



NOVOTEL

# Why invest *Novotel*

# 2026

GLOBAL DEVELOPMENT  
PREMIUM, MIDSCALE & ECONOMY DIVISION



WELCOME TO NOVOTEL

# Longevity Everyday

Redefining the role of hotels in supporting guests' wellbeing and quality of life through simple, everyday choices.

A world-renowned brand with standout awareness and a footprint in nearly 70 countries, delivering long-term growth and helping business travelers and families achieve longevity, living longer, fuller, and happier lives, strengthening its ESG profile through a partnership with WWF for ocean protection.



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# Profitable Business Model

- 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

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# Loved Brand by Families and Business Travellers

- Maximise your occupancy rate by catering to both business and leisure guests:
- Bring families and friends together during leisure periods
  - Enable business guests to meet and connect meaningfully and sleep deeply to improve mental and physical wellbeing
  - Allow all to eat well with delicious, greener, healthier and more sustainable choices and to move with purpose.

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# Powerful Distribution Eco-system

- Leverage Accor's sales, marketing, distribution & loyalty platform from day 1
- Connecting you with valuable global business & directly contributing 78% of your room revenue

# Profitable Business Model

Chapter



01

*Topline  
Investment  
EVITDA*

TOPLINE

# Best brand awareness in key countries vs competition

# 181

Brand awareness index

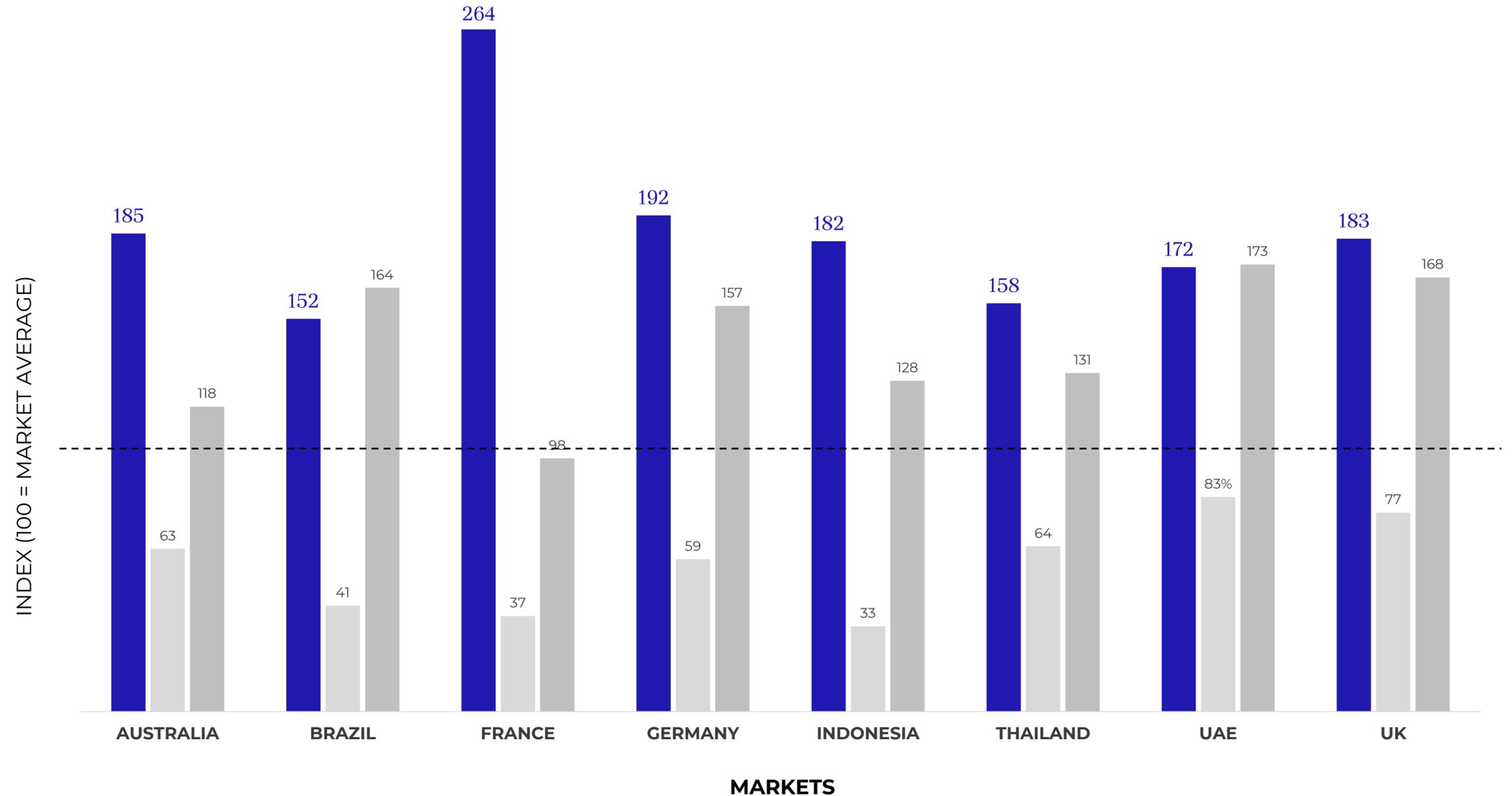
Above segment average in FR, DE, UK, BR, UAE, IND, AU, TH

