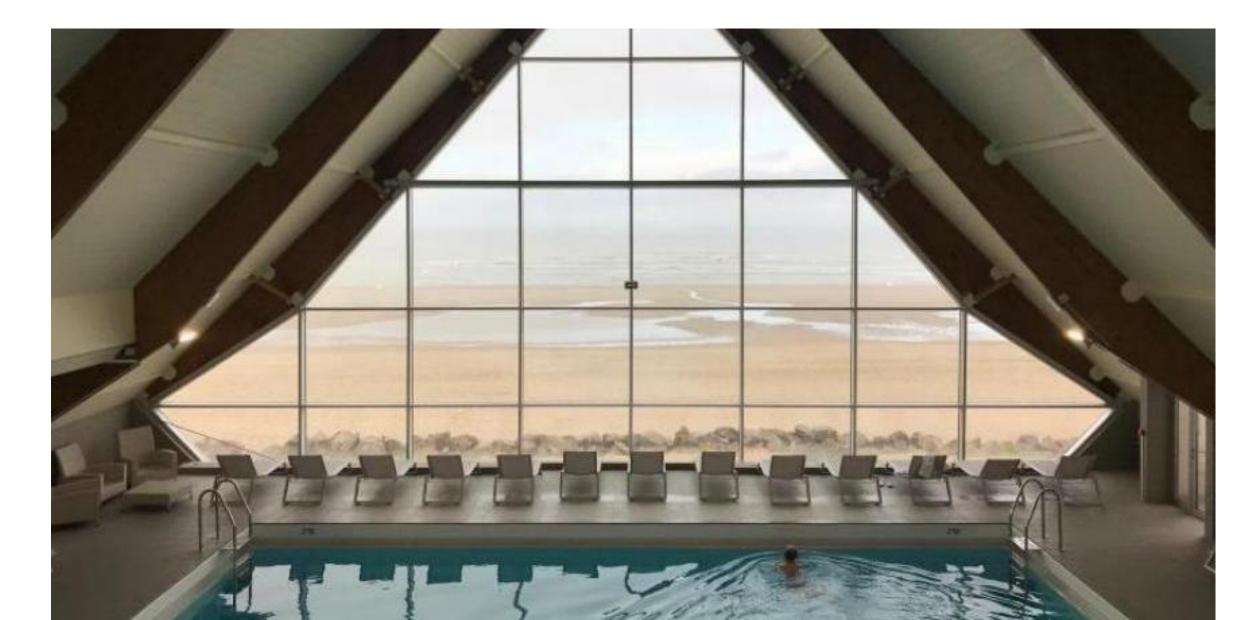


Novotel Suzhou Zip, Pool & Spa



Novotel Rennes Pool & spa

### Novotel le Touquet Thalasso







TOP 3 USPS

### Guest journey & experience

### KEY STANDARDS AT A GLANCE

Arrival & departure	Social hub	Guest room	Wellness	F&B	Meetings
Dress code Welcome gifts (kids)	Fragrance Family Zone Welcome / Living Area Food Bar Brand playlist	Executive Room Live N' Dream 20% family room Branded amenities Calm mini app	Fitness Swimming pool Spa	Novotel Breakfast All day dining philosophy Nutritious F&B	Meeting by Novotel Modular M&E 24 hour response Coworking Space

# Powerful distribution ecosystem

Chapter



Accor Sales, Distribution & Loyalty Novotel digital Sales

## 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

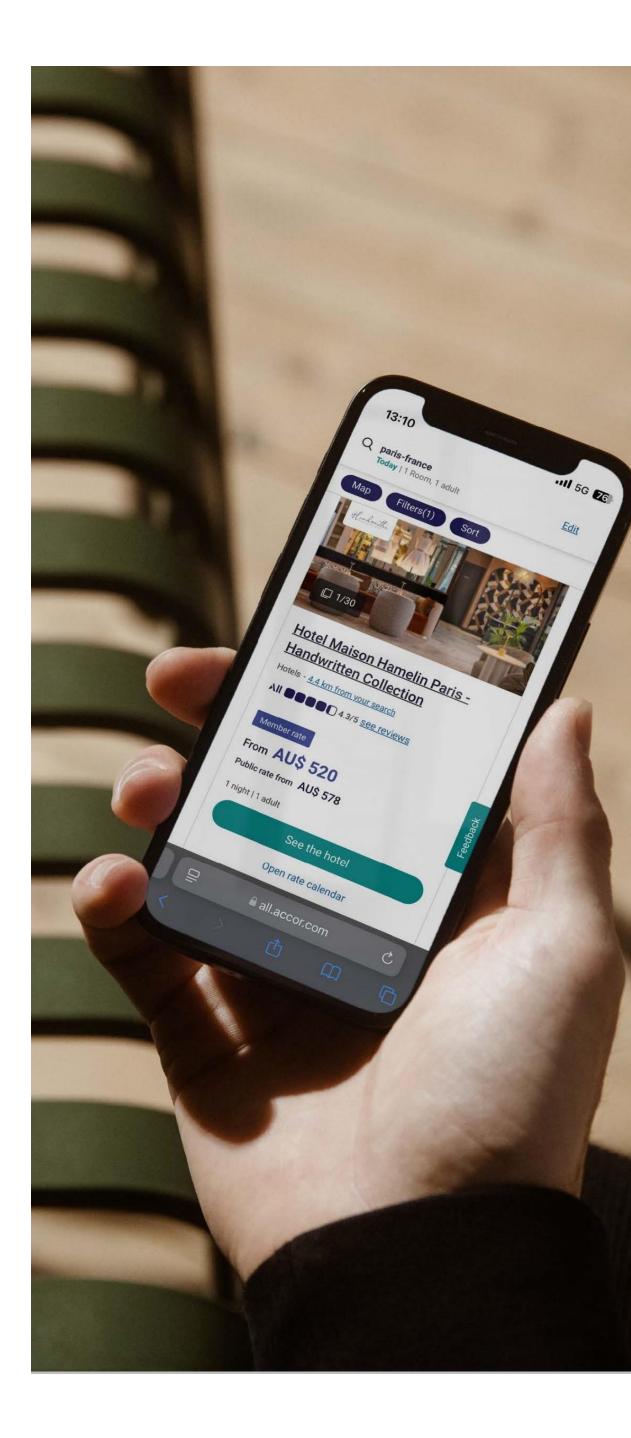
**DISTRIBUTION & DIGITAL MARKETING** 

### 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

Why invest - Novotel

#### **NOVOTEL DIGITAL SCALE**

# Boost direct sales with Novotel digital scale

NOVOTEL.COM

1,3M
Users

14
Languages

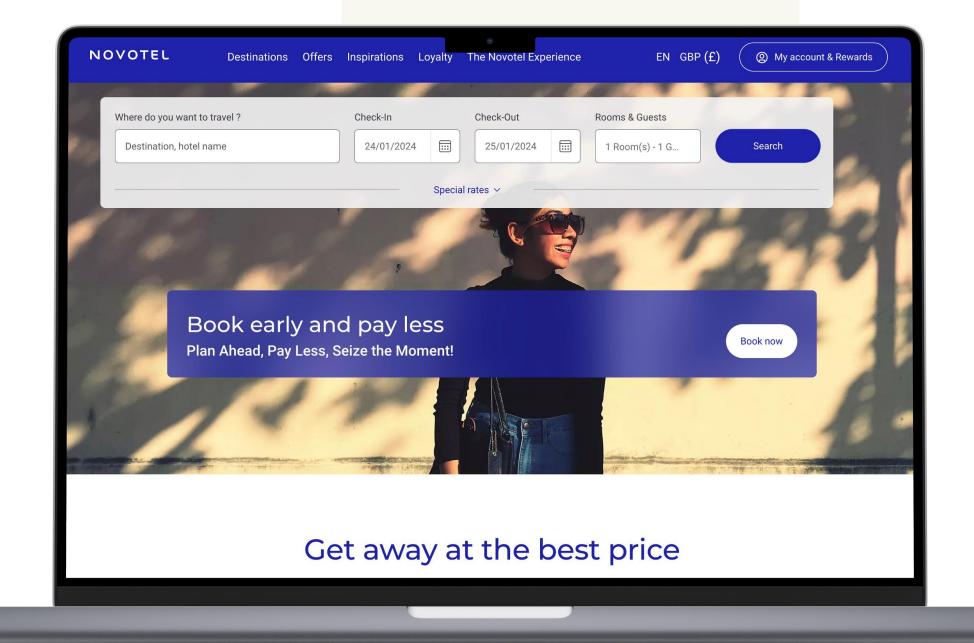
2.3%

Conversion rate

(Above hotel industry conversion rate average of 2.2%)

CRM

2,4M Contacts in CRM Novotel database in 2024



SOCIAL MEDIA AMPLIFICATION

+113k
Followers

in +220k
Followers

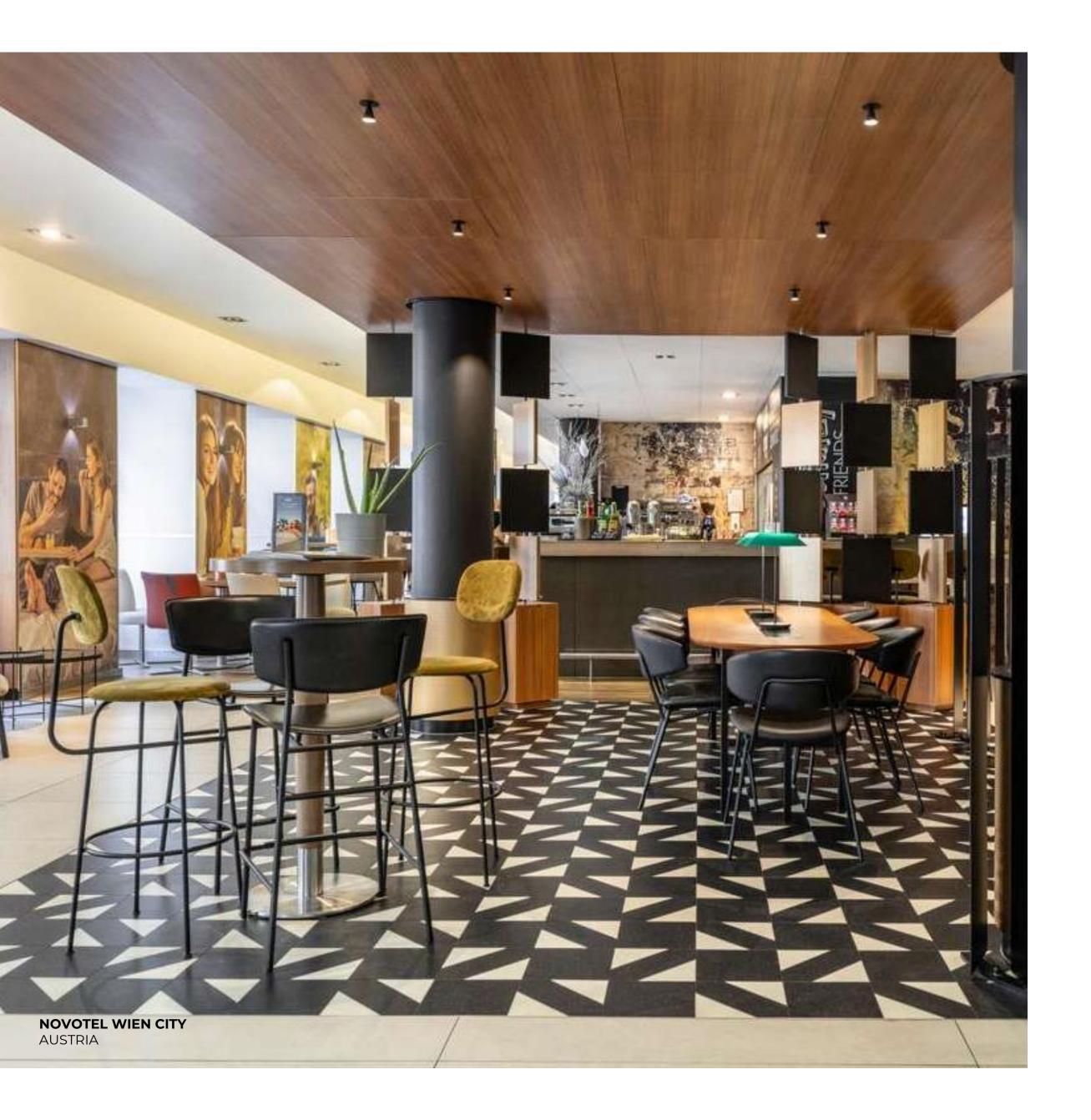
f +650k Followers +6k
Followers

Data Full Year 2024

Development Criteria

Chapter

01 Hotels Leisure & Resorts Extended Stay
Combos **NOVOTEL JUMEIRAH VILLAGE TRIANGLE DUBAI UNITED ARAB EMIRATES** 



### HOTELS

### Hotels Development Criteria

Novotel hotels fit equally new builts and conversions projects.

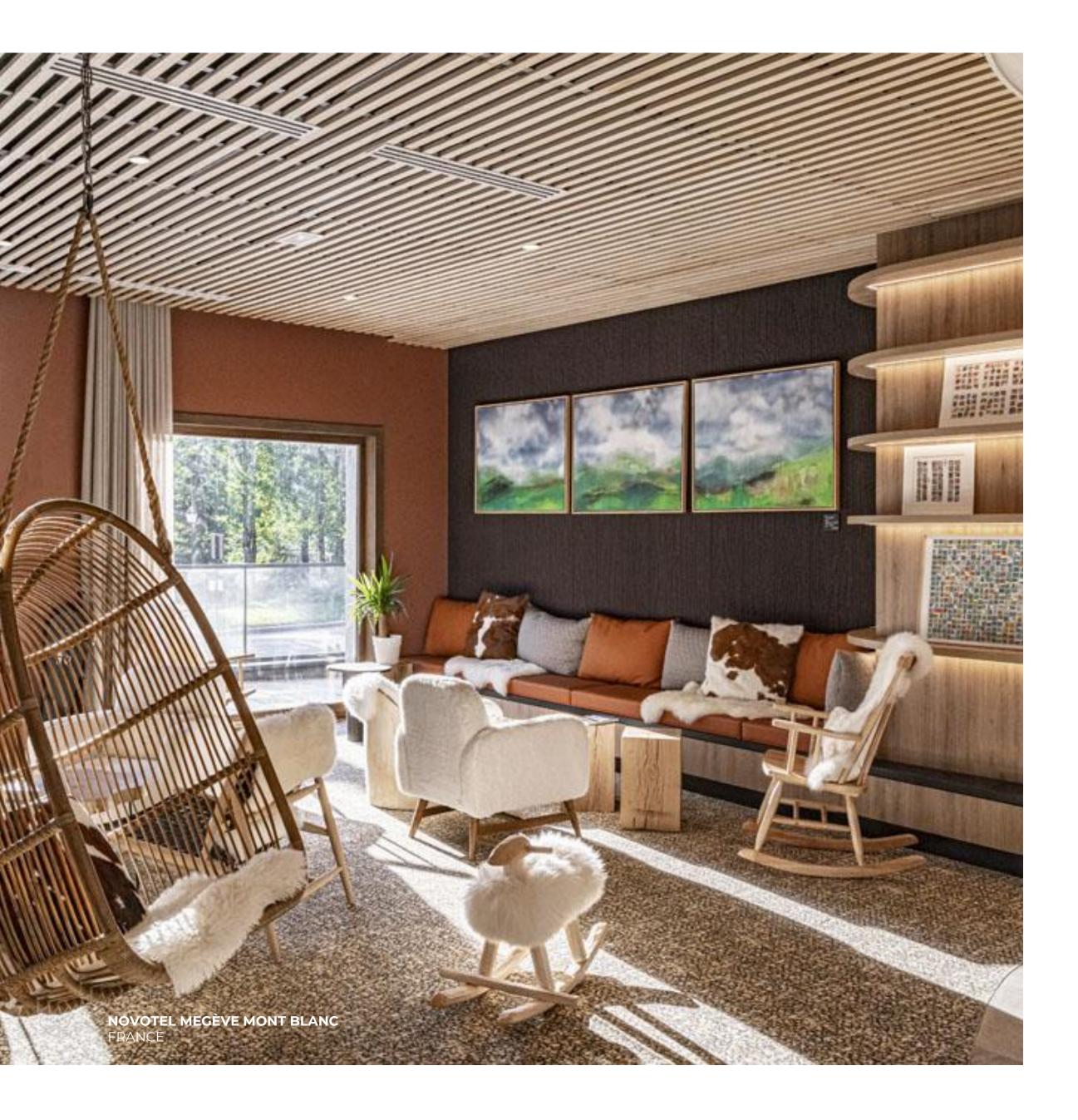
	EUROPE <sup>(1)</sup>	WW
NUMBER OF KEYS	100+	150+
ROOM SIZE	18-24 SQM	22-28 SQM
TGFA	45-60 SQM	50-70 SQM

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

MUST-HAVES	NICE-TO-HAVES
Restaurant & Bar	Wellness Area or Spa
Breakfast Buffet	Swimming Pool
Fitness	Sport Facilities
Work in the lobby	Co-working dedicated Area
Meeting Room	Business Center
Kids Corner/Room	Board room
Car Park	Ballroom
Family Room or Connecting Room	Entertainment facilities
	Junior Suite

A





LEISURE & RESORTS

## Leisure & Resorts Development Criteria

	EUROPE <sup>(1)</sup>	ww
NUMBER OF KEYS	100+	150+
ROOM SIZE	22-32 s	sqm
TGFA	60-80 9	sqm