Compset:  
Courtyard By Marriott  
Hilton Garden Inn

Source: BES 2025

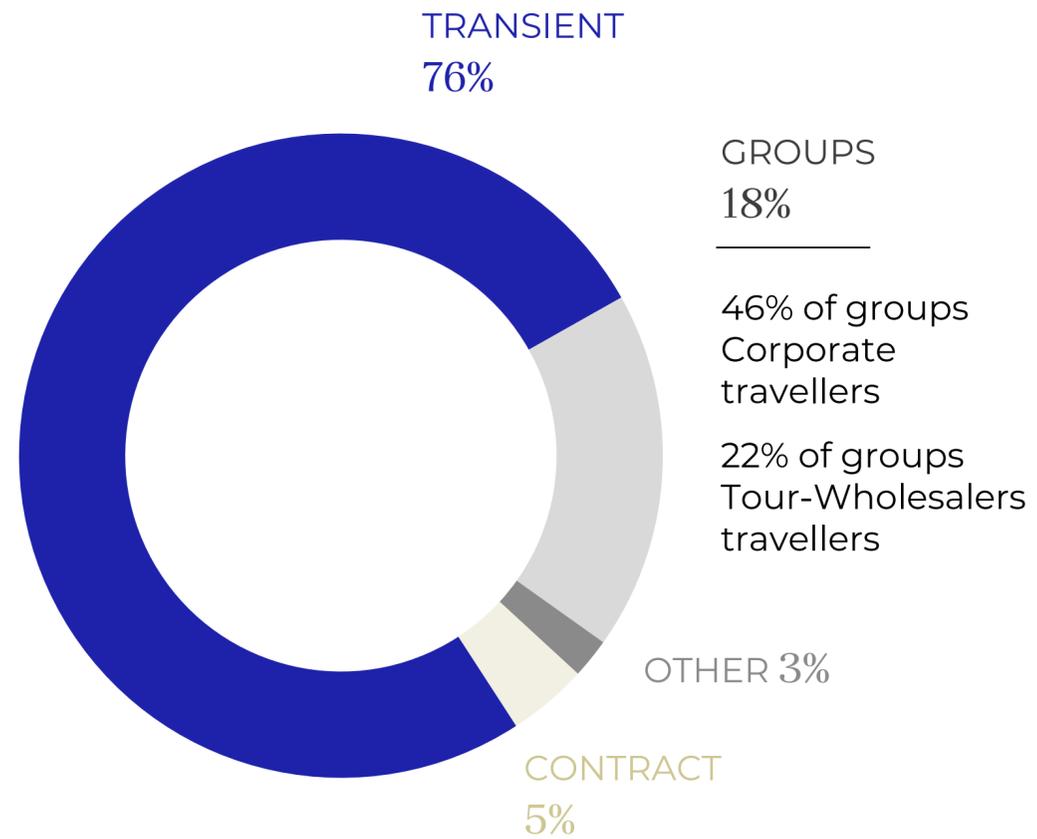
## AWARENESS INDEX BY COUNTRY

■ NOVOTEL ■ COURTYARD BY MARRIOTT ■ HILTON GARDEN INN



TOPLINE

Resulting in 76% of revenue generated by transient individuals



TOPLINE

With a global footprint of 830 hotels open and in the pipeline

STRONG BRAND PENETRATION

#1

MARKET-SHARE OUTSIDE US

Novotel

	NETWORK	PIPELINE
	625	206
	120,487	40,407

6%

Americas

	50	10
	8,791	1,442

34% Europe & North Africa

	301	38
	49,361	5,775

39% Middle East, Africa, Asia, Pacific

	182	92
	41,875	20,863

21% Greater China

	92	66
	20,460	12,327

INVESTMENT

# Adaptative design concepts

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



RF STUDIO



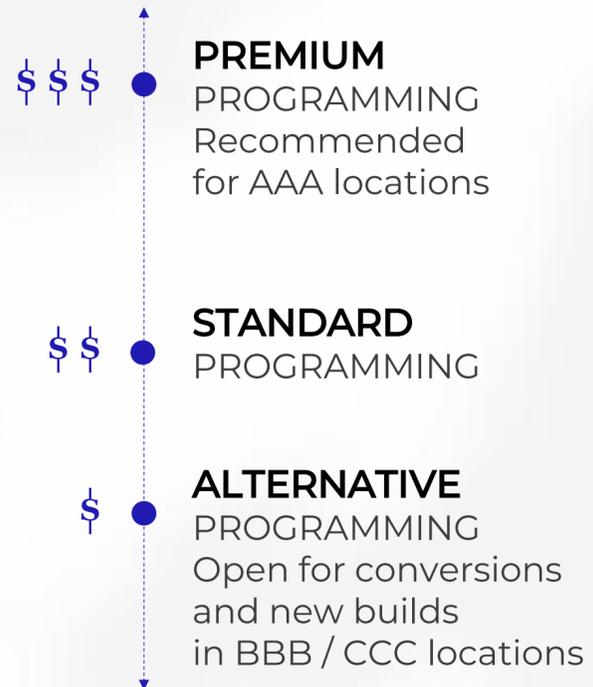
METRO



SUNDUKOVY SISTERS



HYPOTHESIS



# Loved Brand

Chapter



02

*Brand positioning*  
*Guest satisfaction*  
*Top 3 USPs*

## BRAND POSITIONING

*Longevity  
Democratised*

Rooted in innovation,  
Novotel delivers  
affordable, high-quality  
experiences and intuitive  
spaces that help  
everyone take small  
daily steps towards  
better mental and  
physical wellbeing.



## TOP 3 USPs

# Our promise to leisure and business guests



# 1

Novotel brings  
Family & Friends  
together



# 2

Novotel supports you to  
Eat Well and  
Meet Meaningfully



# 3

Novotel enables you to  
Sleep Deeply and  
Move with Purpose



USP #1

## Novotel Brings



## Family & Friends Together

Novotel welcomes over 5 million families a year.

*Appealing to families through:*

Complimentary stay & breakfast  
for children under 16.

50% off the second room.

Adaptable room types designed  
for families or friends to share.

**#1 for Family & Kids Facilities**

Sentiment Score at 80.39  
vs competitors between 52.43 and 78.68\*

**9/10 families recommend Novotel\*\***

\*Competitors include: Four Points by Sheraton, Hilton Garden Inn, Courtyard by Marriott & Holiday Inn  
Trust You 2025

\*\*Dynata study 2025

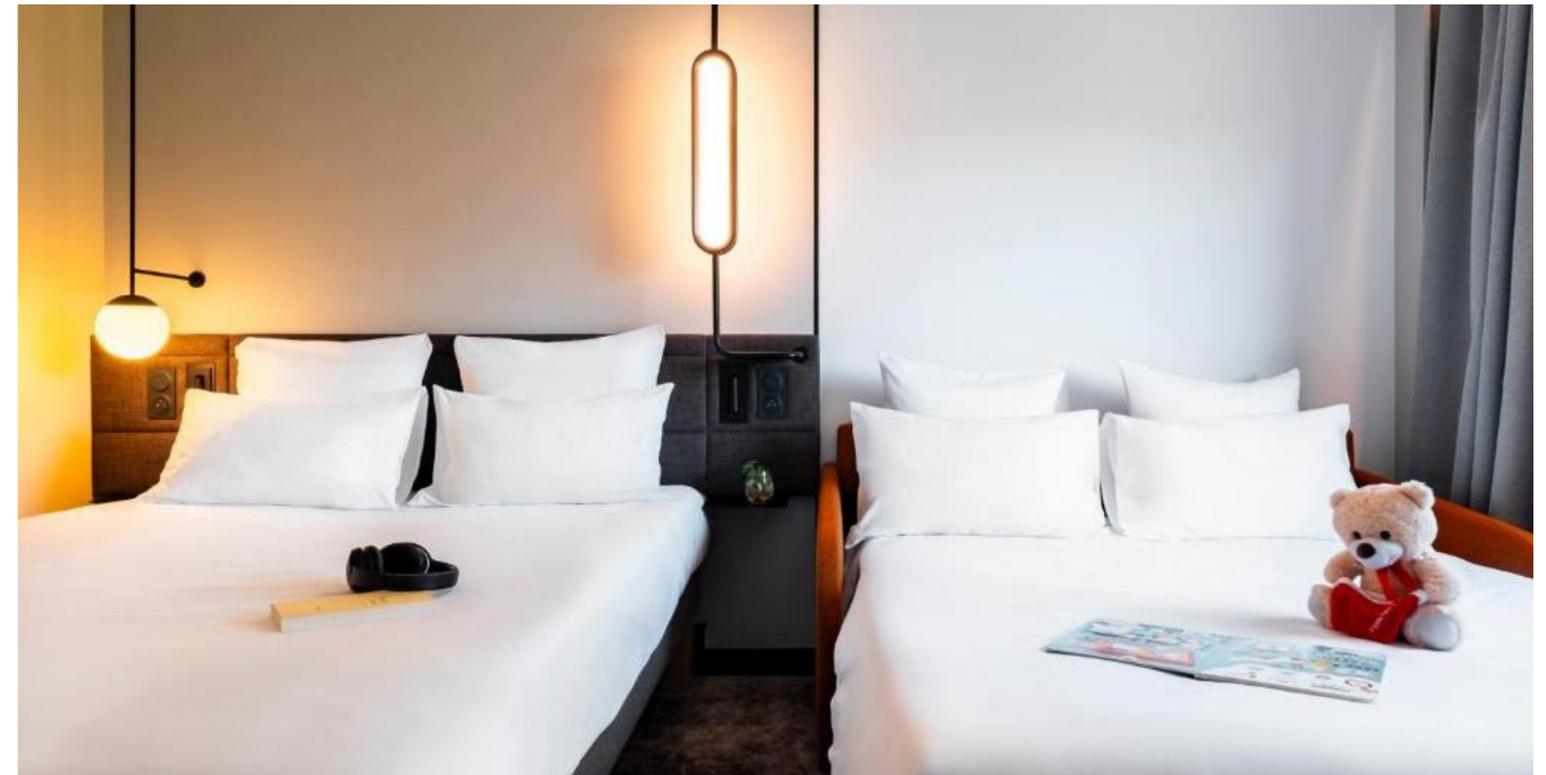


Friends and Family Zone



Kids activities in-hotel

Family rooms





USP #2

Sleep Deeply.



Meet Meaningfully.



Improve mental and physical wellbeing through a **newly enhanced bedding programme**.

**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 business**

Sentiment Score at 93.71  
vs competitors between 73.3 and 82.8\*

\*Competitors include: Four Points by Sheraton, Hilton Garden Inn, Courtyard by Marriott Holiday Inn Trust You 2025

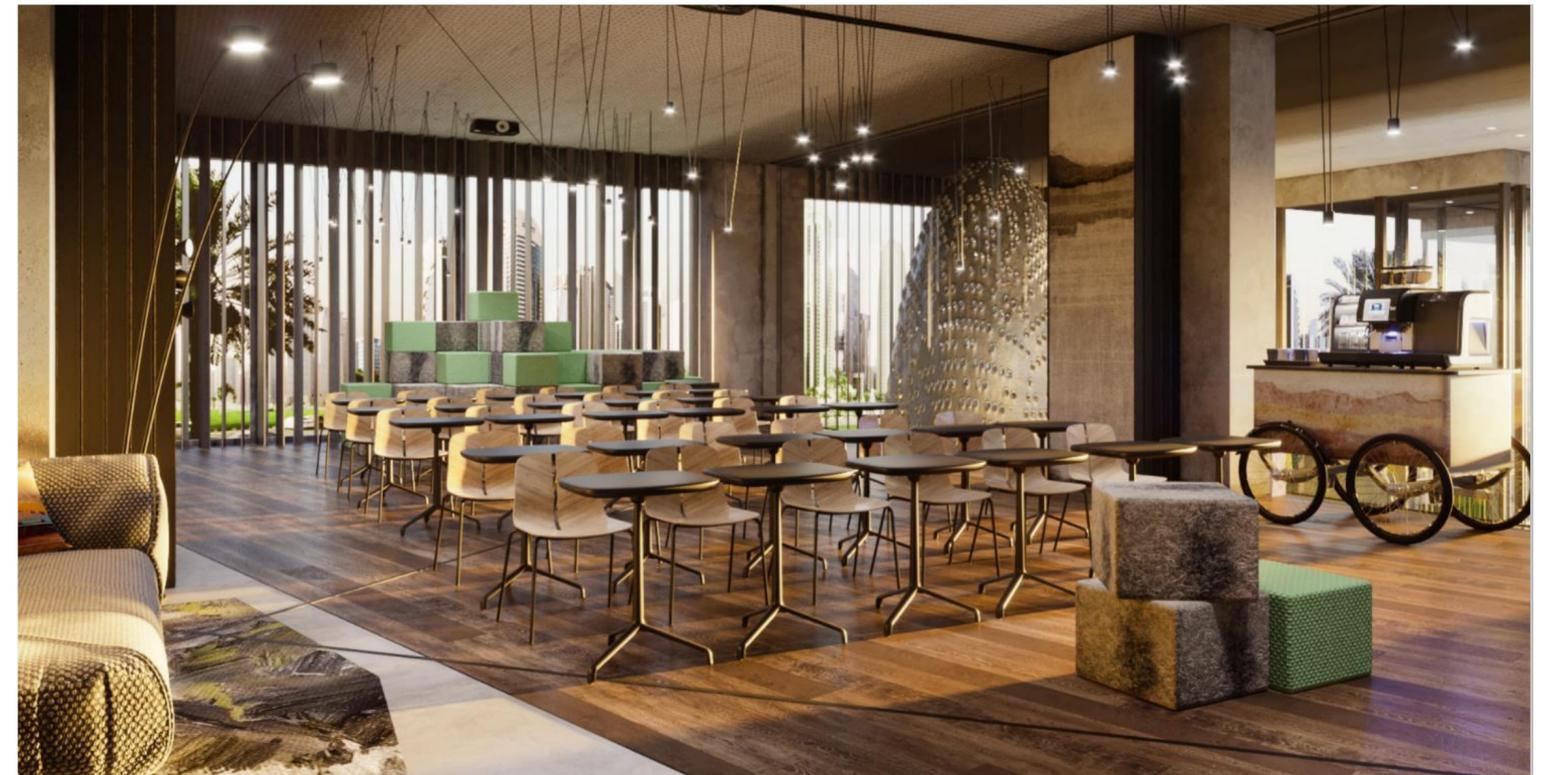


Meeting Room, *RF Studio*



Social Hub, *Metro*

Co-working Space, *Sundukovy Sisters*





USP #3

Eat Well.



Move with Purpose.



### Plant-Forward F&B

Delicious, greener, healthier, more sustainable plant-forward F&B options.

First hotel brand to join Seafood Task Force for sustainable sourcing

### Fitness, Pools & Spa

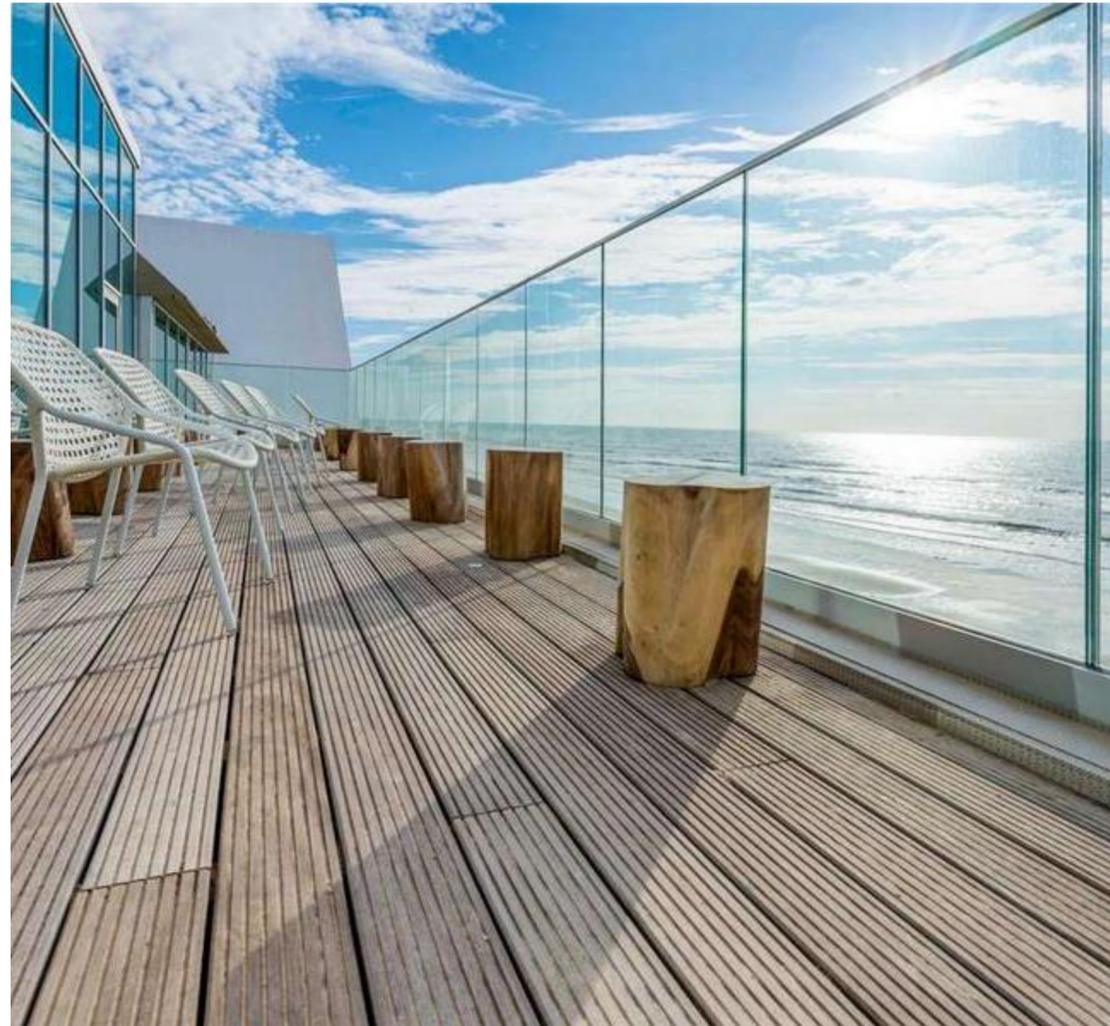
Relaxing & energising places for busy business travellers and families