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

#### **MUST-HAVES**

### Restaurant & Bar

Breakfast Buffet

Fitness

Wellness Area or Spa

Sport Facilities

Kids Corner/Room

Kids Club

Outside Space

Entertainment Facilities

Car Park

### **NICE-TO-HAVES**

Second Restaurant

Addtional bespoke bar

Grab & Go

Swimming Pool

Work in the lobby

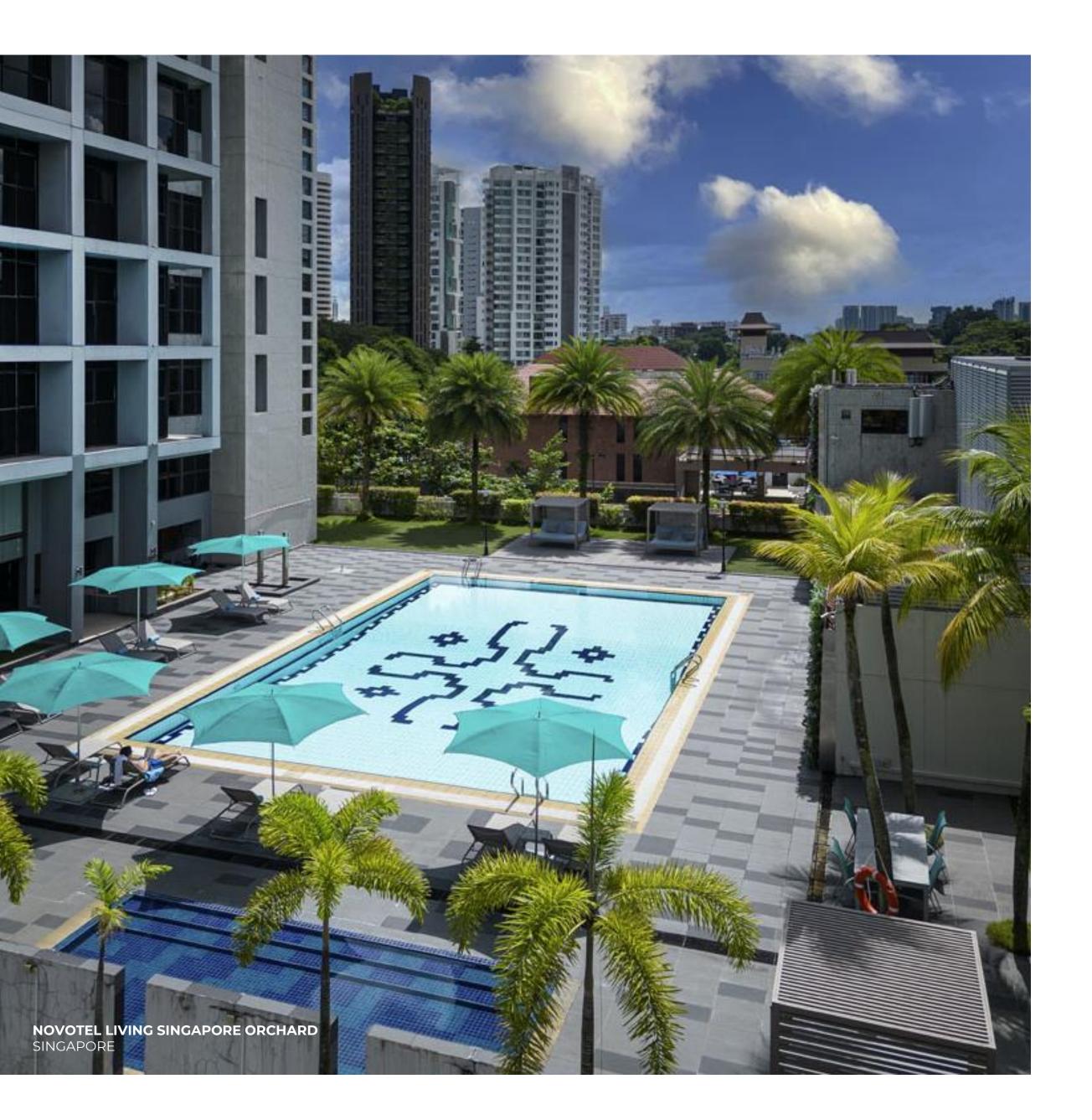
Meeting Room

Ballroom

Laundry Room

Retail shop





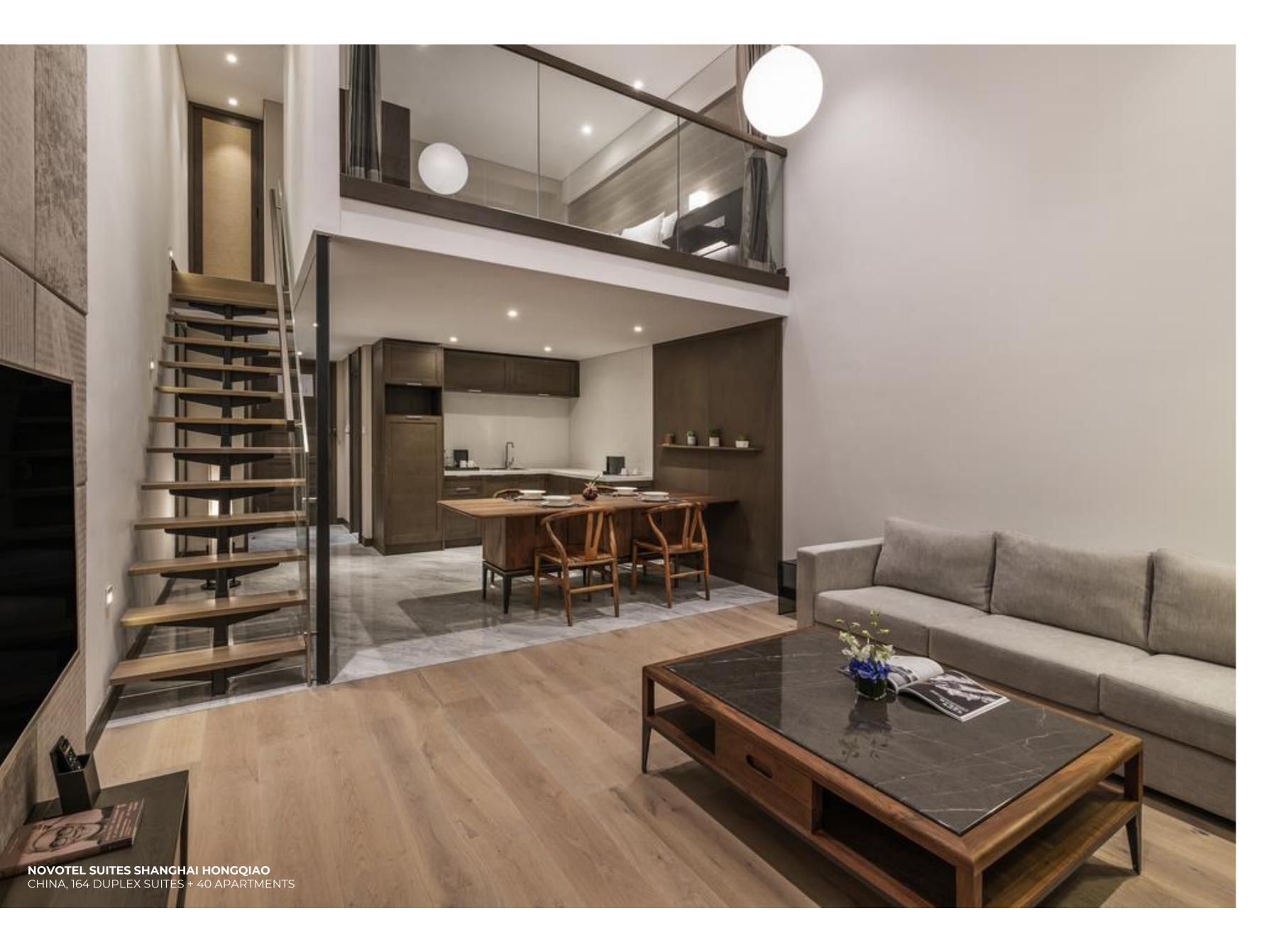
**EXTENDED STAY** 

### Extended Stay Development Criteria

	WV	V
NUMBER OF KEYS	150 <sup>-</sup>	+
	Guest Room (Standalone Living)	24 sqm
ROOM SIZE	Studio	25-32 sqm
	1 Bed	40-50 sqm
	2 Beds	60-68 sqm
TGFA	50 sc	ım

MUST-HAVES	NICE-TO-HAVES
Lobby Bar	Breakfast Buffet
Grab & Go	Restaurant
Shared Kitchen	Spa & Swimming Pool
Fitness	Sport Facilities
Work in the lobby	Co-working dedicated Area
Executive Lounge	Business Center
Laundry Room	Meeting Room
Kids Corner/ Room	Board Room
Car Park	Ballroom





COMBOS

### Mixed-use developement

Strong ROI for mixed-use projects combining Novotel hotel with:

EXTENDED STAY

NOVOTEL

• BRANDED RESIDENTIAL



• COWORKING

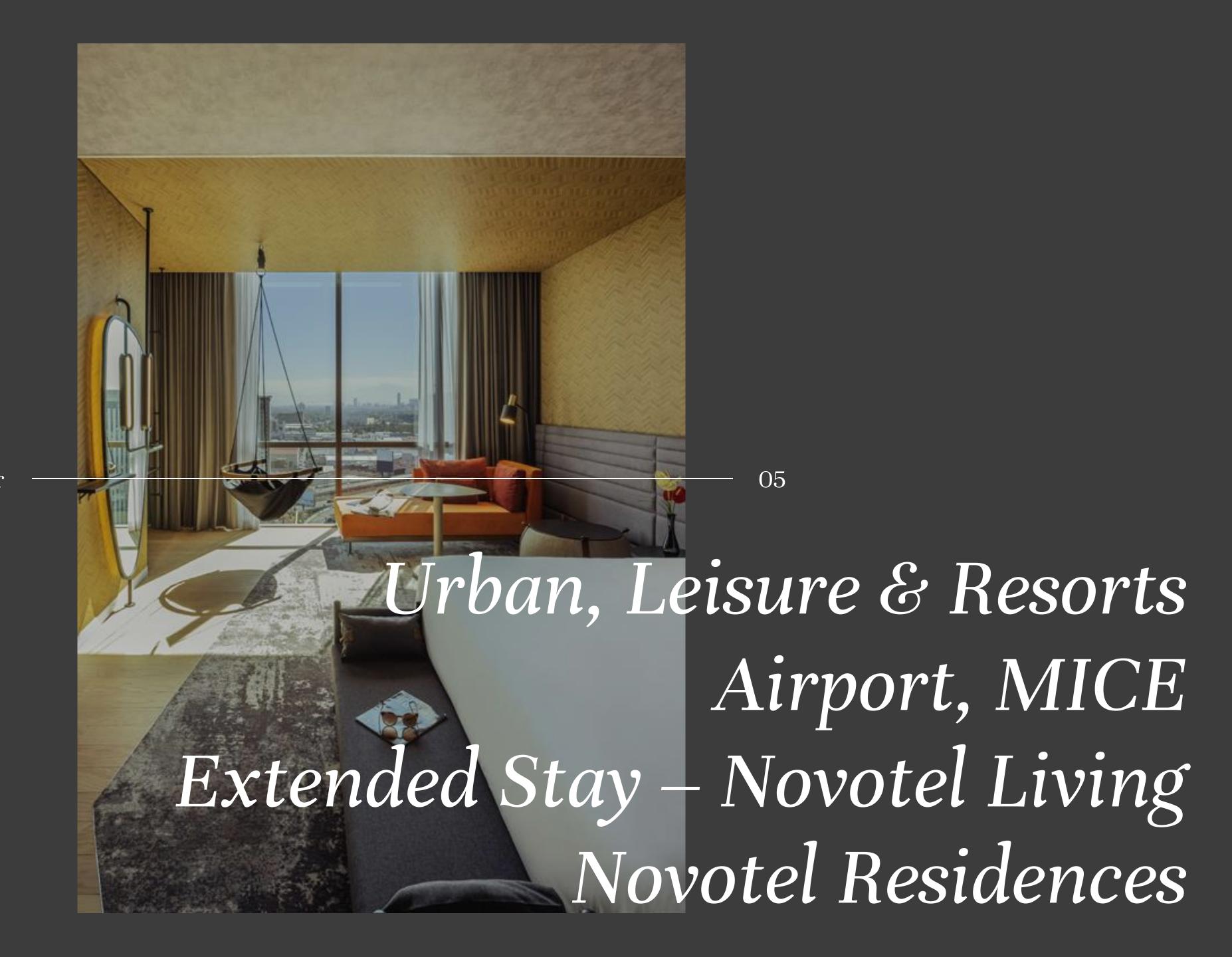


 COMBO WITH ECONOMY OR PREMIUM BRAND



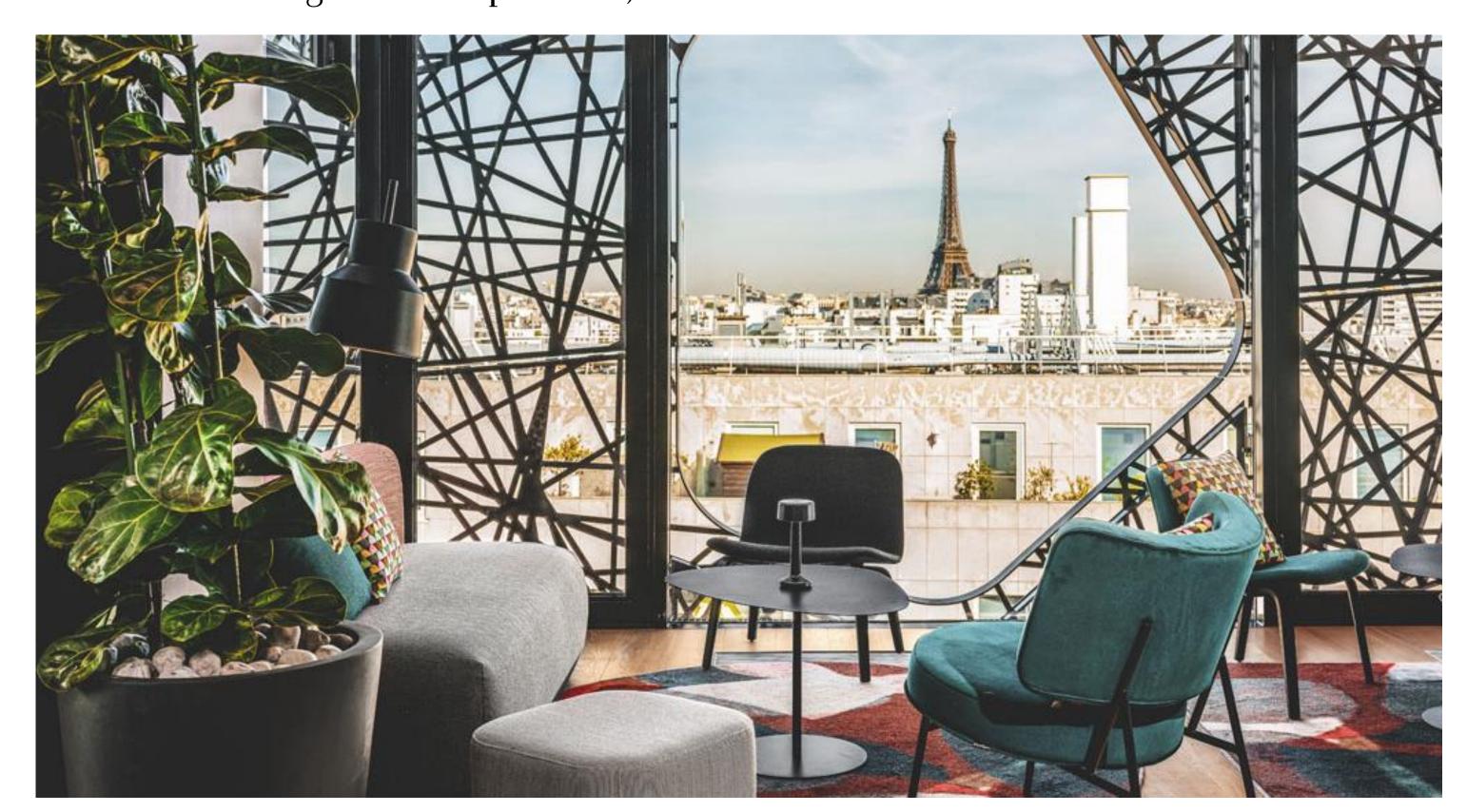
### Novotel Network

Chapter





### Novotel Paris Vaugirard Montparnasse, France

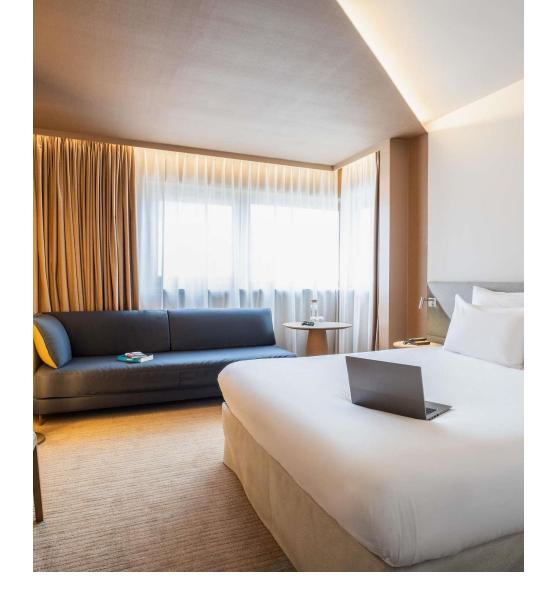




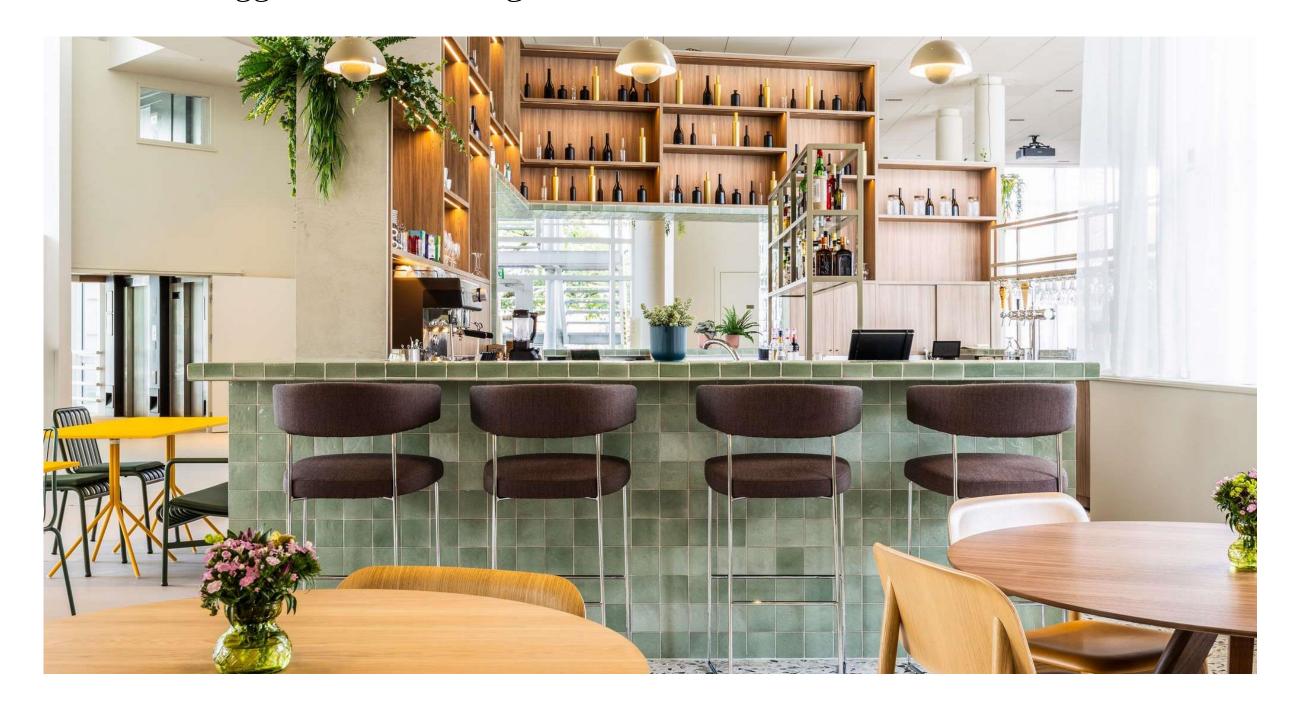
187 rooms





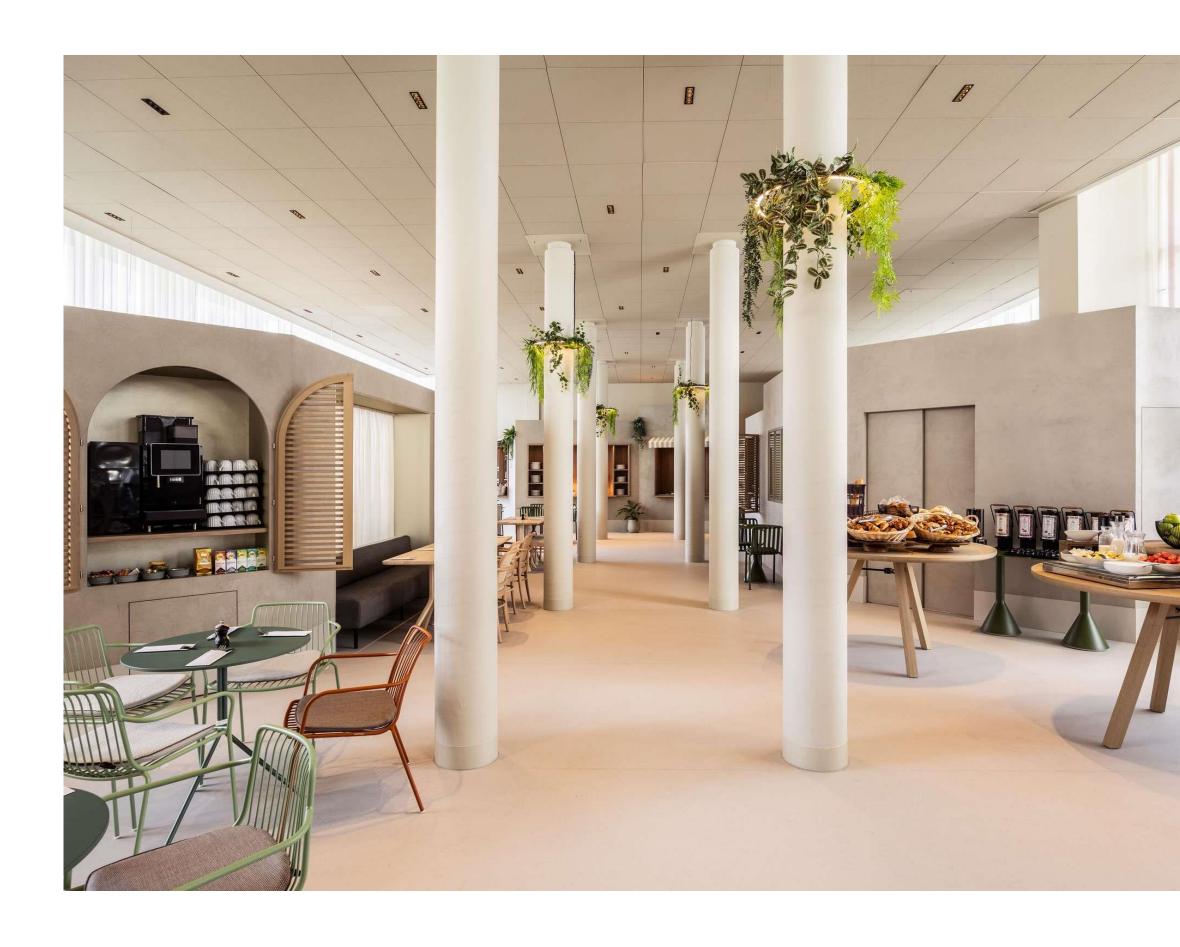


### Novotel Brugge Centrum, Belgium

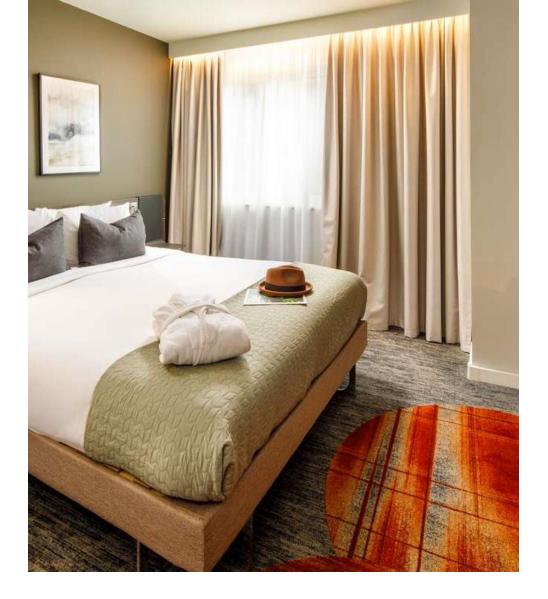




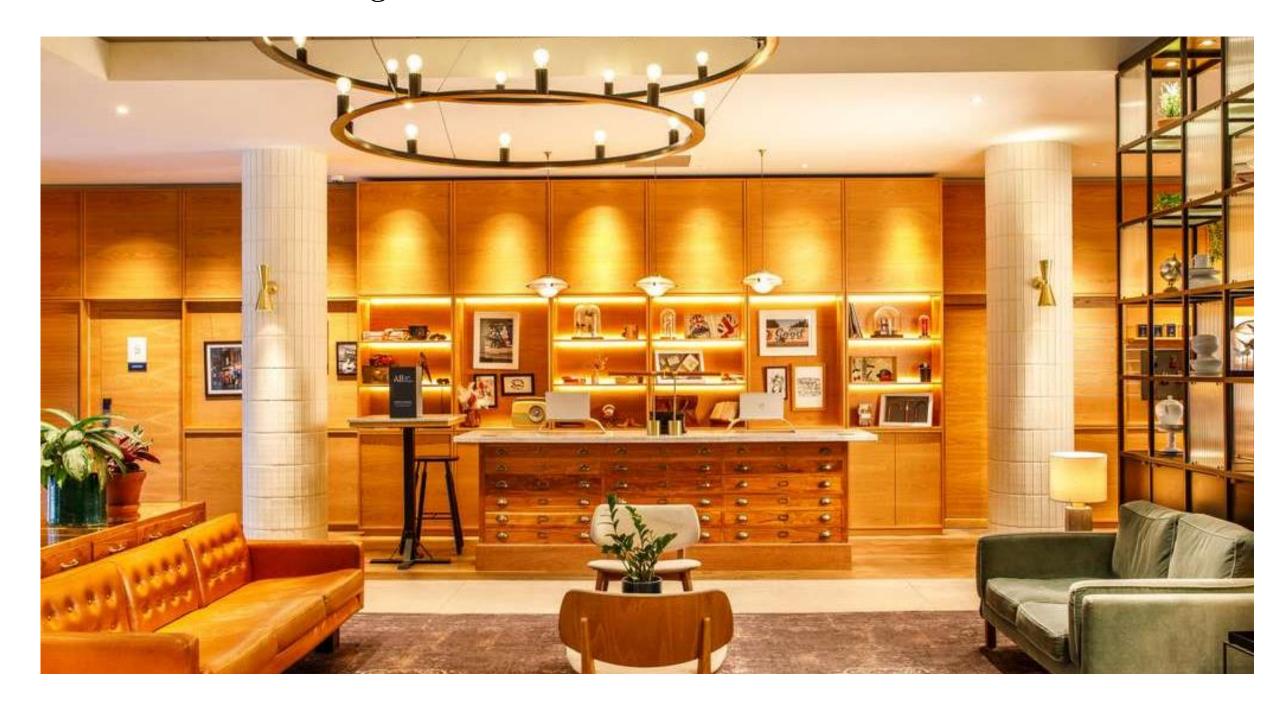
125 rooms







### Novotel London Bridge, UK

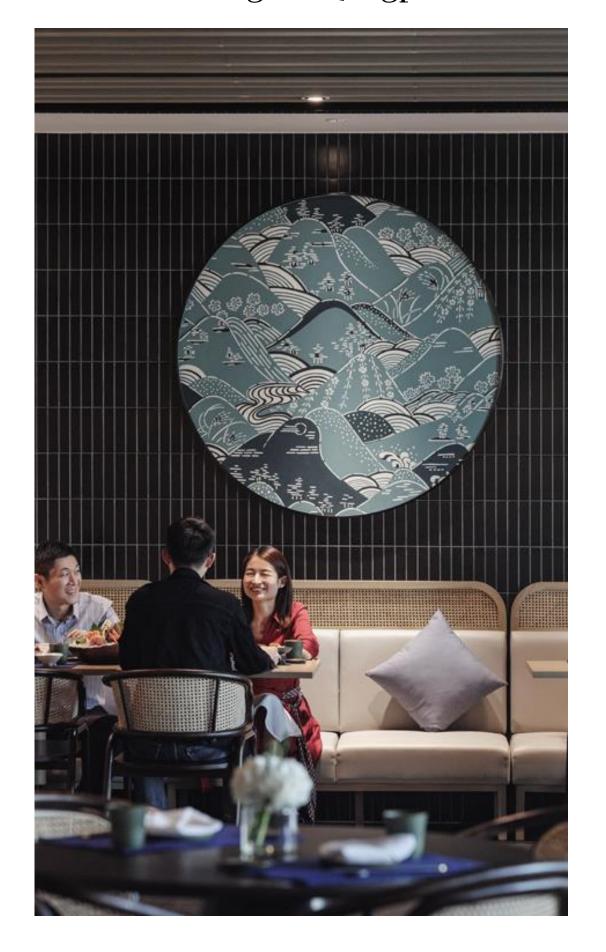