### Partnership with WWF for Ocean Preservation

### #1 in Guest Perception on Sustainability & ESG Initiatives

126 vs Comp Index\*

\*Competitors include: Four Points by Sheraton, Hilton Garden Inn, Courtyard by Marriott Holiday Inn Trust You 2025 GSS 2025



Novotel Thalassa Le Touquet, *France*



Novotel Paris Porte de Versailles Fitness Centre, *France*

Novotel Suzhou Zip, Pool & Spa, *China*





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 Friends & Family Zone Welcome / Living Area Food Bar Brand playlist	Executive Room Bedding programme Family rooms Branded amenities	Fitness Swimming pool (mandatory in resorts) Spa (mandatory in resorts)	Novotel Breakfast All day dining philosophy Nutritious and plant-forward F&B	Meetings by Novotel Modular M&E space Coworking Space

# Powerful Distribution Ecosystem

Chapter

03



*Accor Sales,  
Distribution & Loyalty  
Novotel 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

BRAND ENHANCER

## 40+ brands

FEATURED ON ALL.COM

LOYALTY PROGRAM

## 110M+

MEMBERS

BOOKING PLATFORM

## 360M+

VISITS/YEAR

PARTNERSHIP & EXPERIENCE

## 140+

PARTNERS

SUBSCRIPTION PRODUCTS

## 550K+

SUBSCRIPTION CARDHOLDERS

## Strong revenue contribution for hotels

ALL ROI FOR OWNERS

# x8

AWARDS SINCE LAUNCH

# 39



NOVOTEL DIGITAL SCALE

Boost direct sales with Novotel digital scale

NOVOTEL.COM

1.9M Users

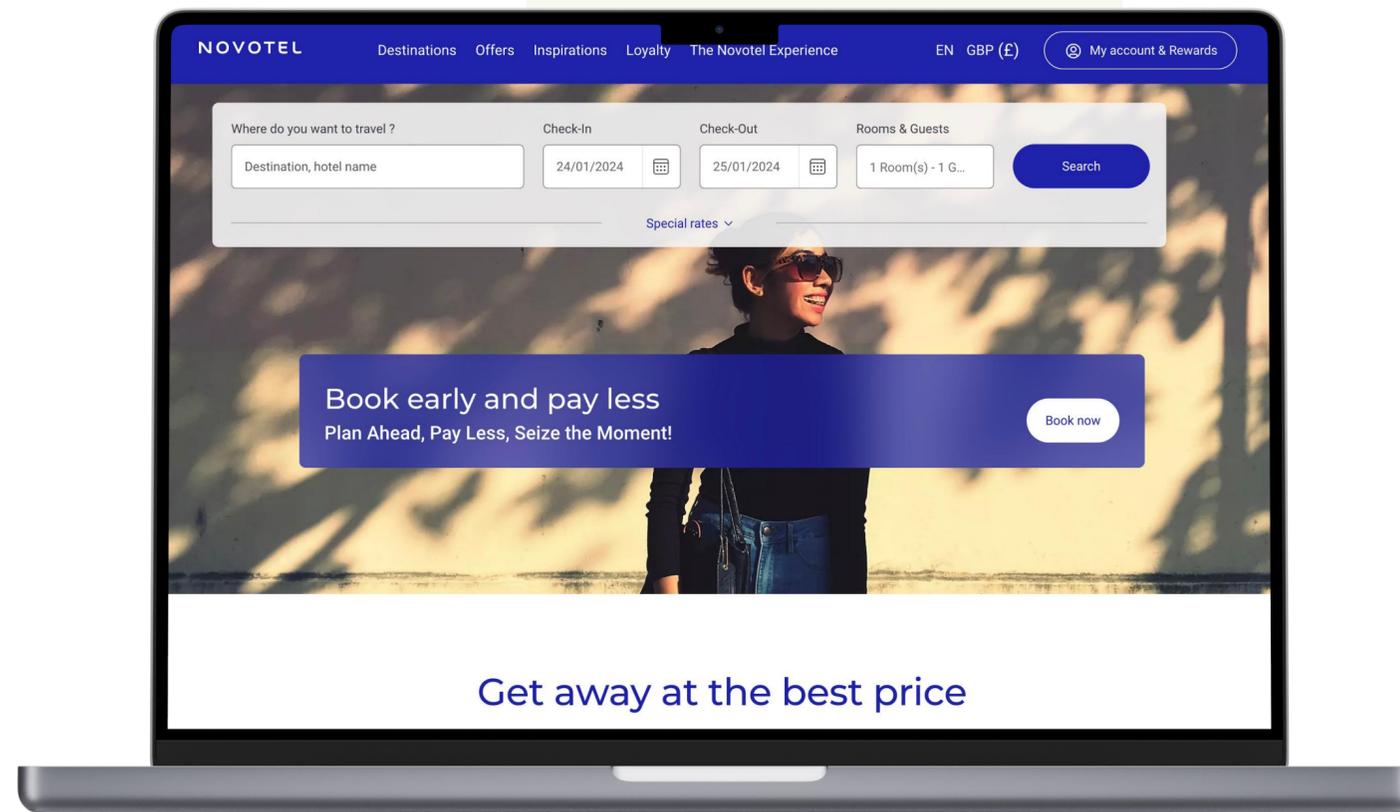
14 Languages

2% Conversion rate

CRM

2.6M

Contacts in CRM Novotel database in 2025



SOCIAL MEDIA AMPLIFICATION

+133k Followers

+286k Followers

+661k Followers

+6k Followers

# Development Criteria

Chapter

04



*Hotels  
Leisure & Resorts  
Extended Stay  
Combos*



NOVOTEL WIEN CITY  
AUSTRIA

HOTELS

# Hotels Development Criteria

Novotel hotels fit equally new builds 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**

- Restaurant offer
- Breakfast offer
- Lobby Bar
- Fitness
- Work in the Lobby
- Meeting Room
- Kids & Family & Friends Corner
- Car Park
- Family Room or Connecting Room (>20% inventory)

**NICE-TO-HAVES**

- Wellness Area or Spa (highly reco)
- Swimming Pool
- Sport Facilities
- Co-working Dedicated Area
- Boardroom
- Ballroom
- Entertainment Facilities
- Junior Suite



NOVOTEL MEGÈVE MONT BLANC  
FRANCE

LEISURE & RESORTS

# Leisure & Resorts Development Criteria

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

(1) Incl. PACIFIC / AAA + HISTORIC CONVERSION

**MUST-HAVES**

- Breakfast offer
- Restaurant offer
- Lobby Bar
- Fitness
- Wellness Area or Spa
- Swimming Pool
- Sport Facilities
- Kids & Family & Friends Corner / Room
- Kids Club
- Outside Space
- Entertainment Facilities
- Car Park

**NICE-TO-HAVES**

- Grab & Go
- Work in the lobby
- Meeting Room
- Ballroom
- Laundry Room
- Retail shop