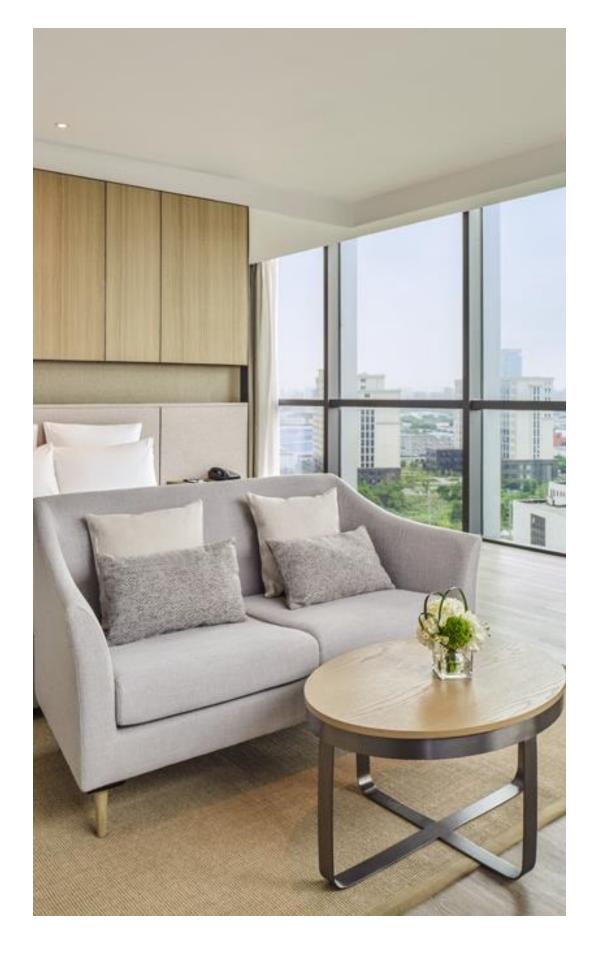


182 rooms



### Novotel Shanghai Qingpu Excellence, China

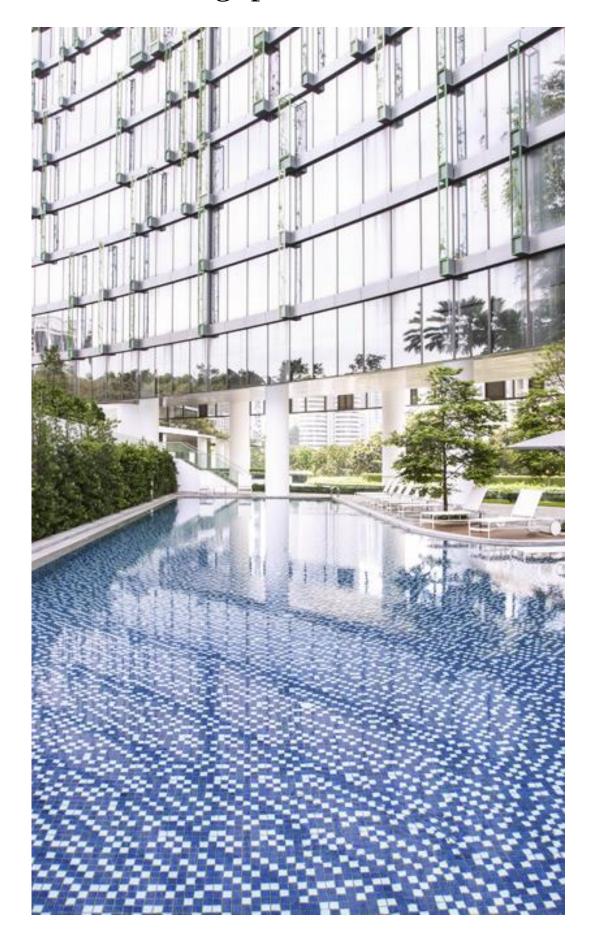


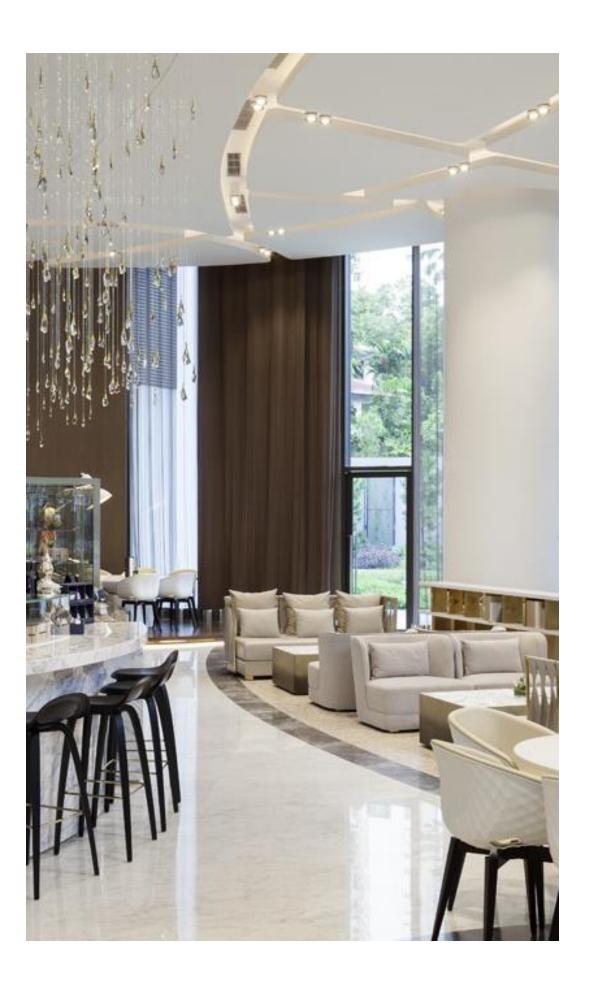


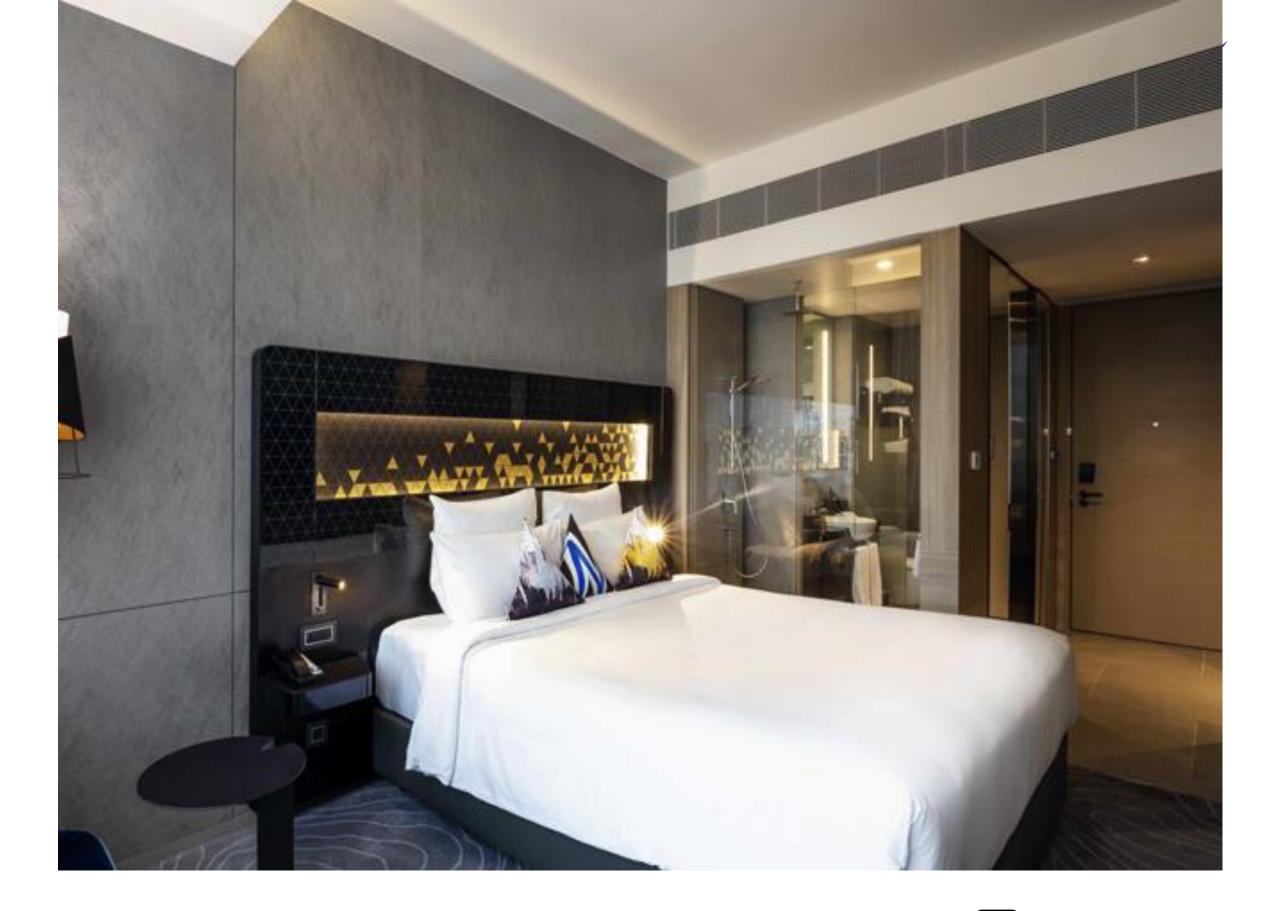


240 rooms

### Novotel Singapore On Stevens



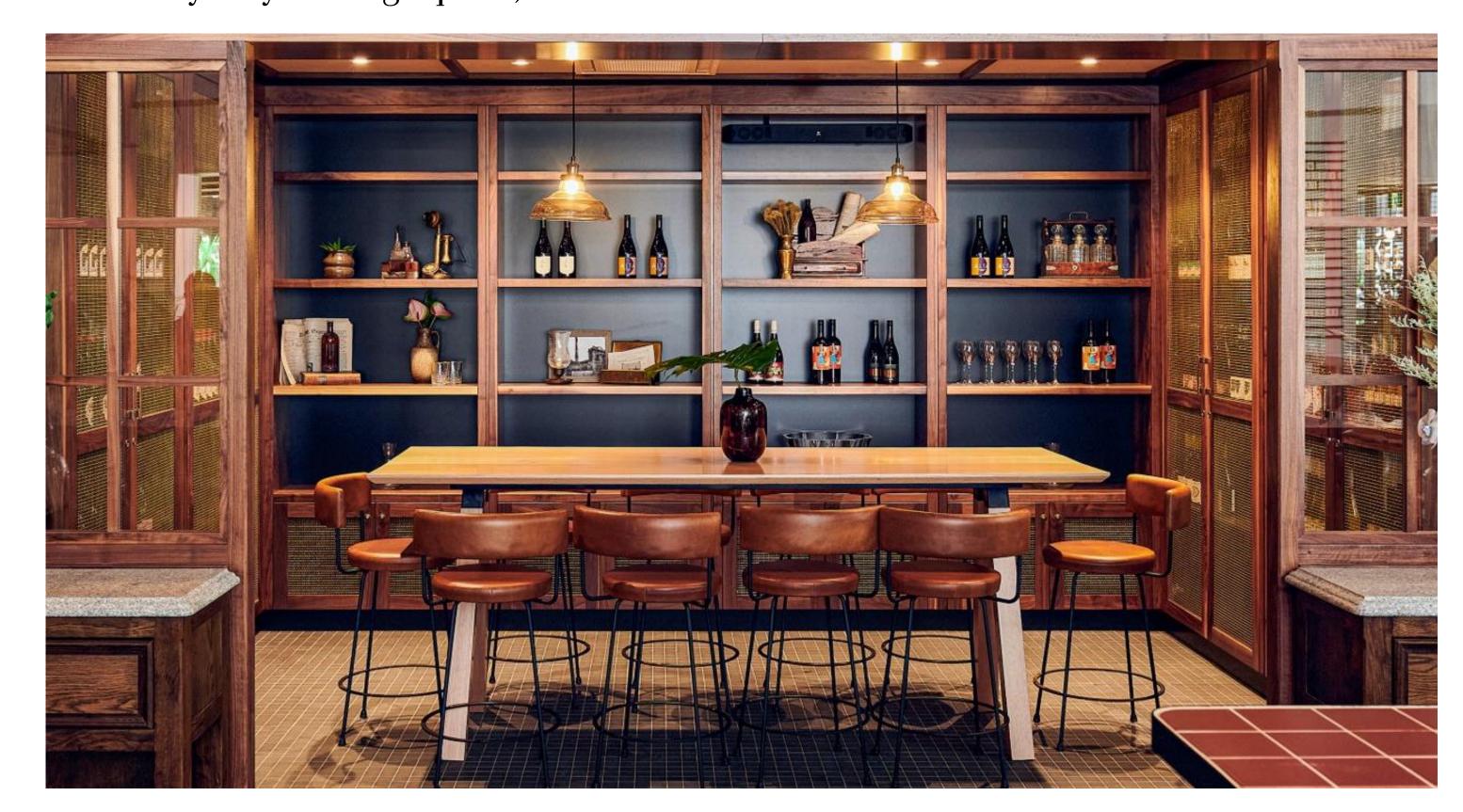


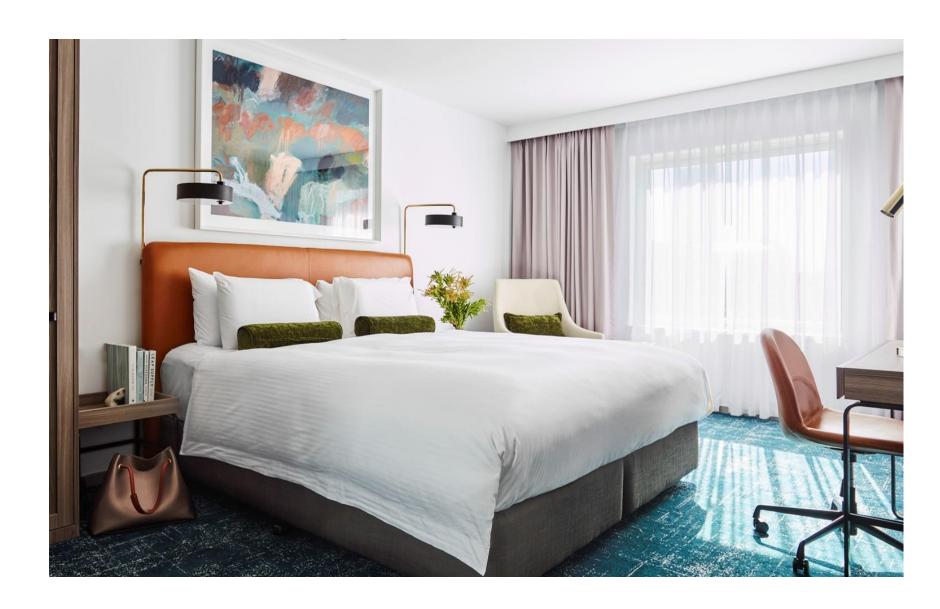


254 rooms



### Novotel Sydney Darling Square, Australia

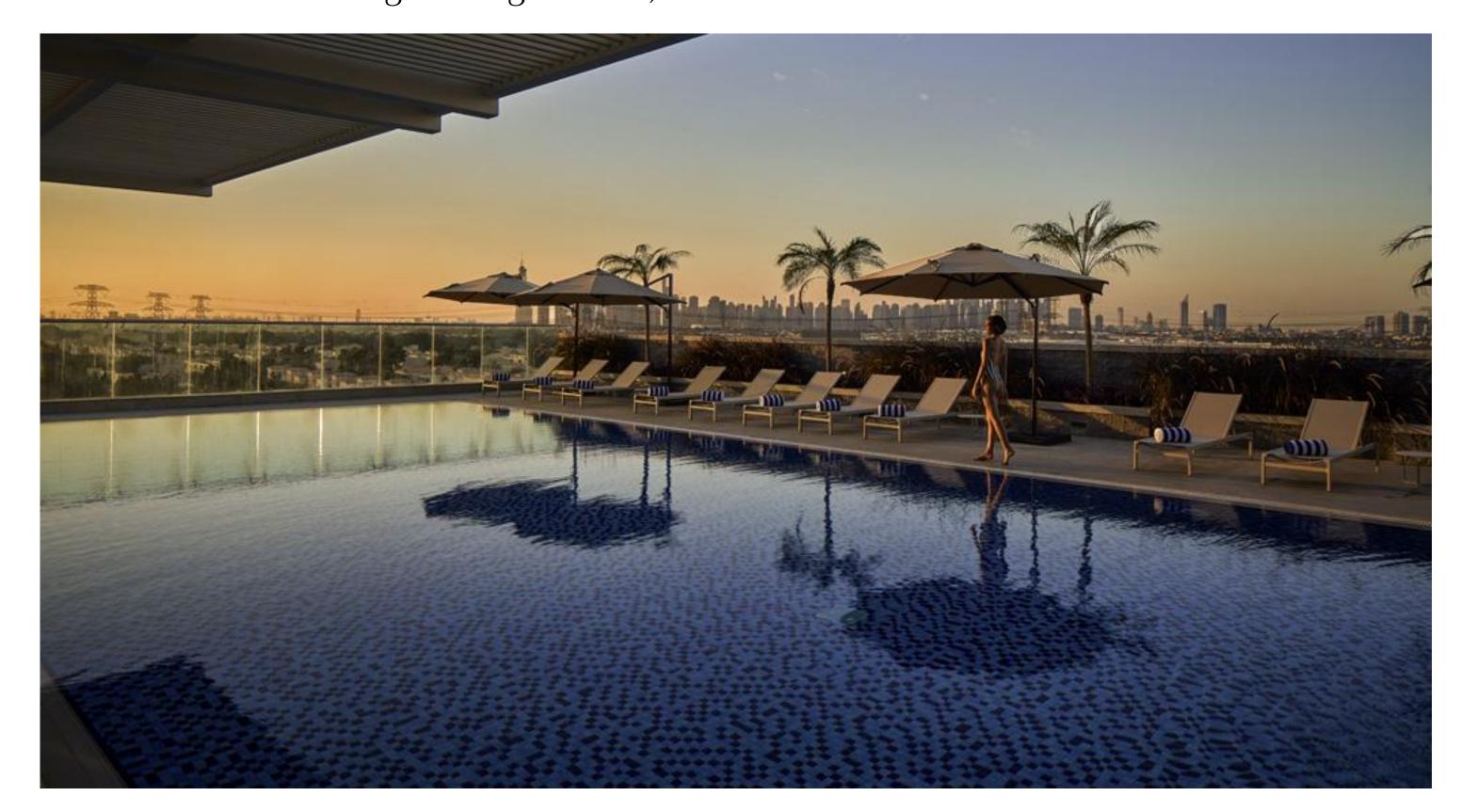




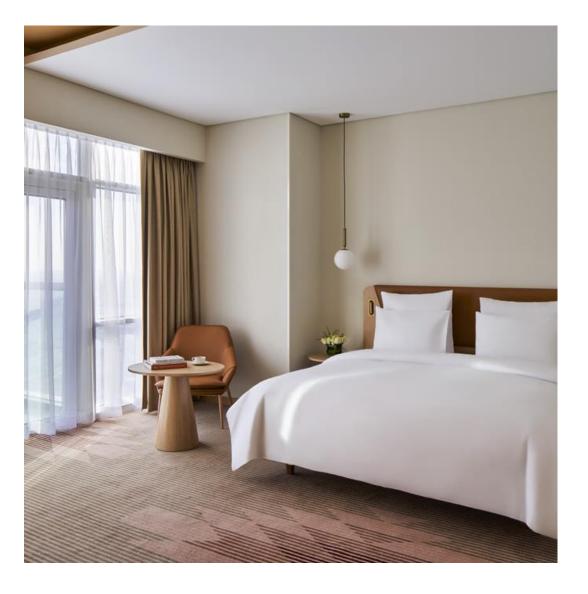
230 rooms



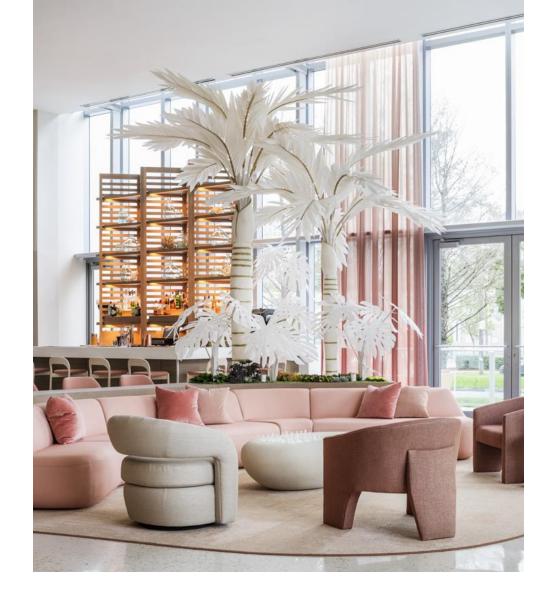
### Novotel Jumeirah Village Triangle Dubai, *UAE*