NOVOTEL LIVING SINGAPORE ORCHARD  
SINGAPORE

EXTENDED STAY

# Extended Stay Development Criteria

	<b>WW</b>	
NUMBER OF KEYS	150+	
ROOM SIZE	Guest Room (Standalone Living)	24 sqm (>10%)
	Studio	25-32 sqm (50 to 70%)
	1 Bed	40-50 sqm (20%)
	2 Beds	60-68 sqm (10%)
TGFA	50 sqm	

**MUST-HAVES**

- Lobby Bar
- Grab & Go
- Shared Kitchen
- Fitness
- Work in the lobby
- Executive lounge or Clubhouse
- Laundry Room
- Kids & Family & Friends Corner / Room
- Car Park

**NICE-TO-HAVES**

- Breakfast offer
- Restaurant offer
- Wellness area or spa
- Swimming Pool
- Sport Facilities
- Co-working dedicated area
- Meeting Room
- Board Room
- Ballroom
- Entertainment facilities



NOVOTEL SUITES SHANGHAI HONGQIAO  
CHINA, 164 DUPLEX SUITES + 40 APARTMENTS

COMBOS

# Mixed-use development

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

- EXTENDED STAY



- BRANDED RESIDENTIAL



- COWORKING



- COMBO WITH PREMIUM OR ECONOMY BRAND



# Novotel Network

Chapter



05

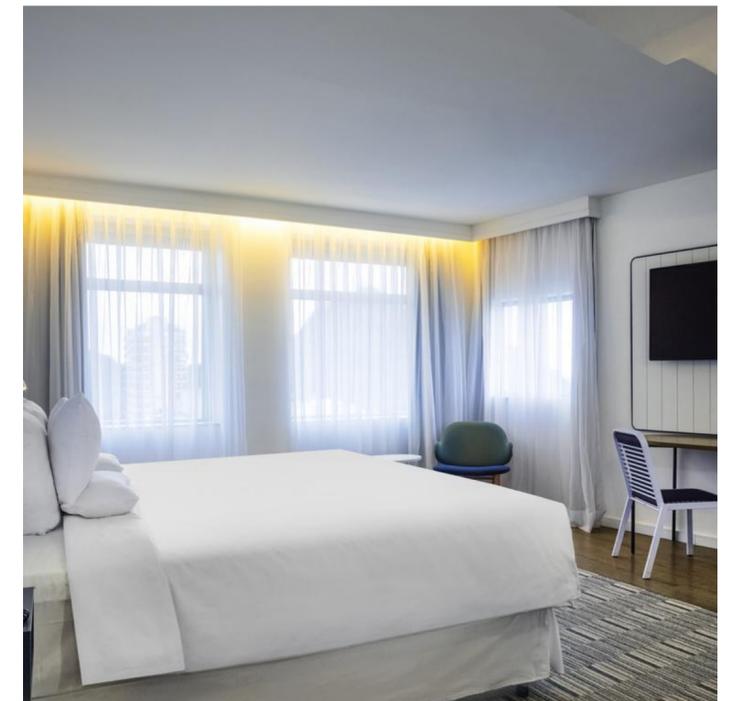
*Urban  
Leisure & Resorts  
Airport, MICE  
Extended Stay – Novotel Living  
Novotel Residences*

URBAN

Novotel Rio De Janeiro Leme, *Brazil*



 200 rooms

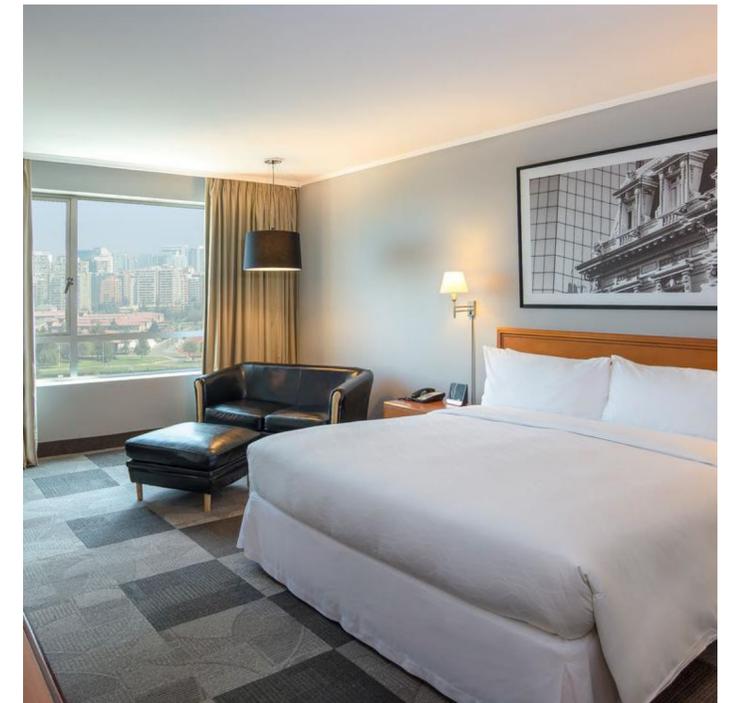


URBAN

Novotel Santiago Las Condes, *Chile*



 212 rooms

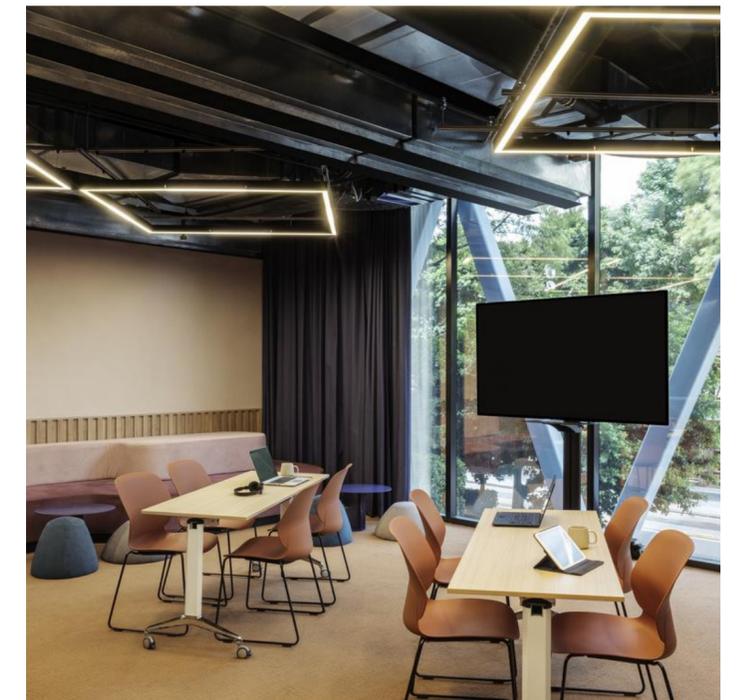


URBAN

Novotel Mexico City World Trade Center, *Mexico*

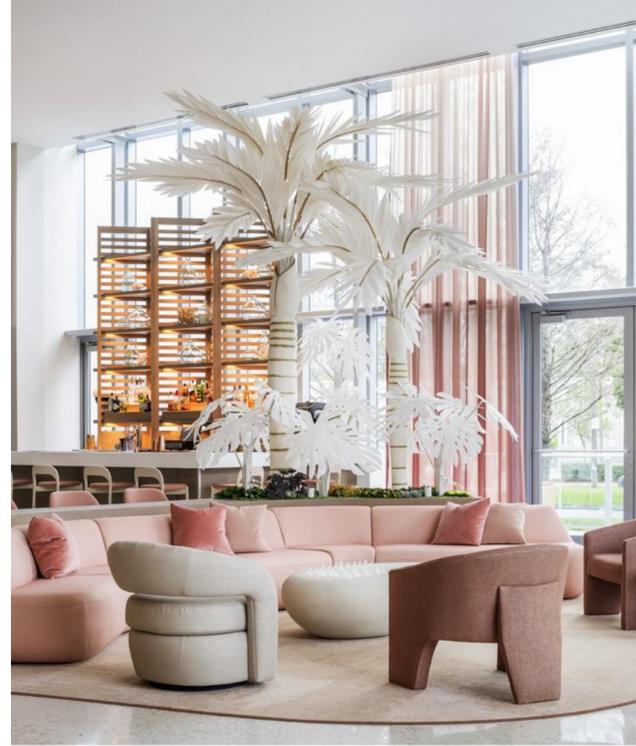


106 rooms





URBAN



275 rooms

Novotel Miami Brickell, USA





Why invest - Novotel

URBAN



Novotel Network