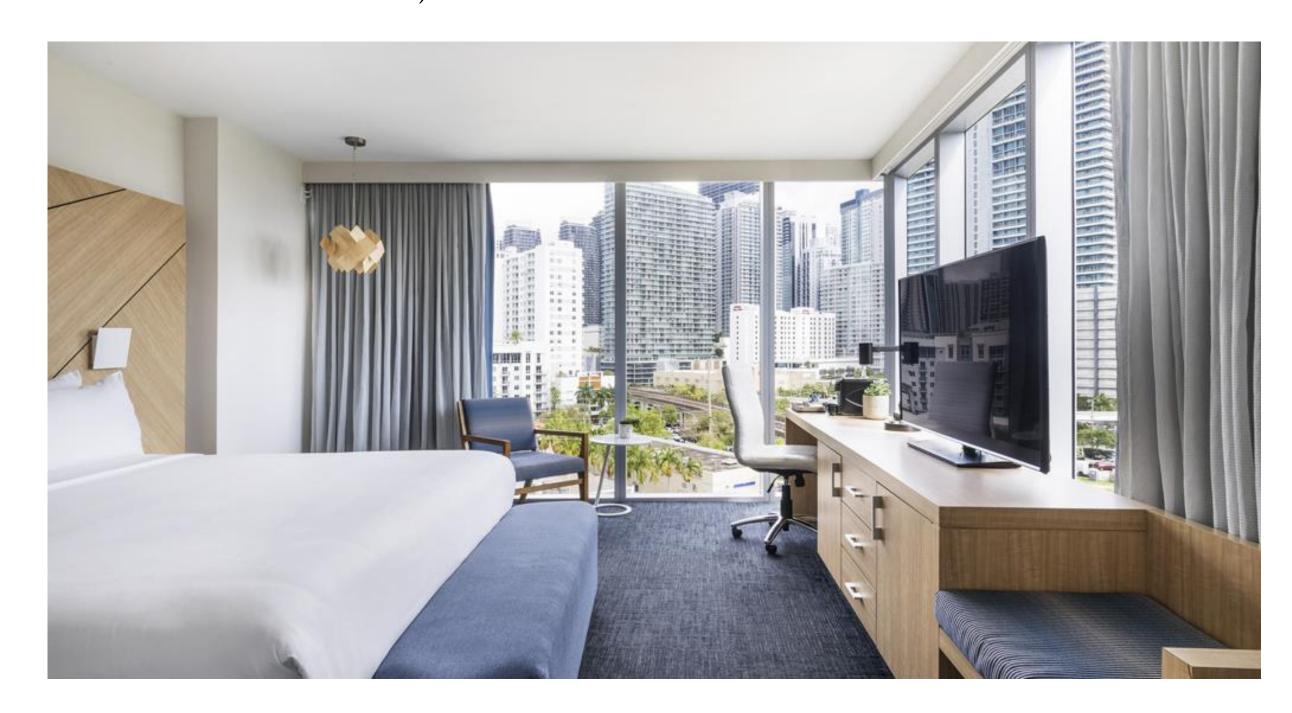


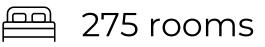


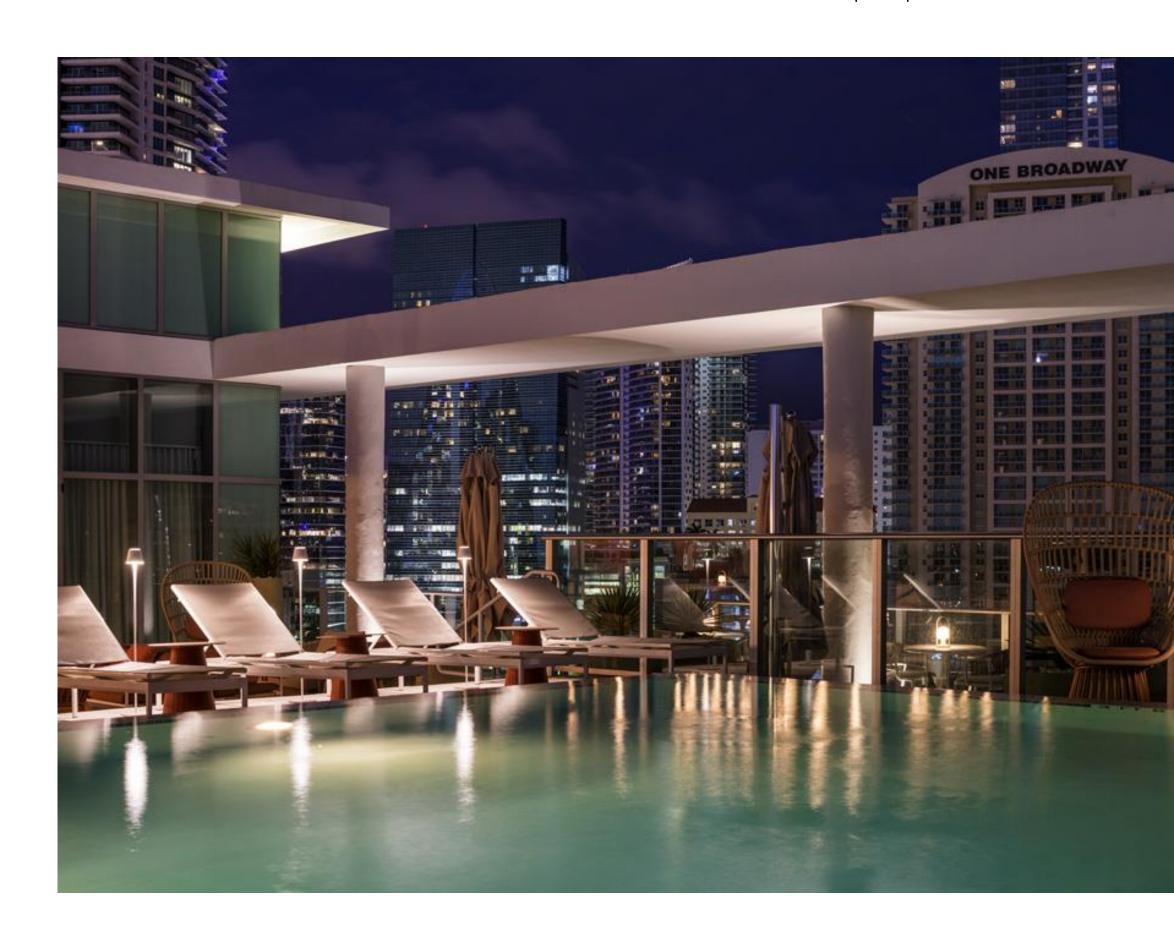




### Novotel Miami Brickell, USA

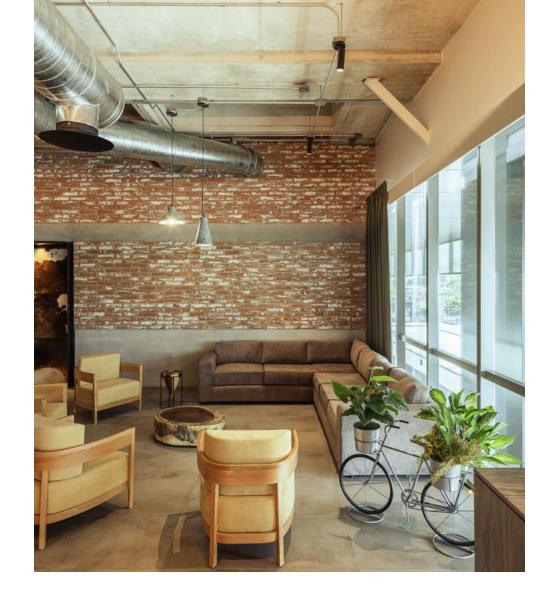




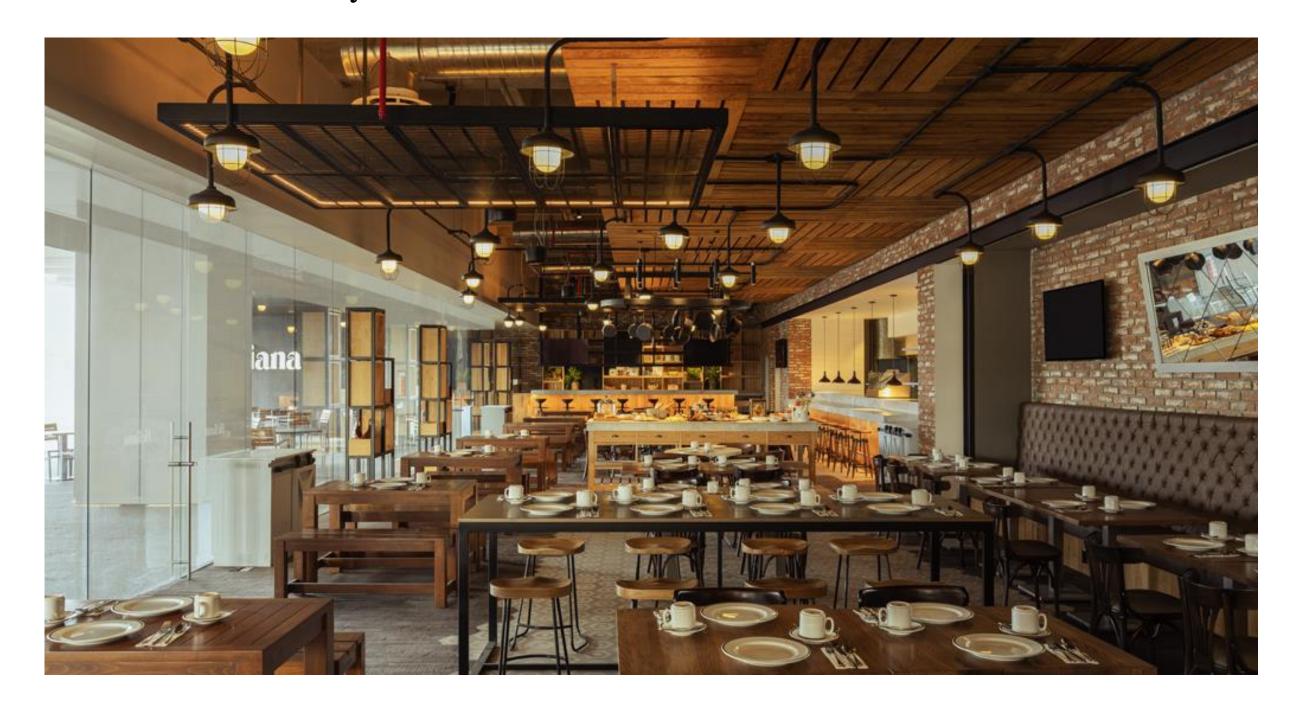




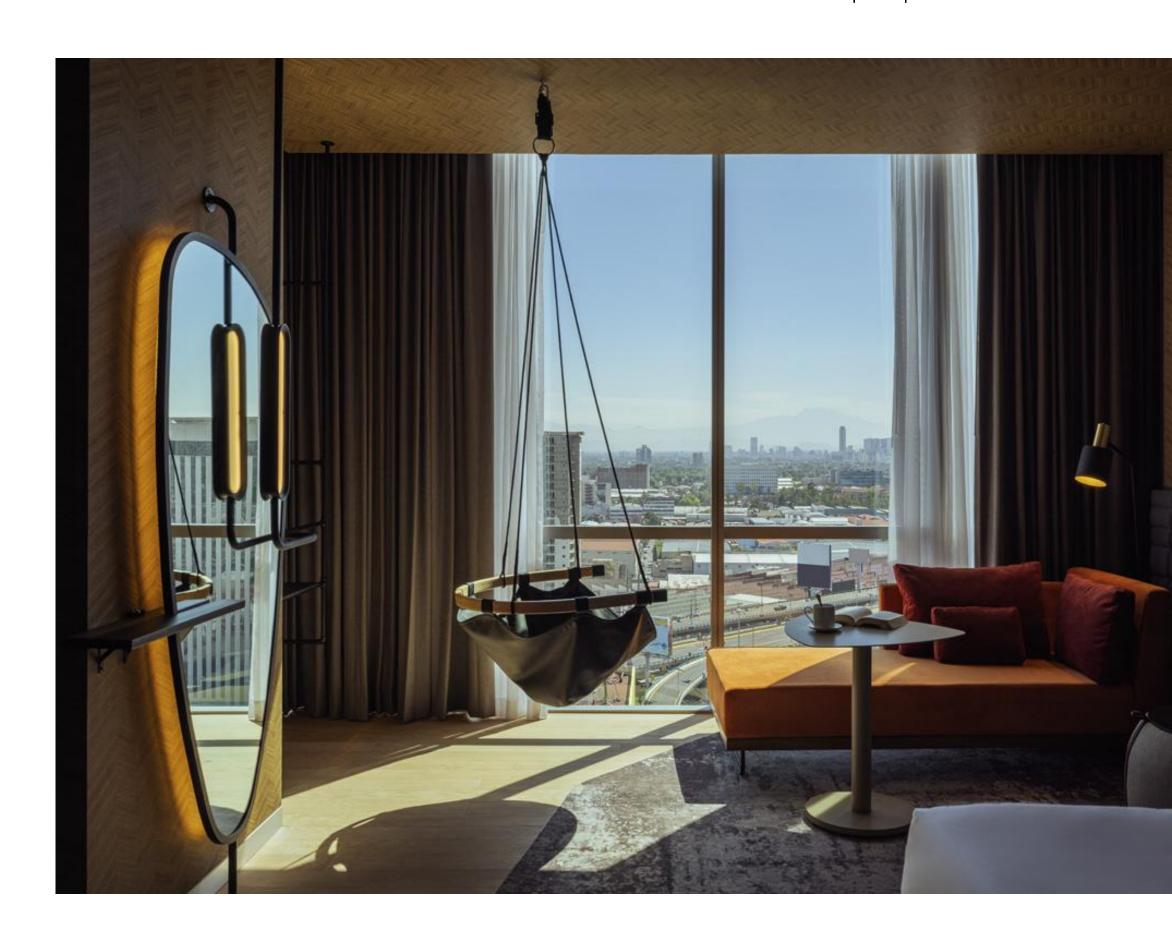
### URBAN



### Novotel Mexico City Toreo, Mexico



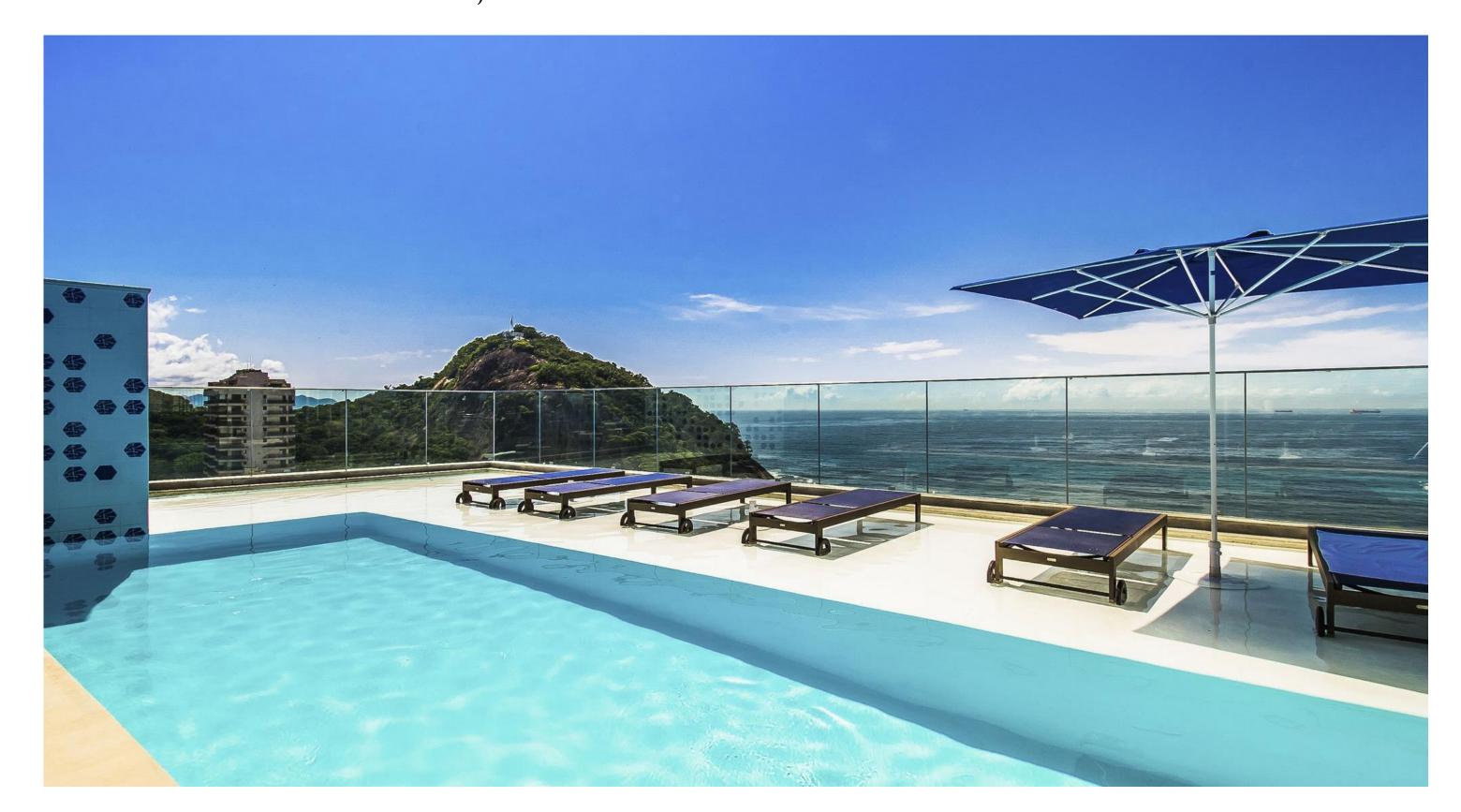


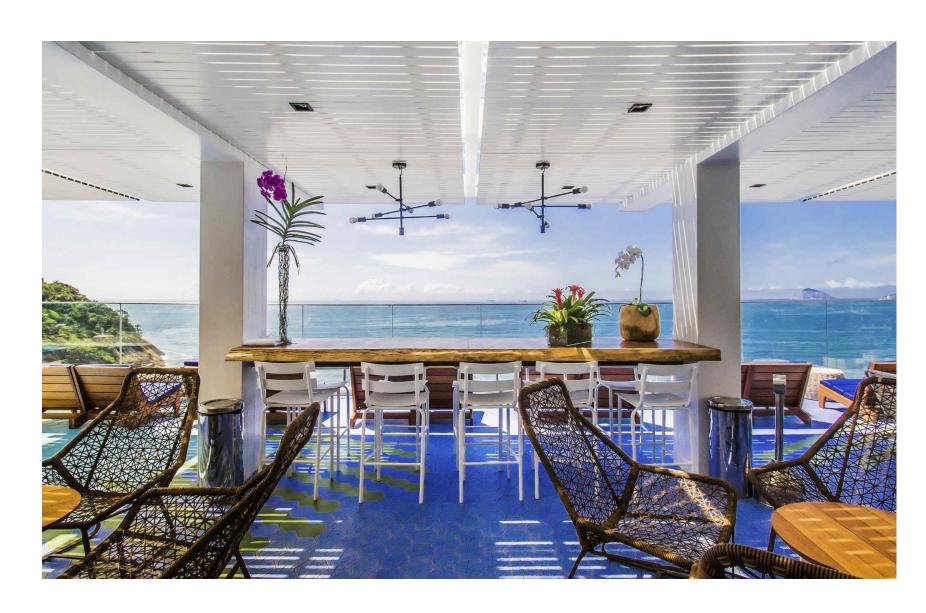




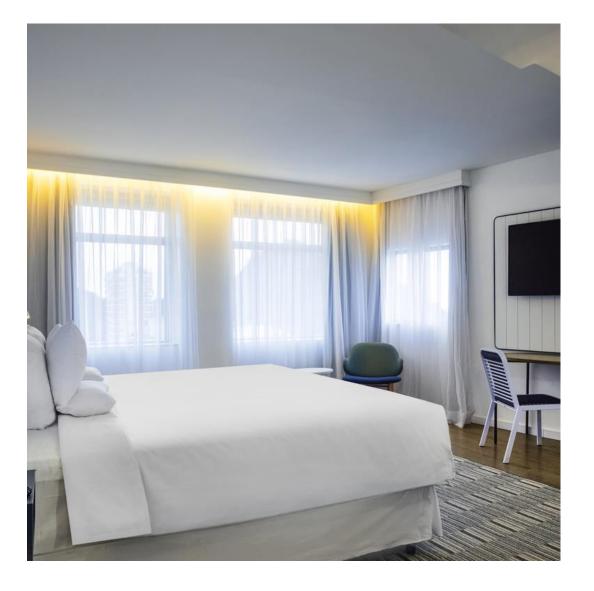
### URBAN

### Novotel Rio De Janeiro Leme, Brazil





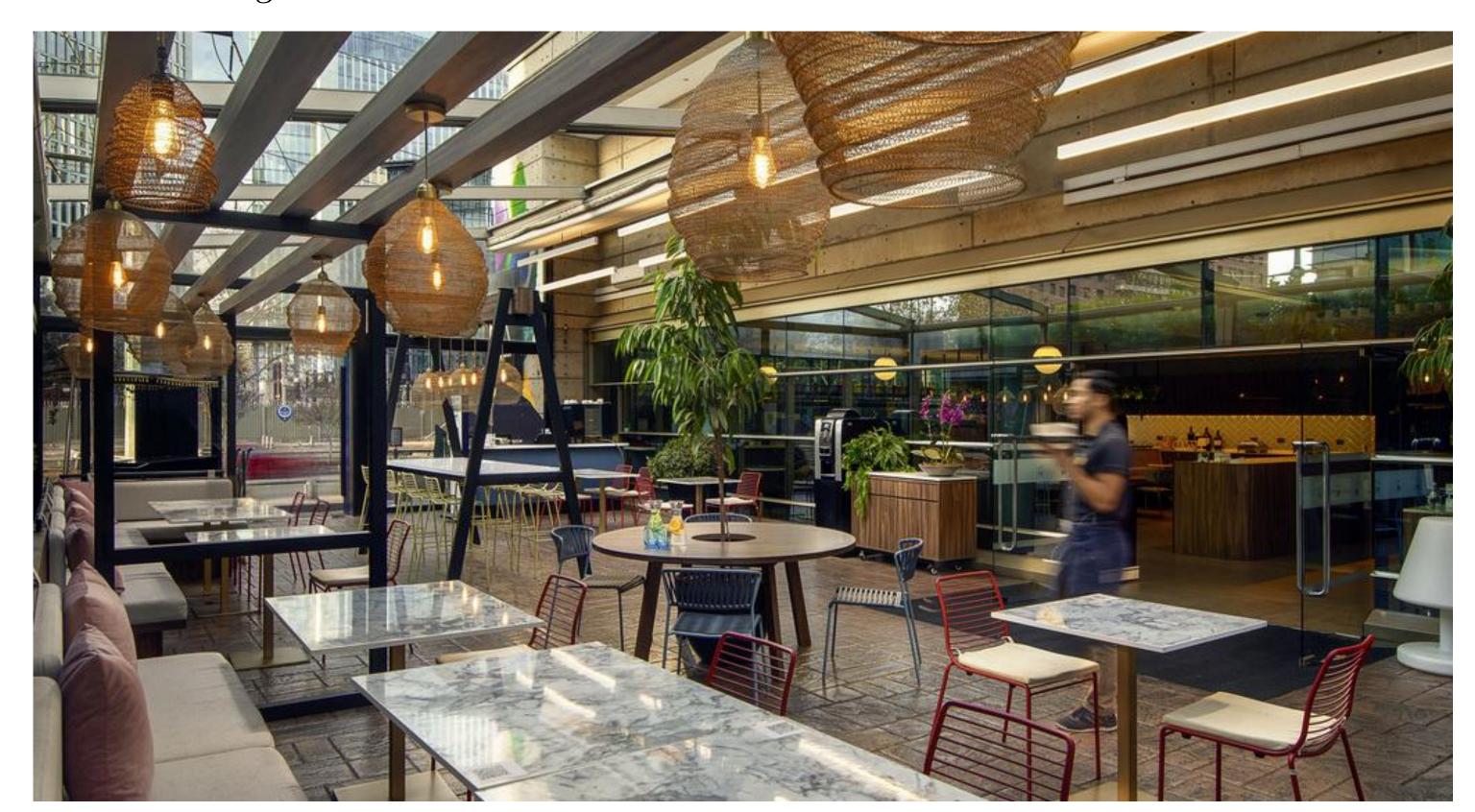
200 rooms



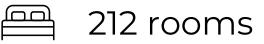