P33



 347 rooms

Novotel Melbourne South Wharf, *Australia*



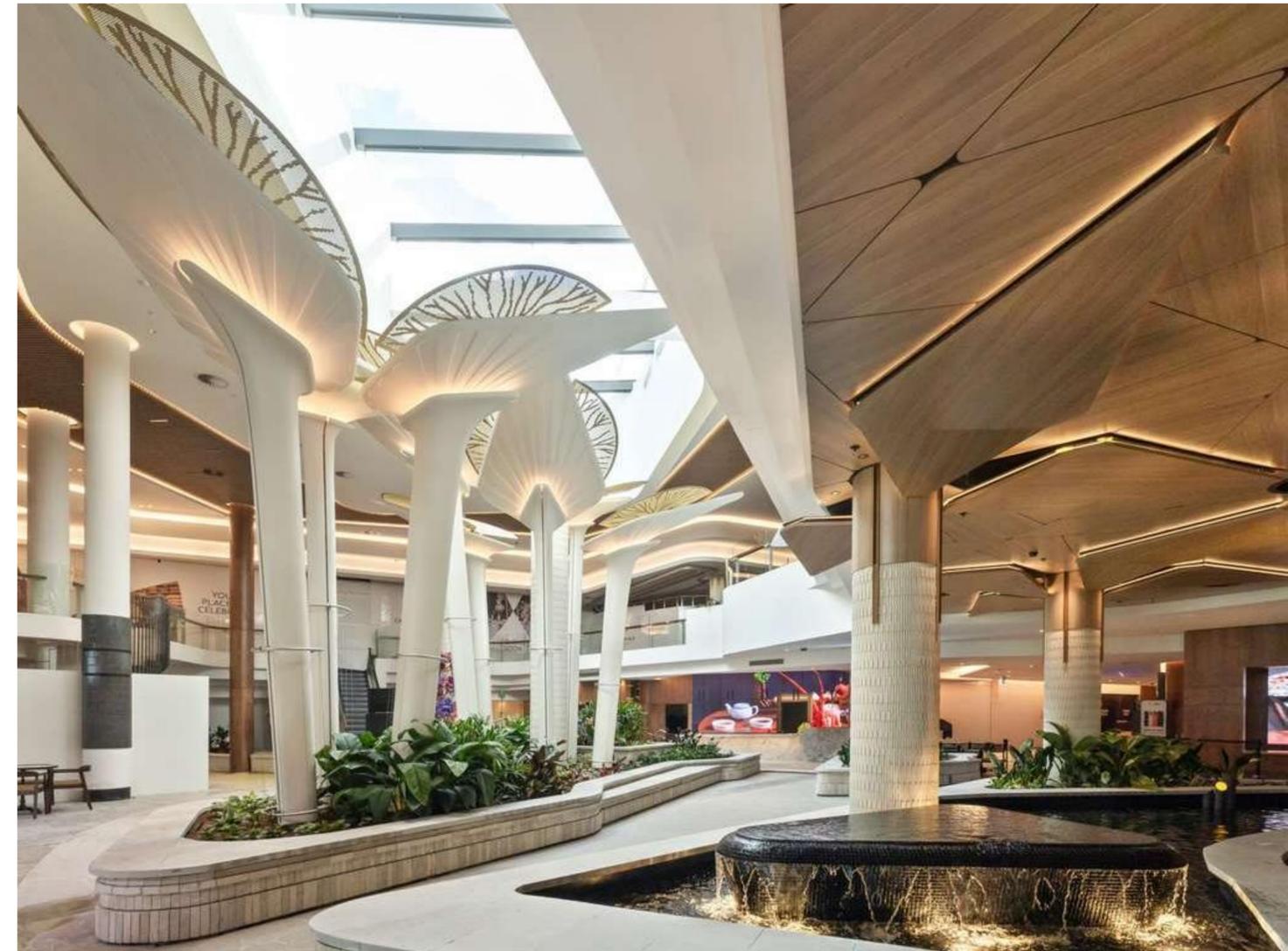


URBAN



140 rooms

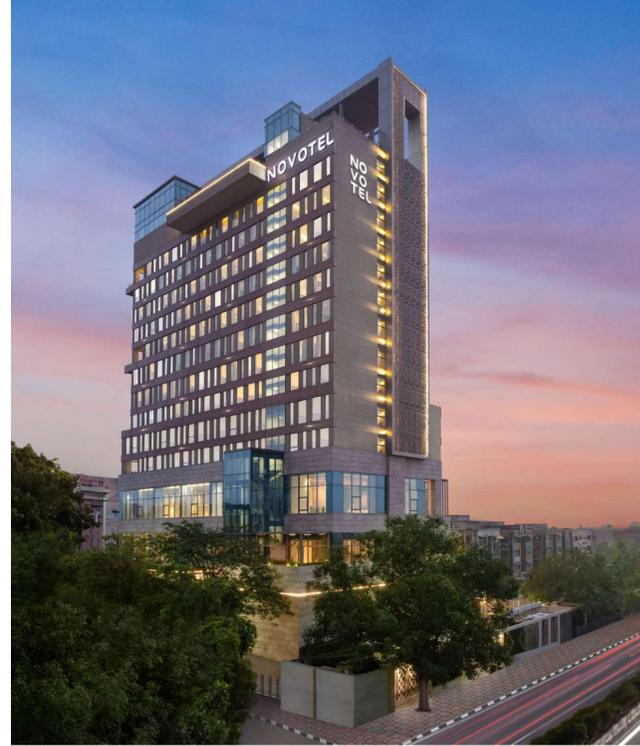
Novotel Sydney Cabramatta, *Australia*





Why invest - Novotel

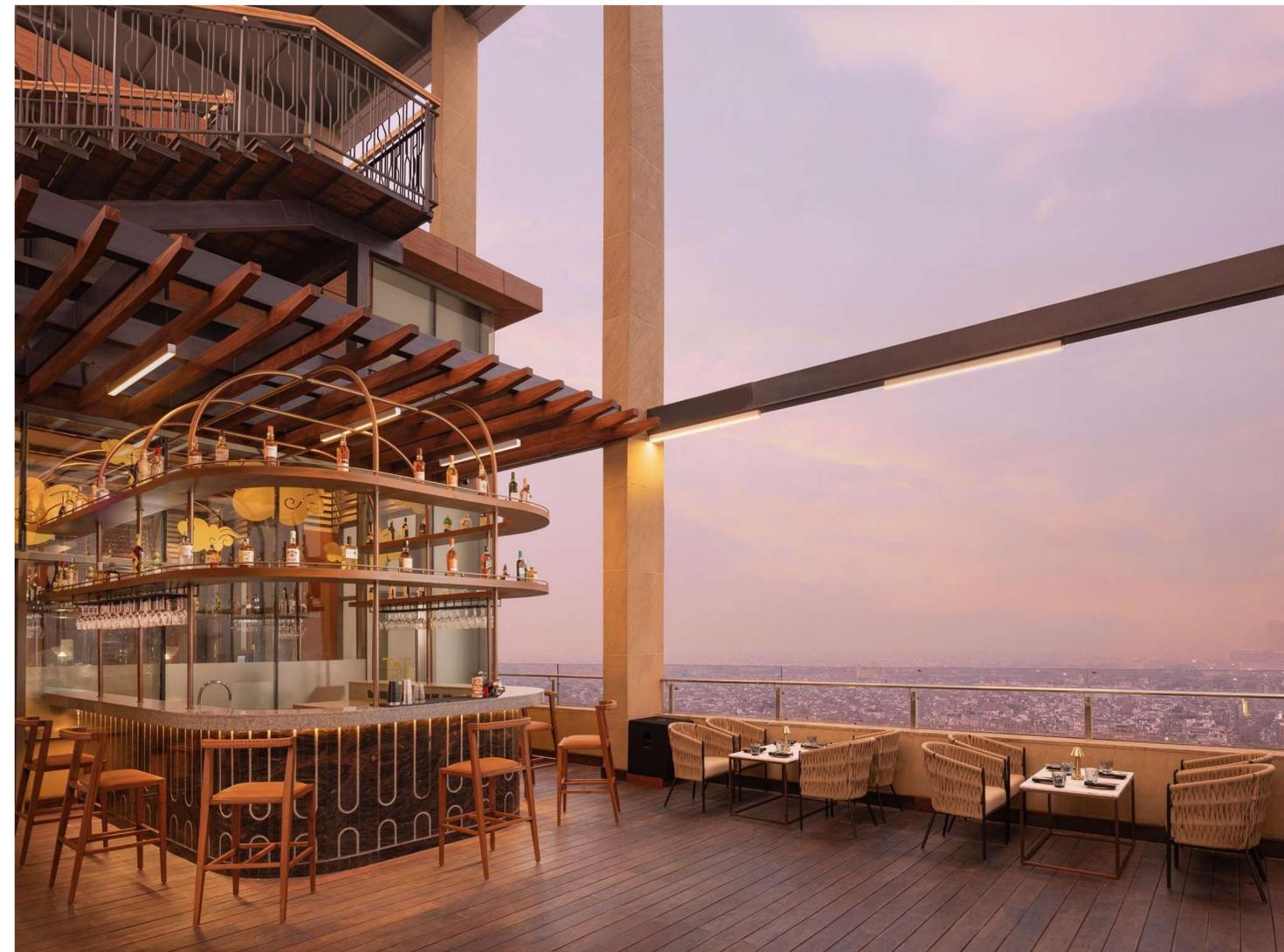
URBAN



Novotel Network

122 rooms

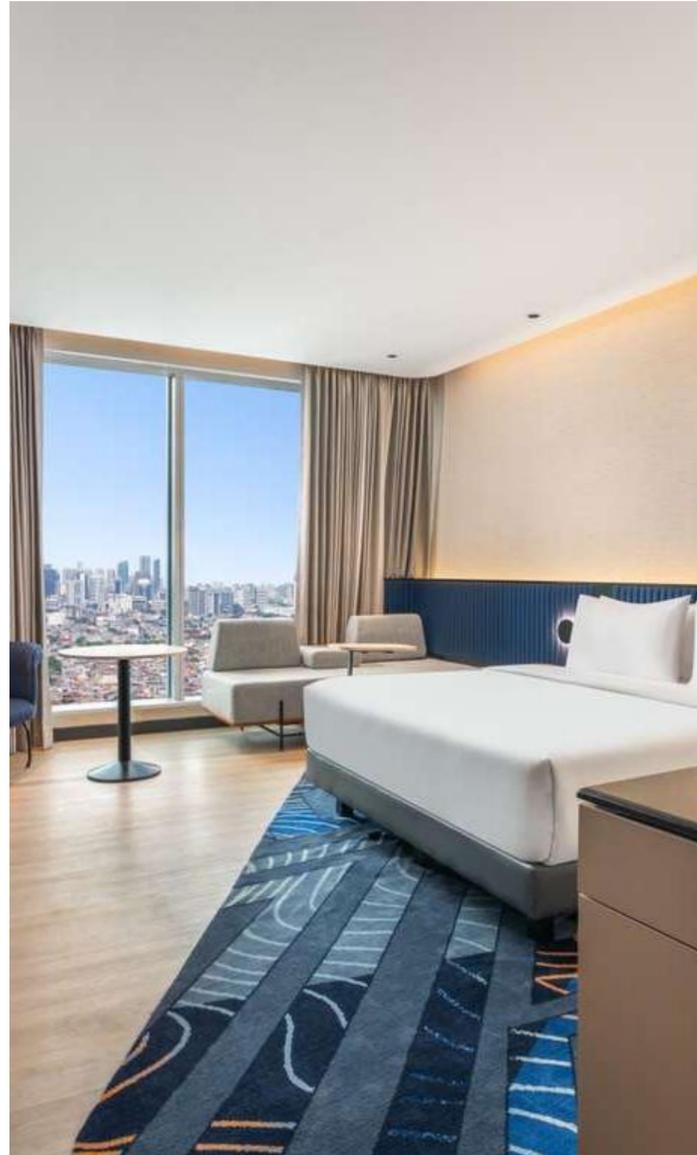
Novotel New Delhi City Centre, *India*





URBAN