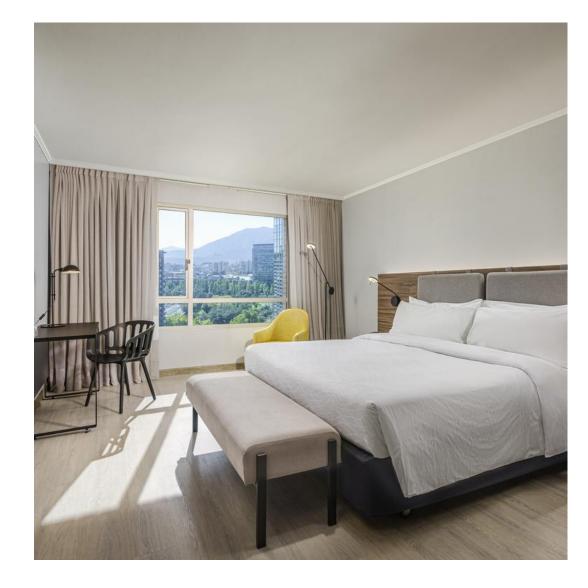
### URBAN

### Novotel Santiago Las Condes, Chile

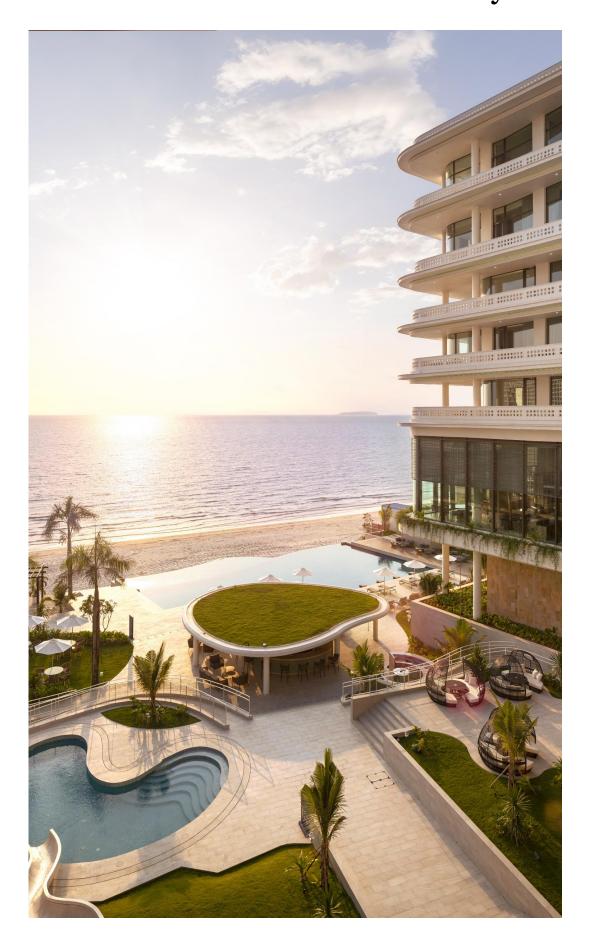


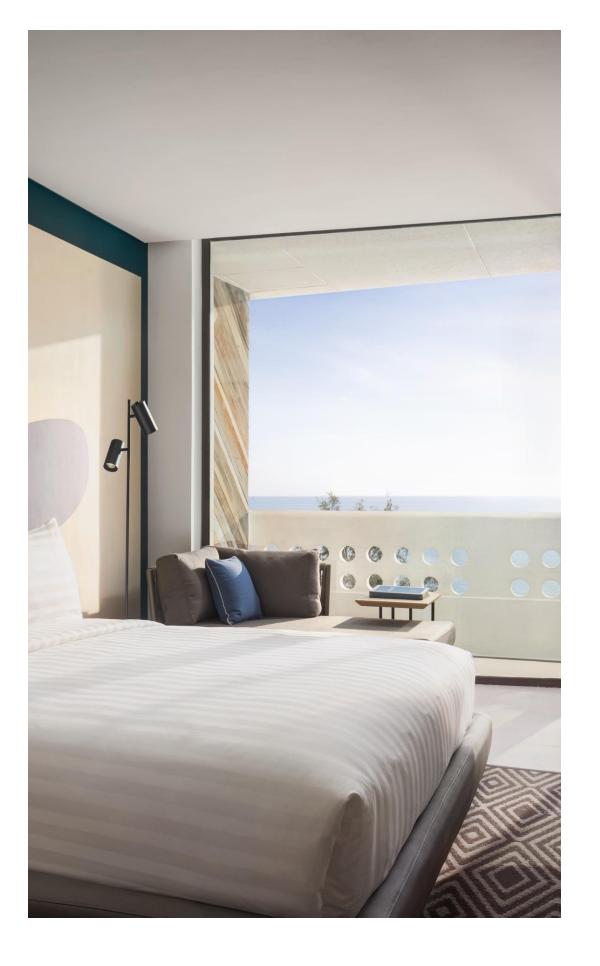






### Novotel Sihanoukville Holiday Resort, Cambodia



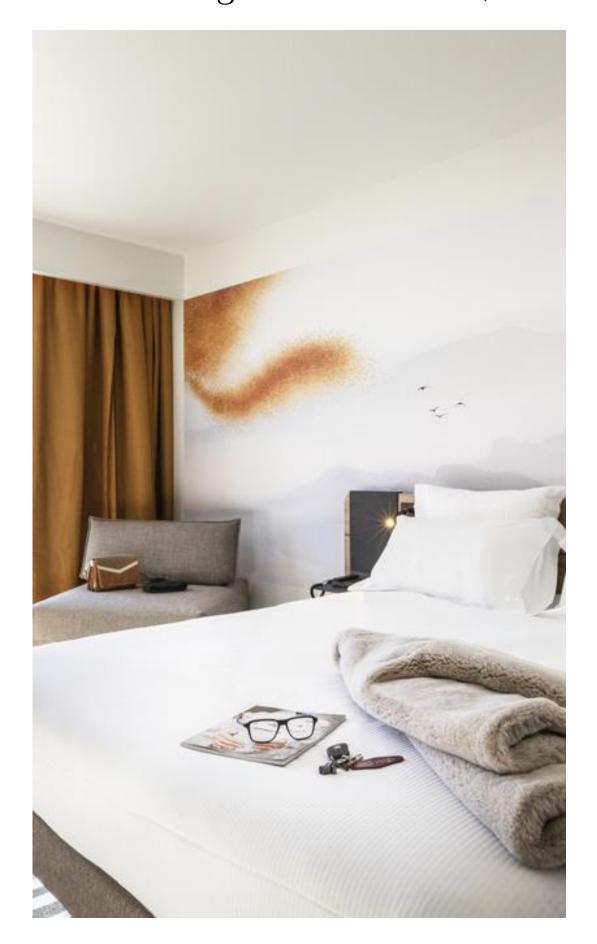


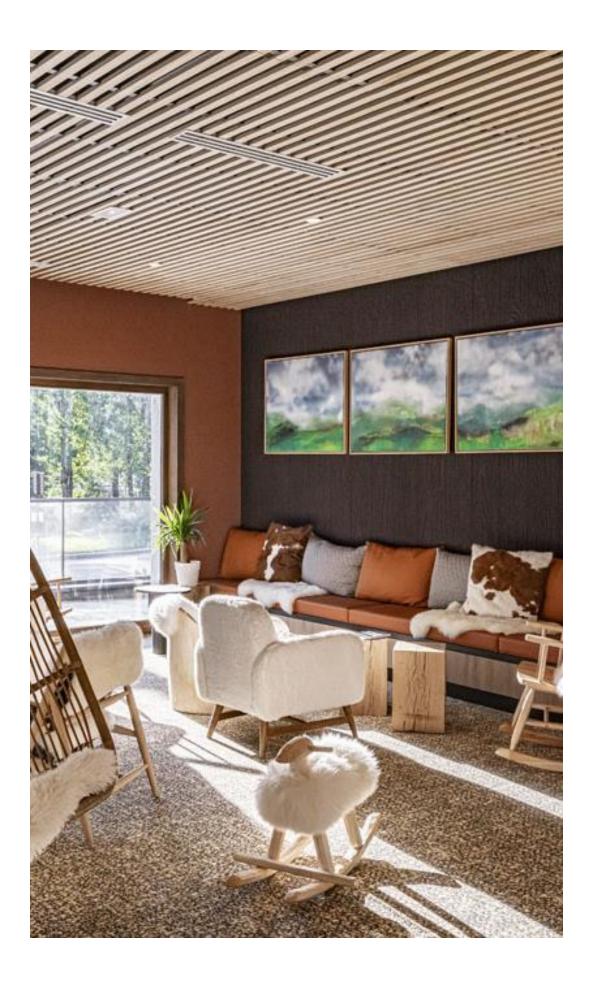




215 rooms

### Novotel Megève Mont Blanc, France









92 rooms

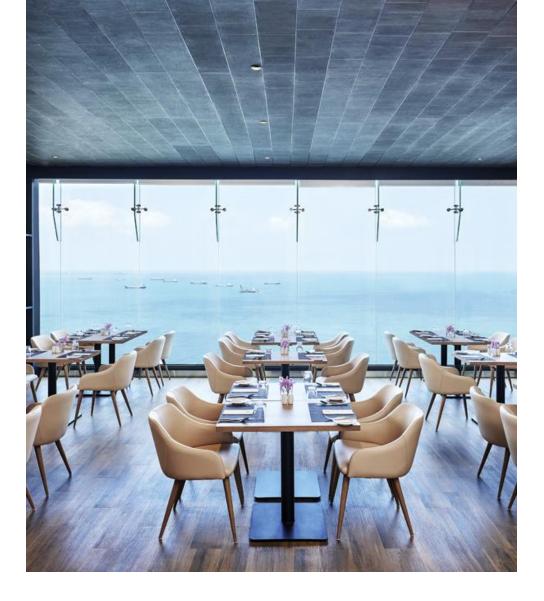
### Novotel Phu Quoc Resort, Vietnam



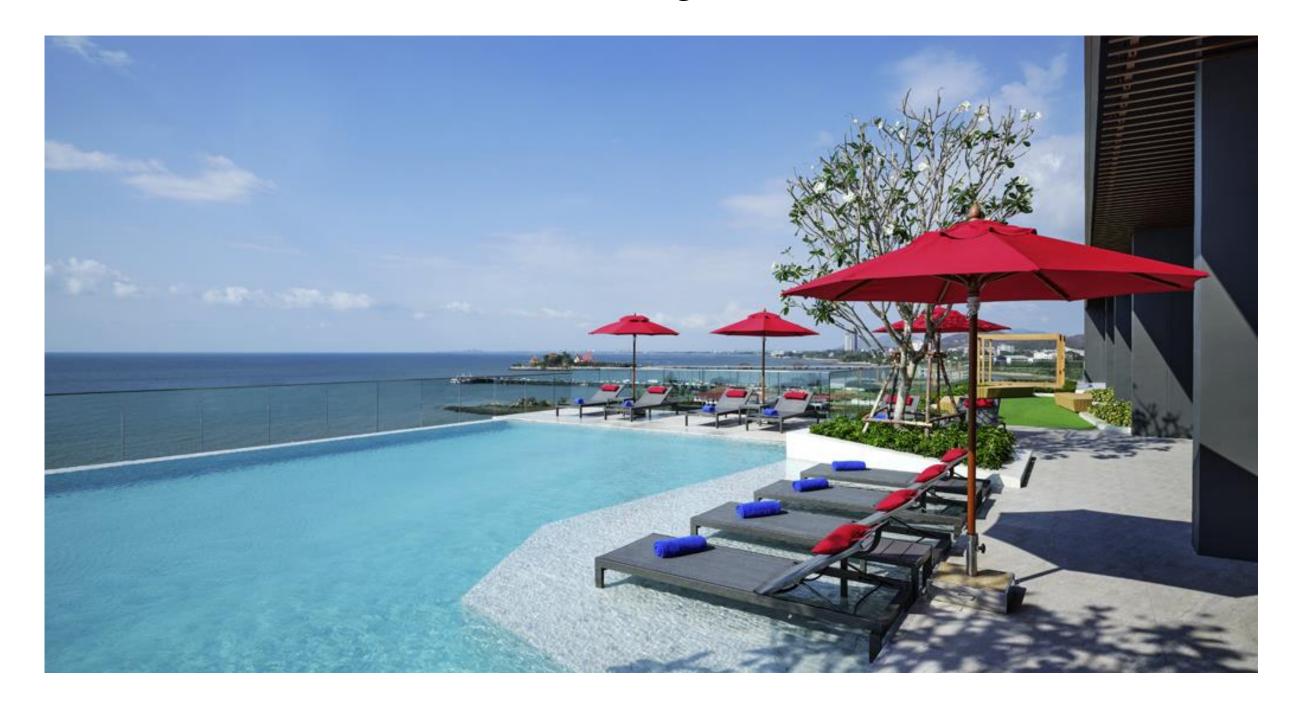




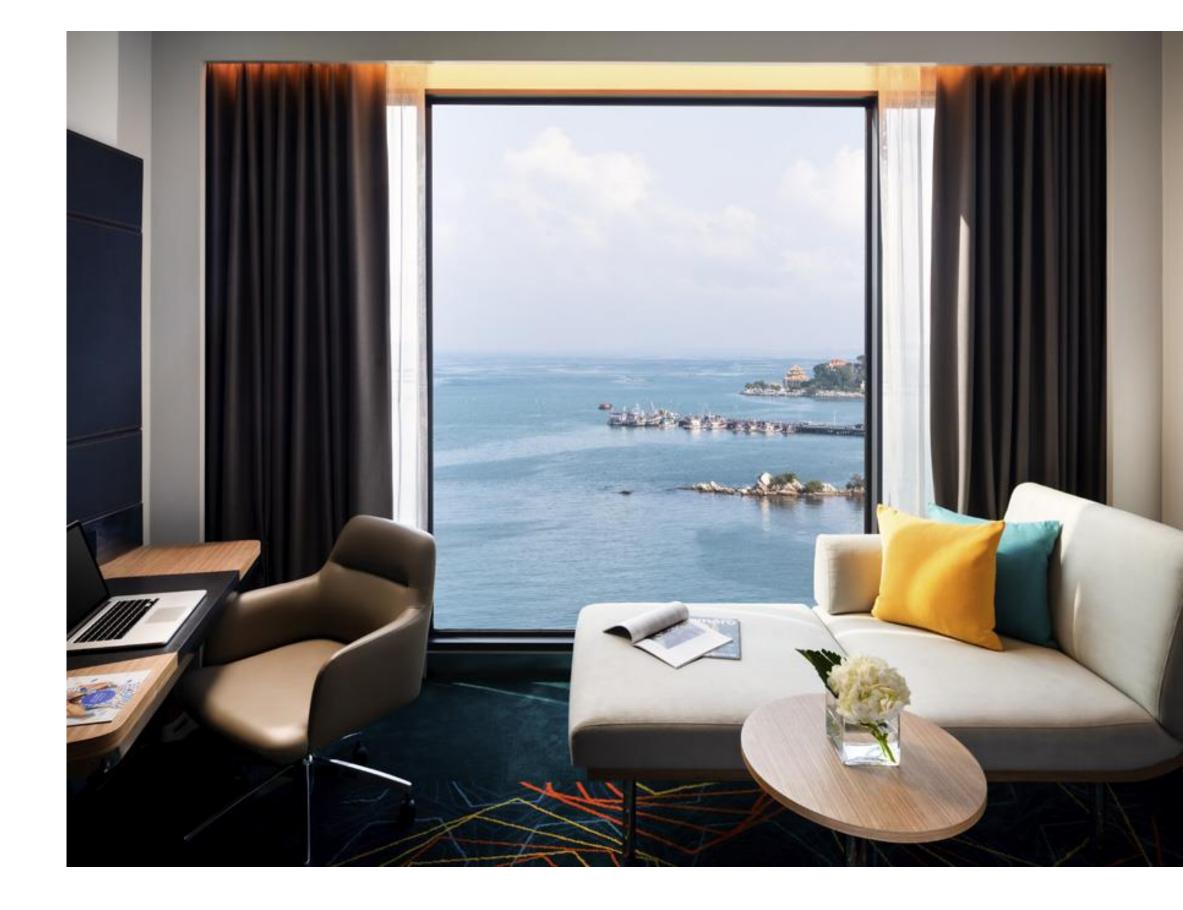




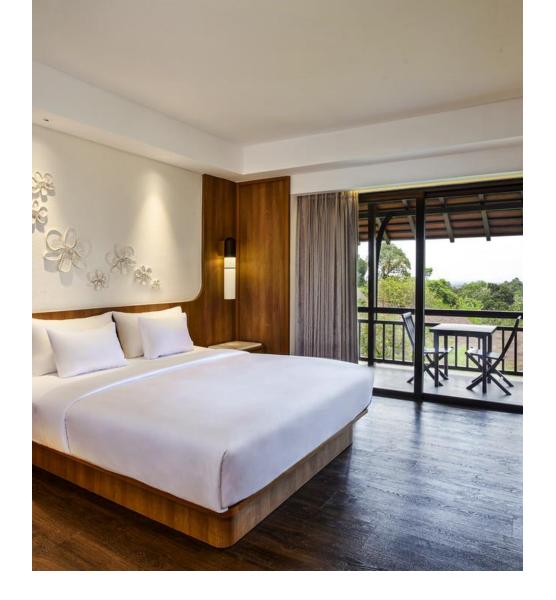
### Novotel Marina Sriracha & Koh Si Chang, Thailand



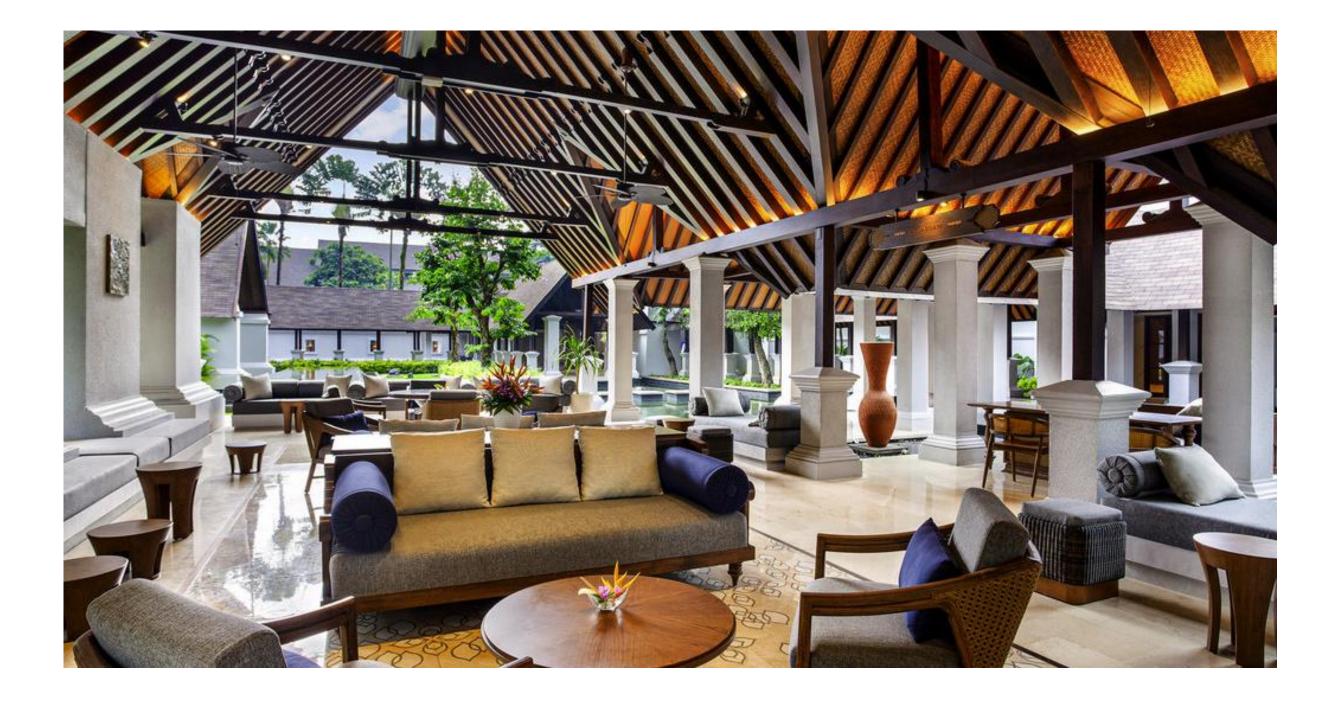






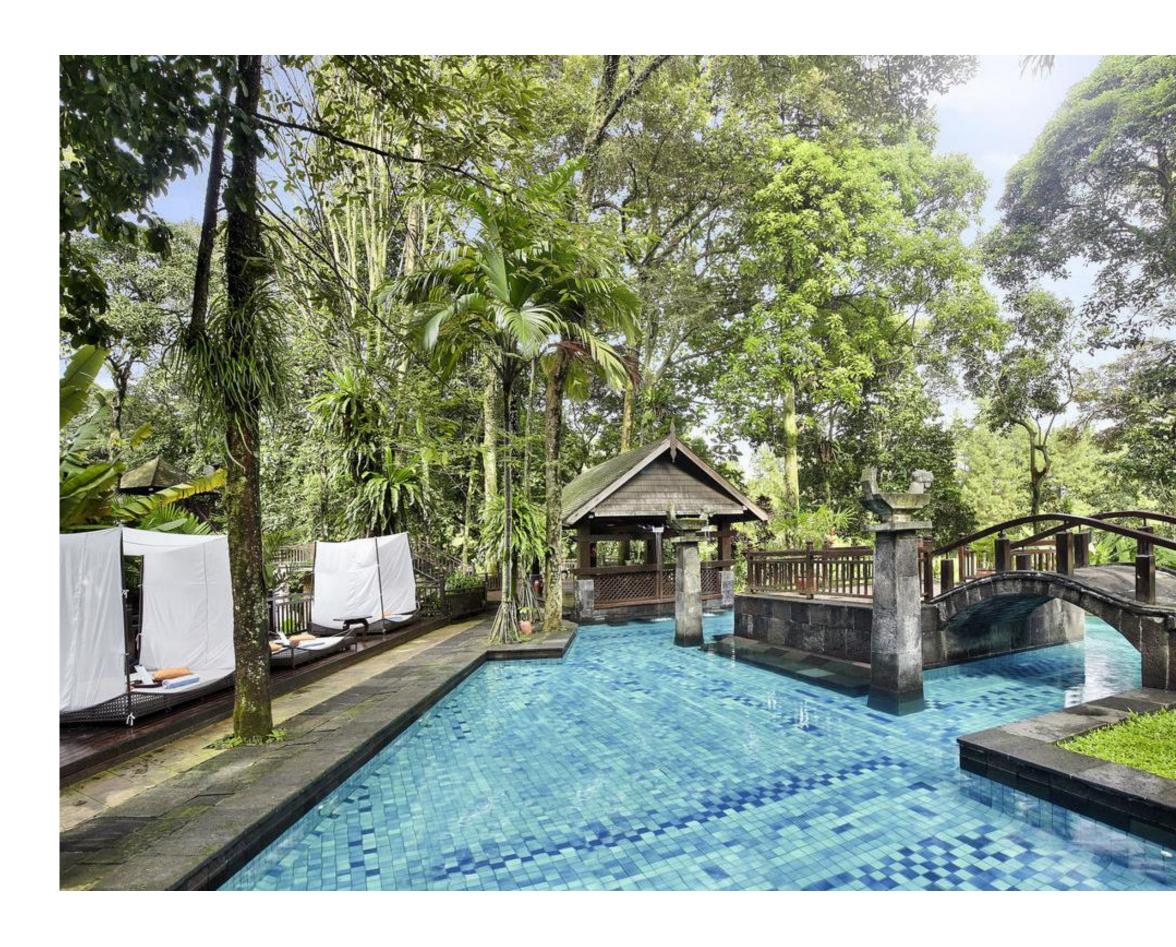


### Novotel Bogor Golf Resort & Convention Center, Indonesia

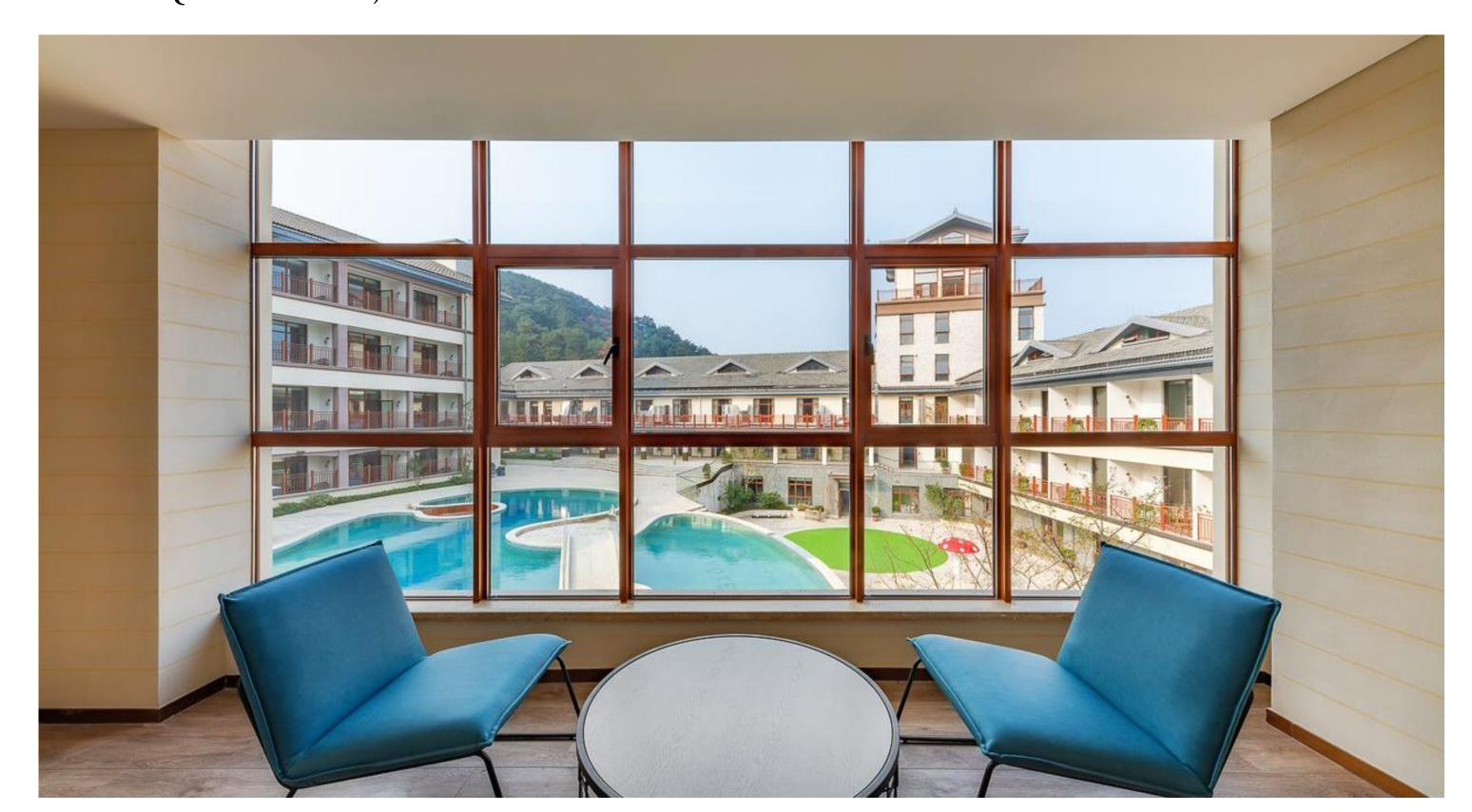




179 rooms

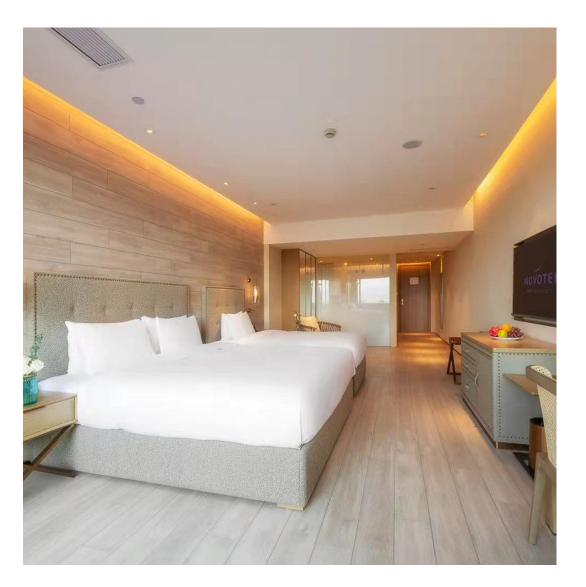


### Novotel Qiandao Lake, China



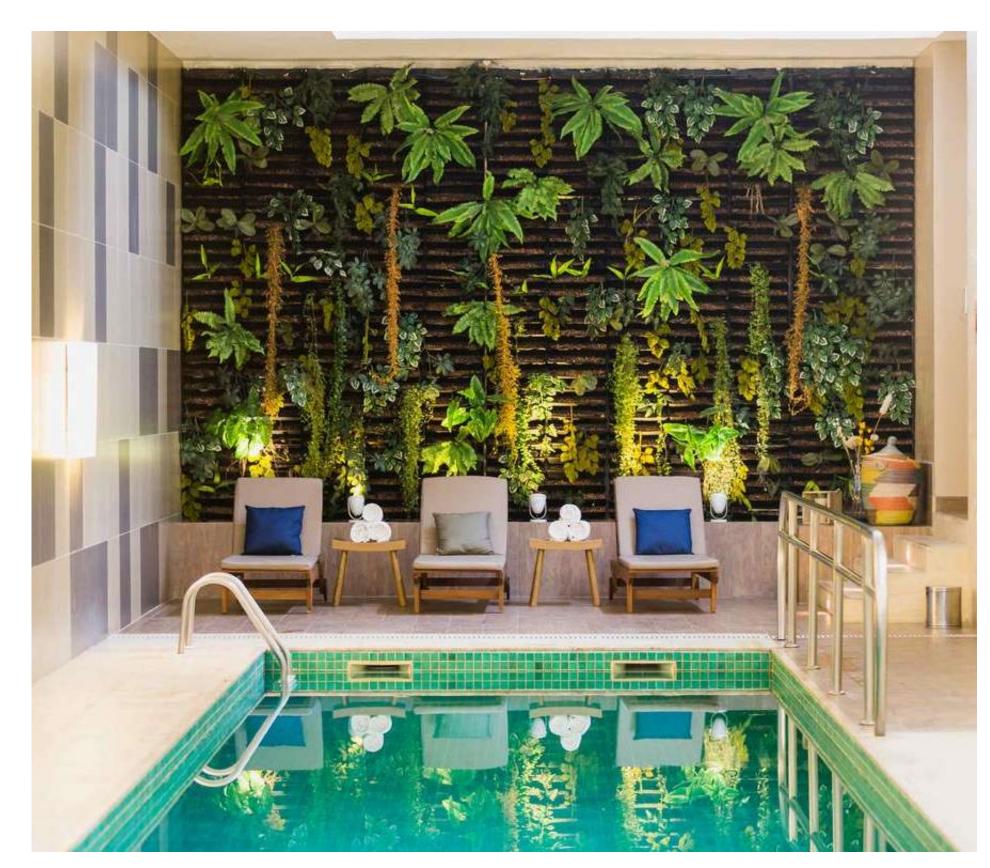


190 rooms

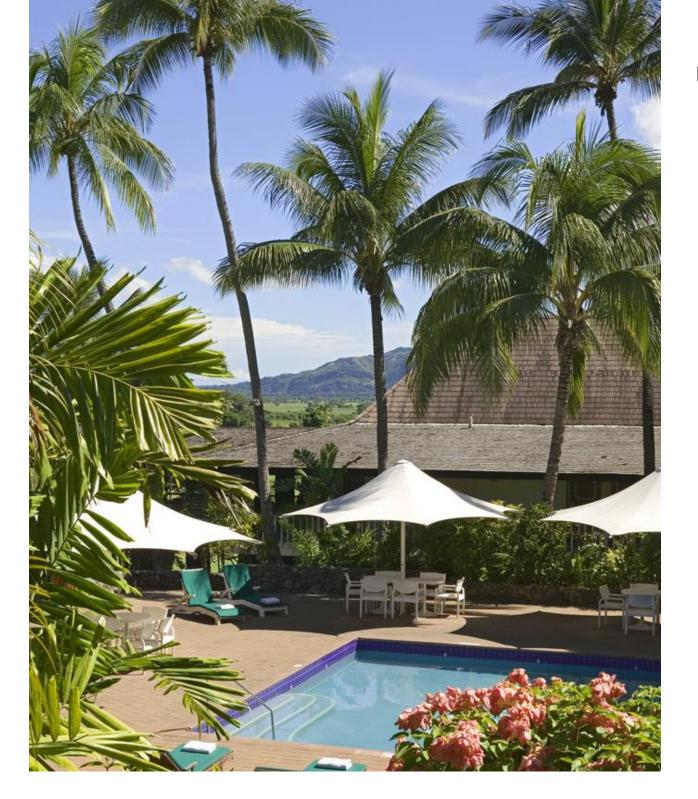


#### **AIRPORT**

### Global network of 30+ airport hotels



Novotel Porto Alegre Airport, *Brazil* | 166 Rooms



Novotel Bali Ngurah Rai Airport, Indonesia | 206 Rooms

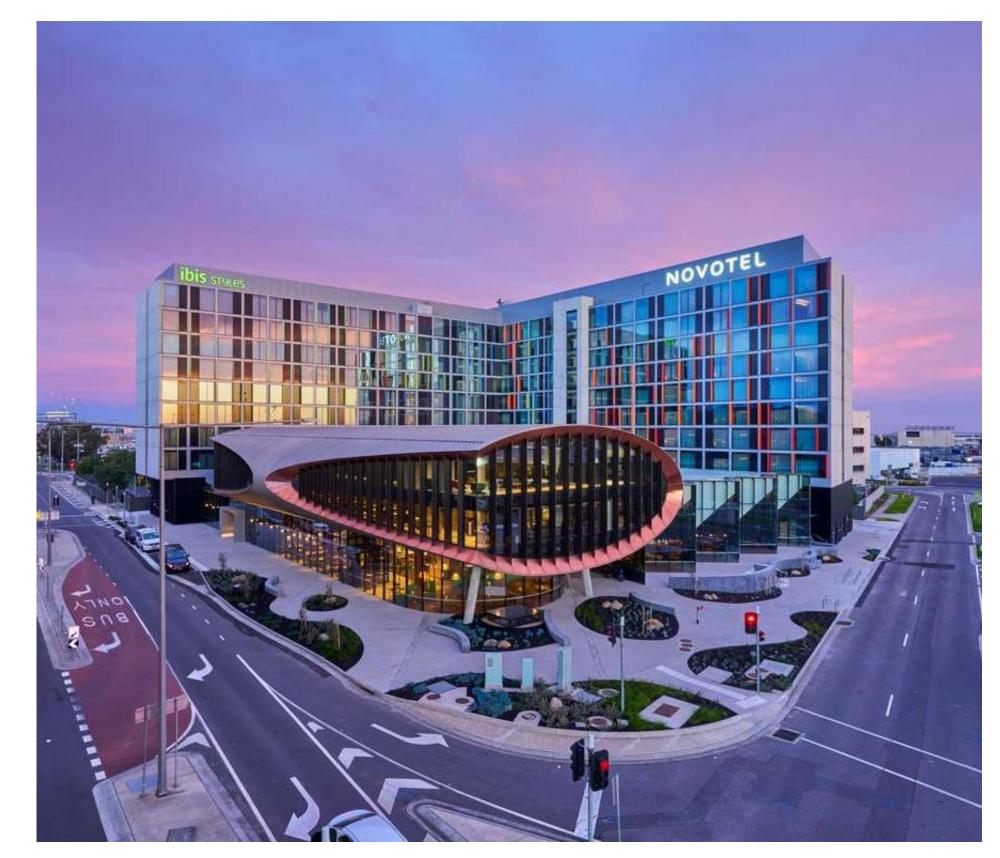
### Novotel Guangzhou Baiyoun Airport, China | 268 Rooms



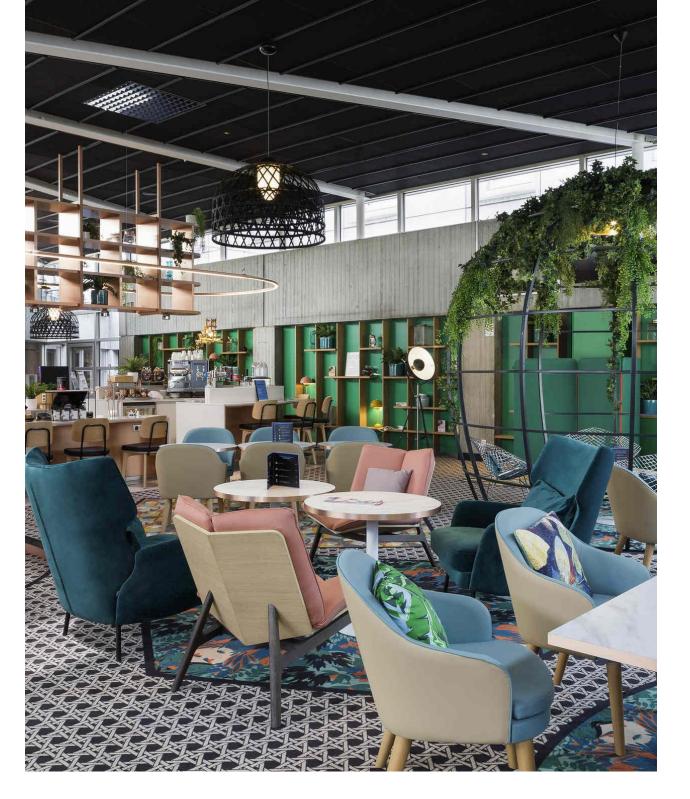
#### 47

**AIRPORT** 

## Global network of 30+ airport hotels

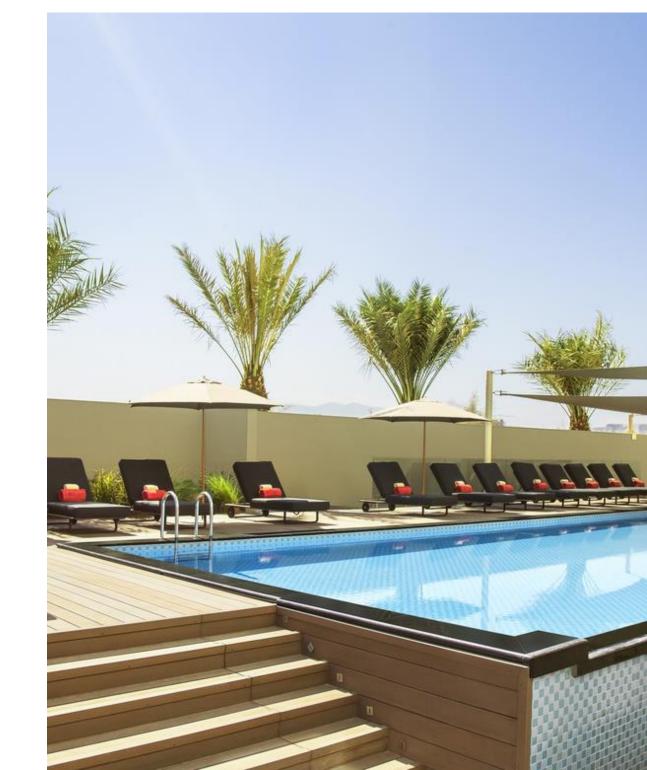


Novotel Malbourne Airport, Australia | 248 Rooms



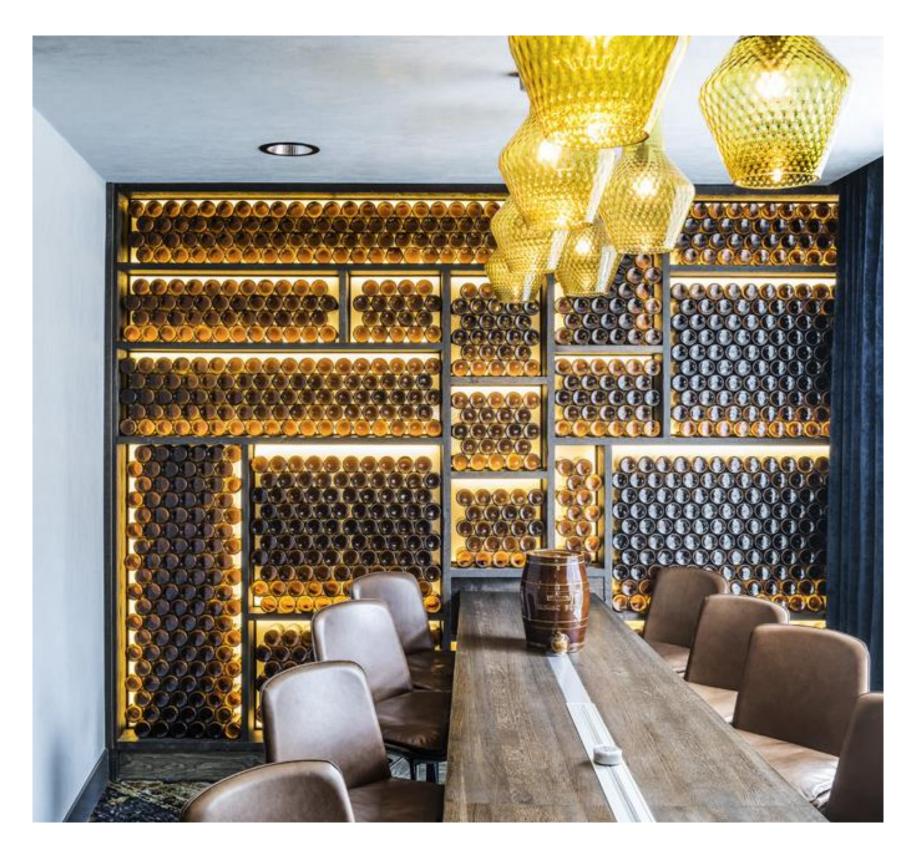
Novotel Paris Charles-de-Gaulle Airport, France | 295 Rooms



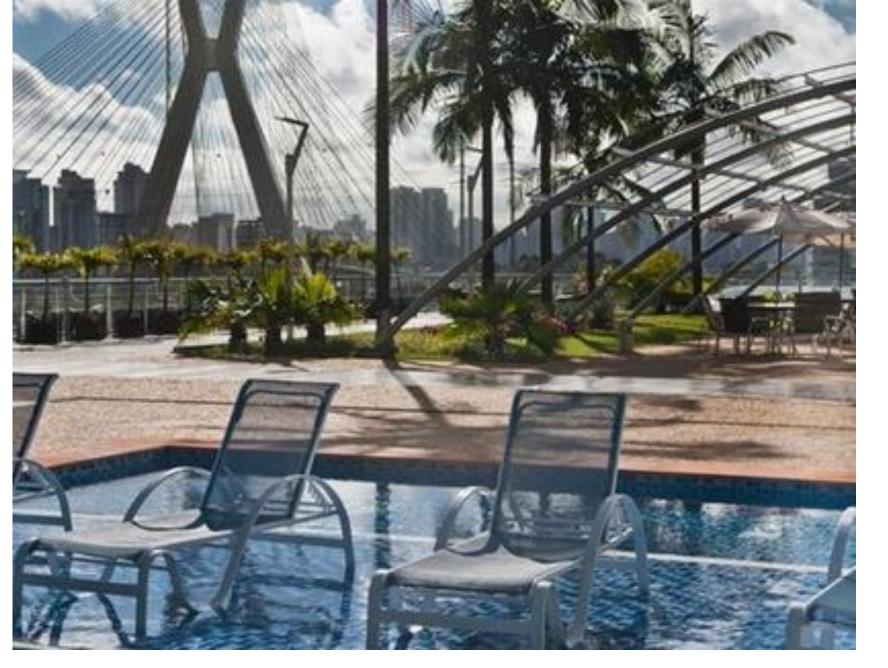


MICE

### MICE flagships



Novotel London Canary Wharf, *UK* 9 Event / Meeting Rooms



Novotel São Paulo Morumbi, *Brazil* 14 Event / Meeting Rooms

### Novotel World Trade Centre Dubai, *UAE* 12 Event / Meetings Rooms

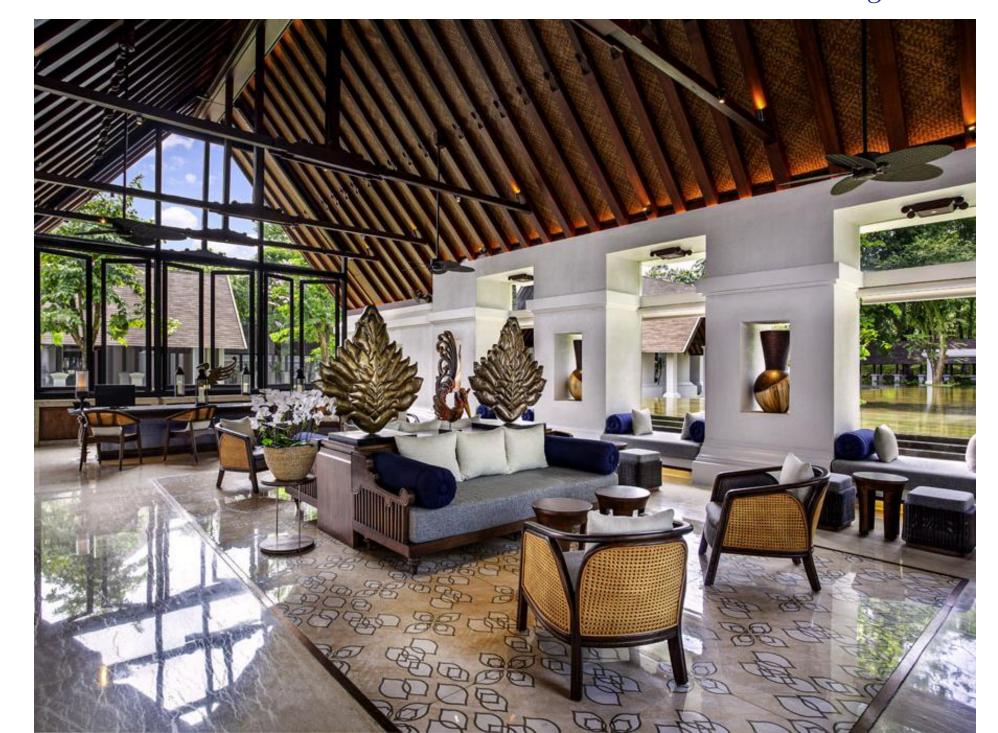






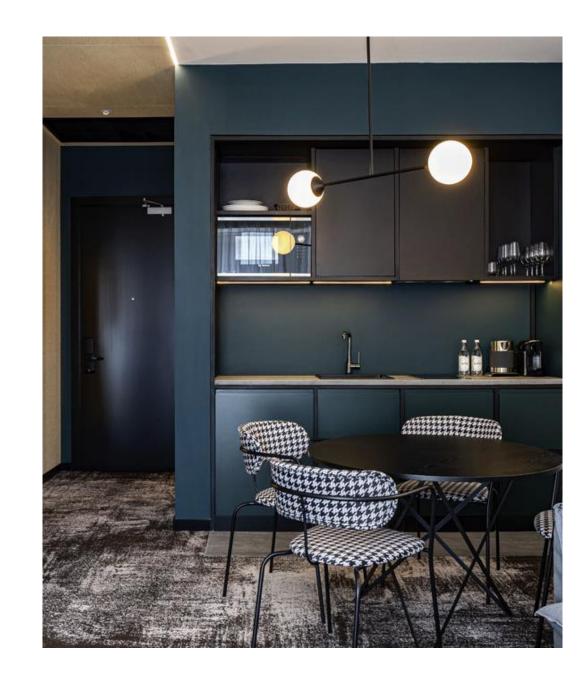
Novotel Ambassador Seoul Gangnam, South Korea 12 Event/Meetings Rooms

### Novotel Bogor Gold Resort, *Indonesia* 20 Event/Meeting Rooms

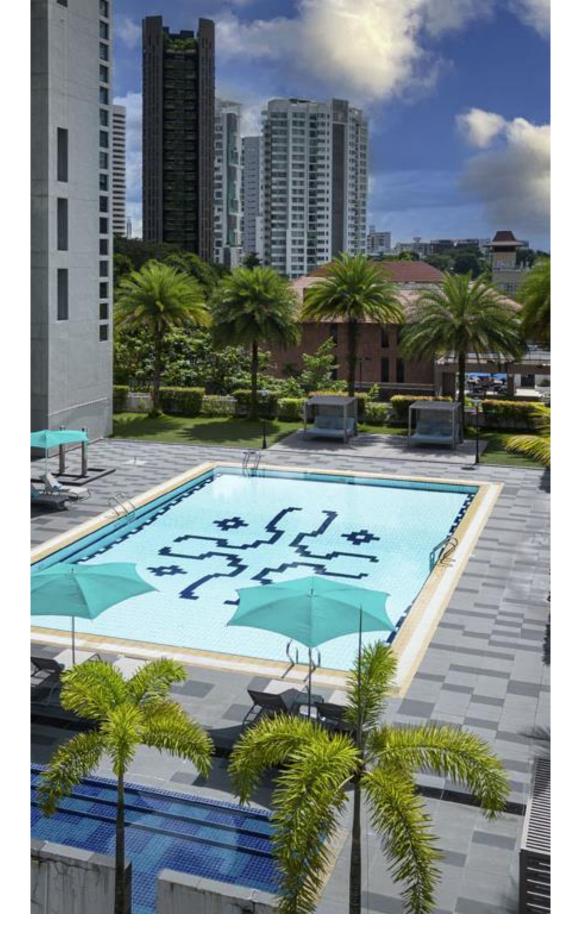


EXTENDED STAY – NOVOTEL LIVING

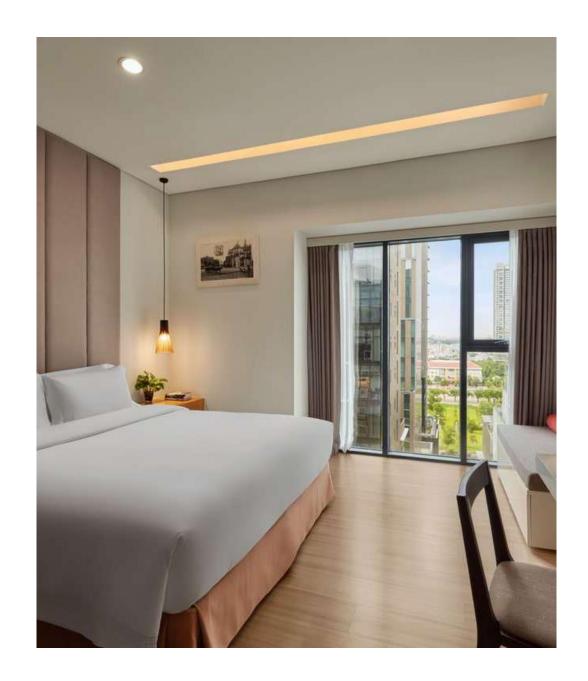
### Extended Stay Destinations



Novotel Living Almaty Jetisu Kazakhstan | 55 Rooms



Novotel Living Singapore Orchard, Singapore | 85 Rooms



Novotel Living Saigon, Vietnam | 175 Rooms

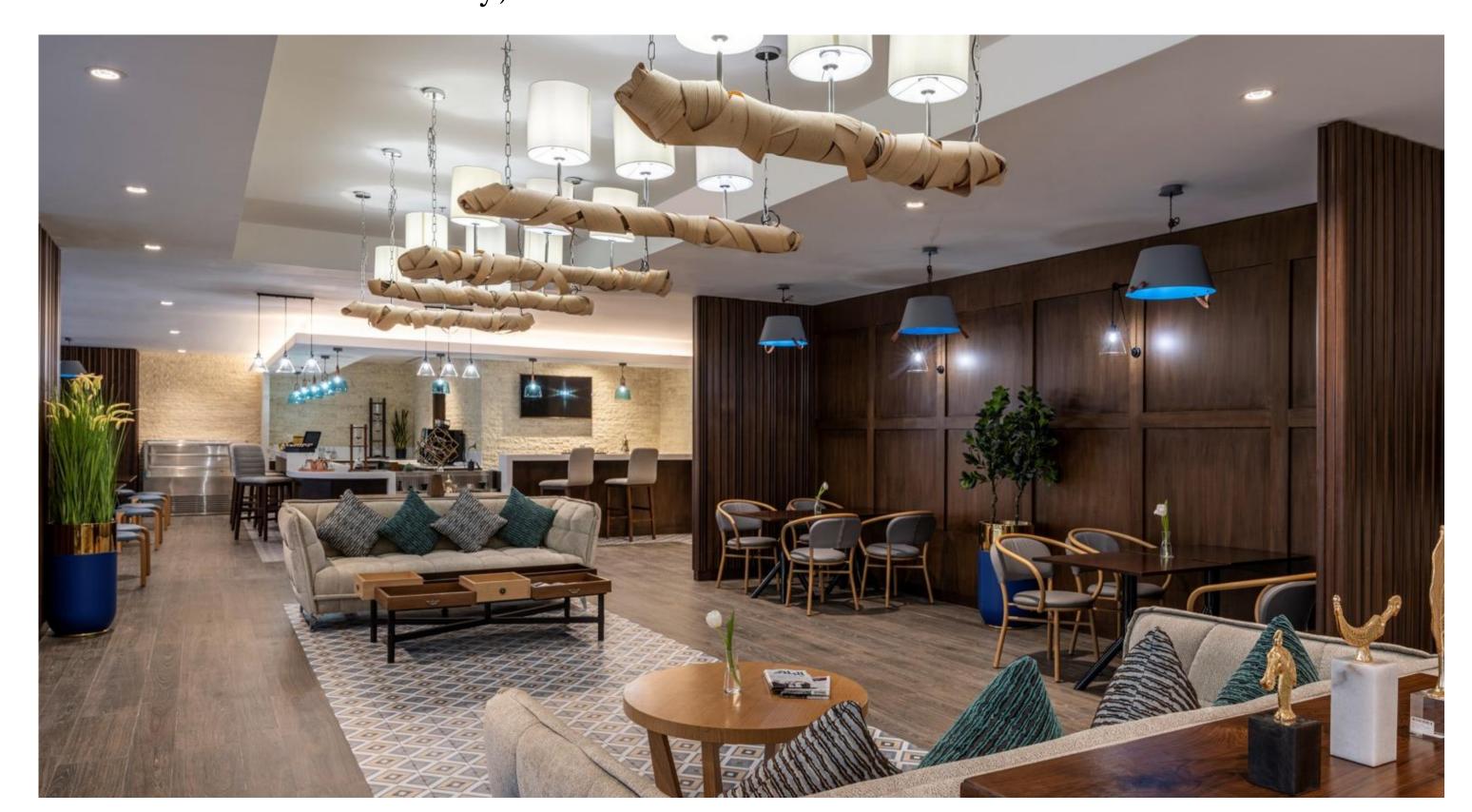


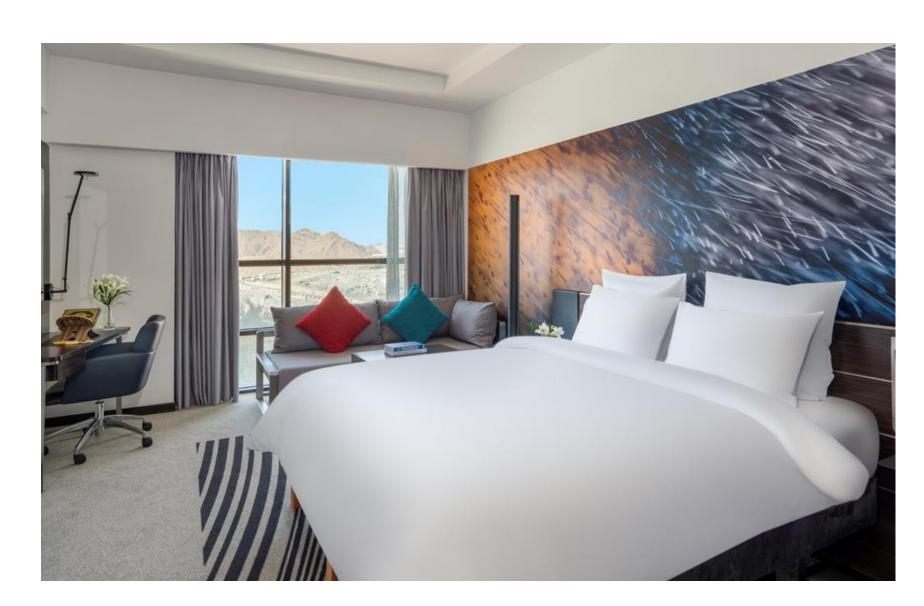
Novotel Living Bangkok Sukhumvit Legacy, Thailand | 207 Rooms



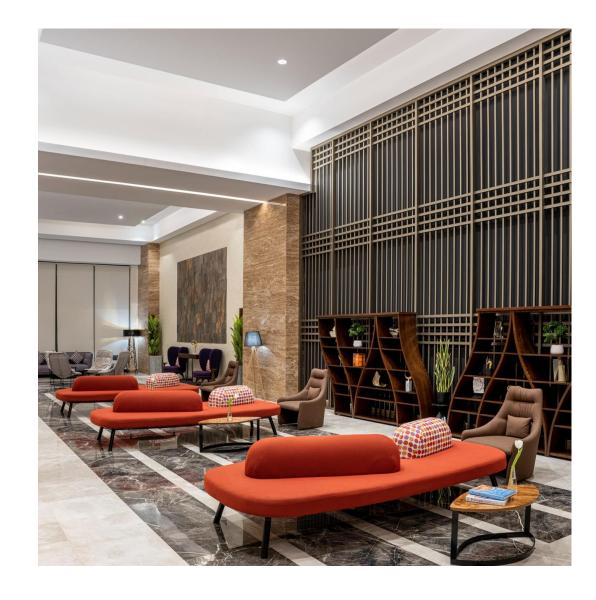
### NOVOTEL RESIDENCES

### Novotel Makkah Thakher City, Saudia Arabia





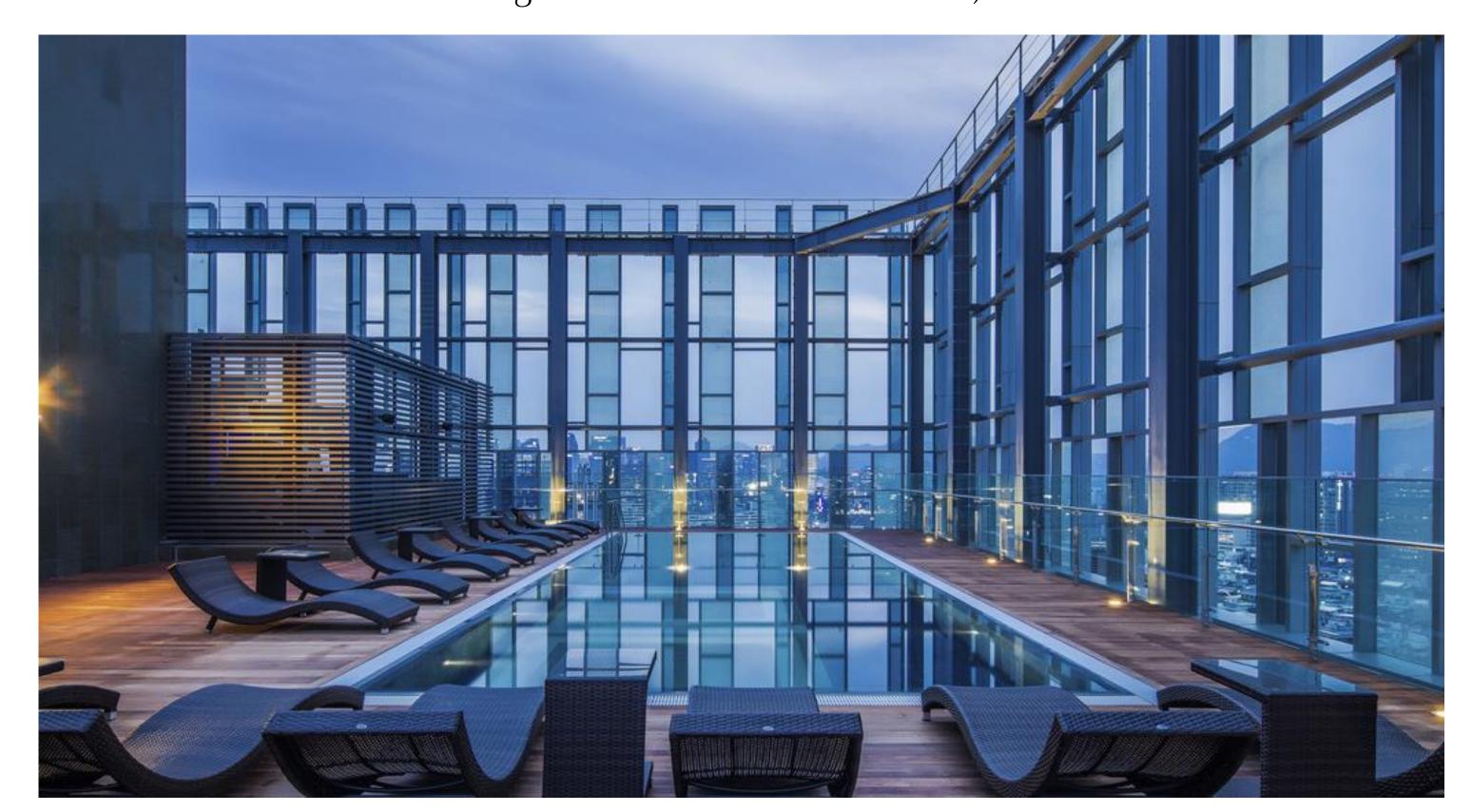
242 apartments





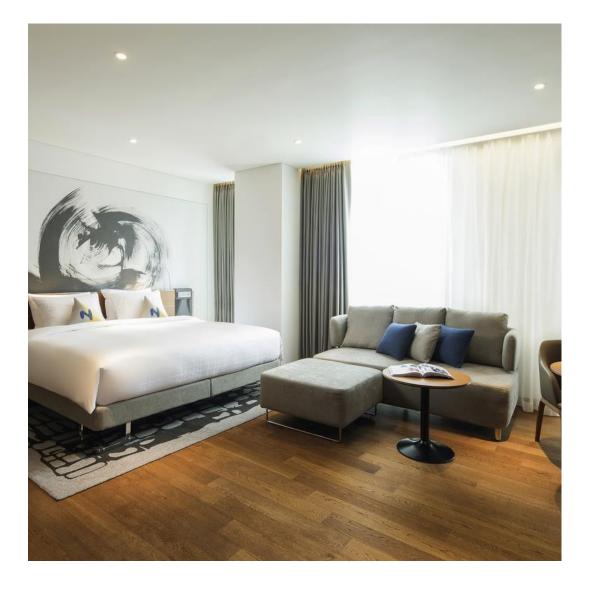
### NOVOTEL RESIDENCES

### Novotel Ambassador Seoul Dongdaemun Hotels & Residences, South Korea



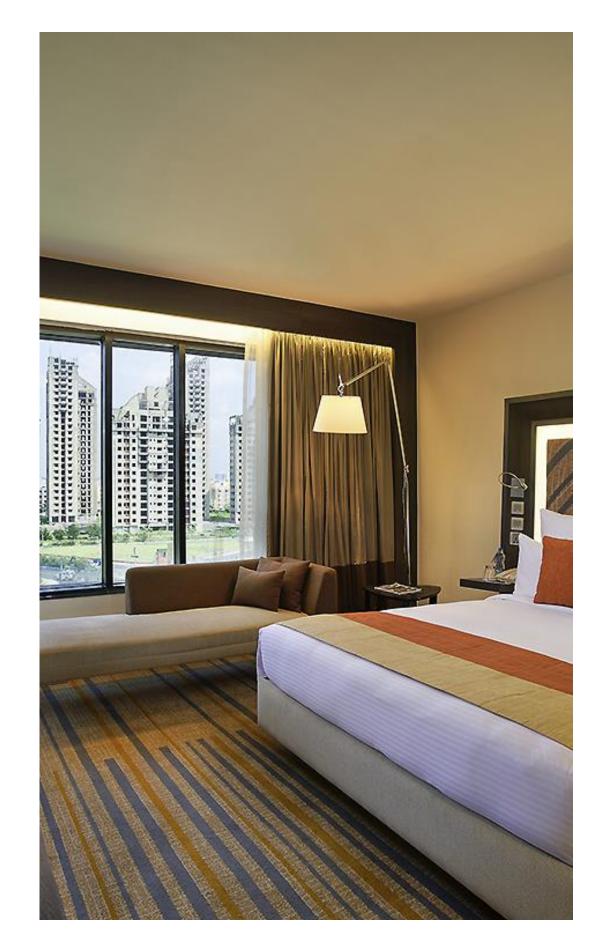




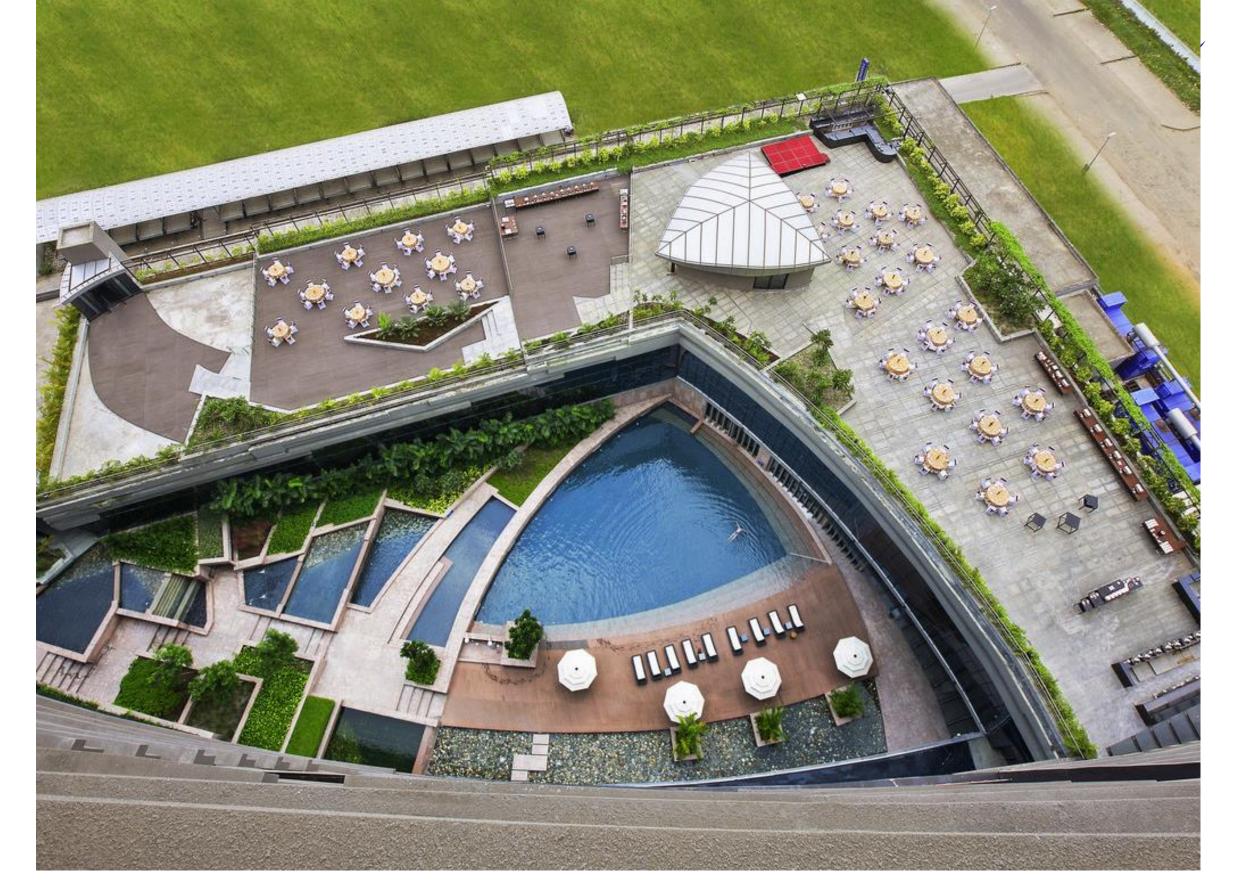


### NOVOTEL RESIDENCES

### Novotel Kolkata Hotel & Residences, *India*









# Thank