Novotel Jakarta Pulo Mas, *Indonesia*



 175 rooms

URBAN

Novotel Nara, *Japan*

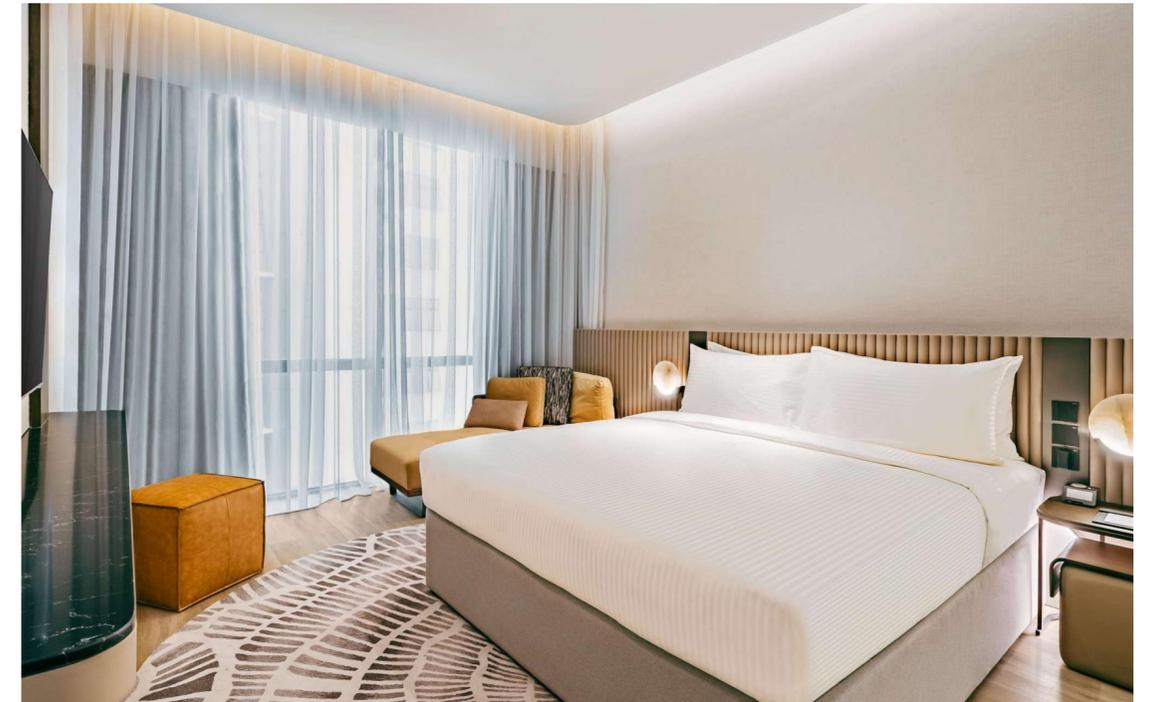


 264 rooms

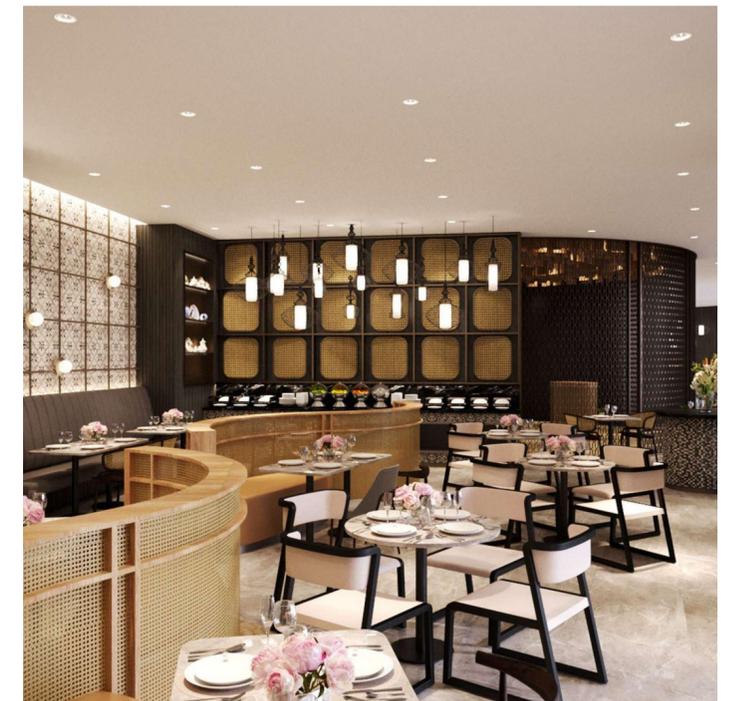


URBAN

Novotel Johor Bahru City Centre, *Malaysia*



 314 rooms

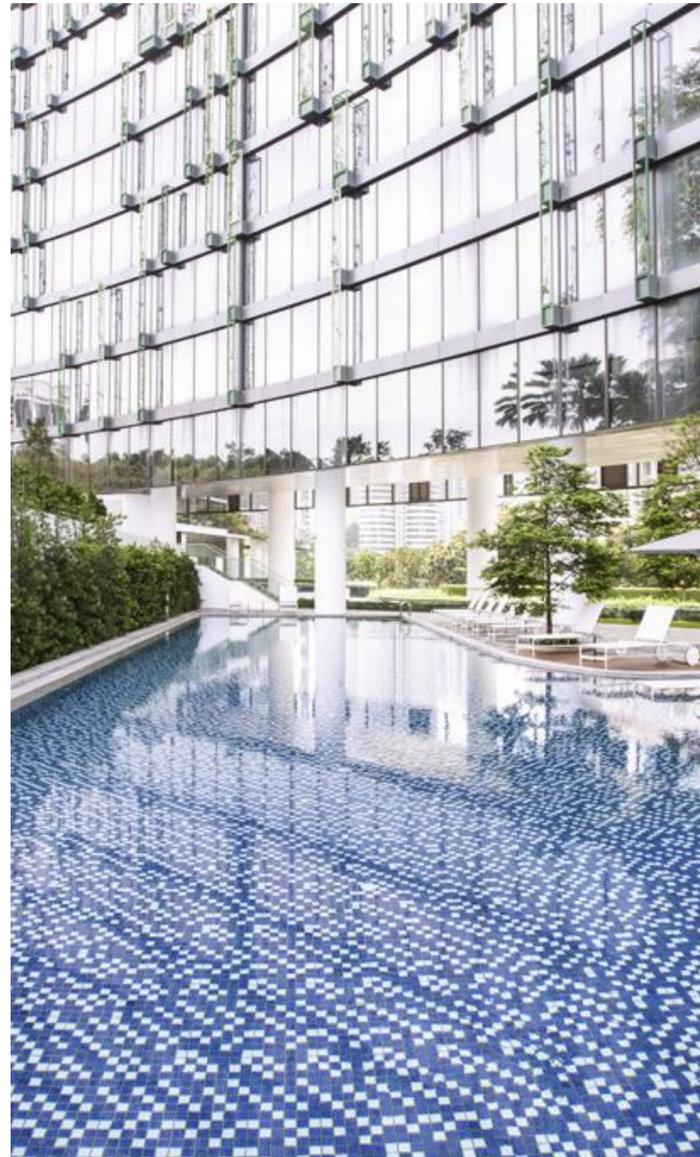




Why invest - Novotel

URBAN

## Novotel Singapore On Stevens



 254 rooms



URBAN

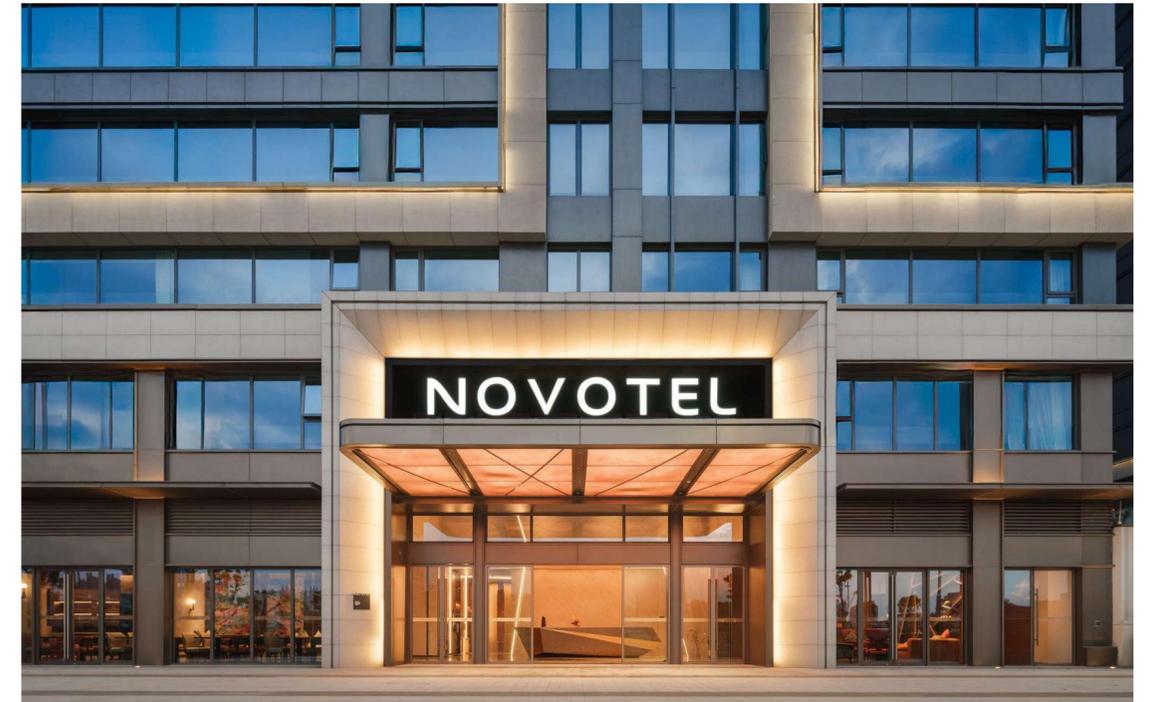
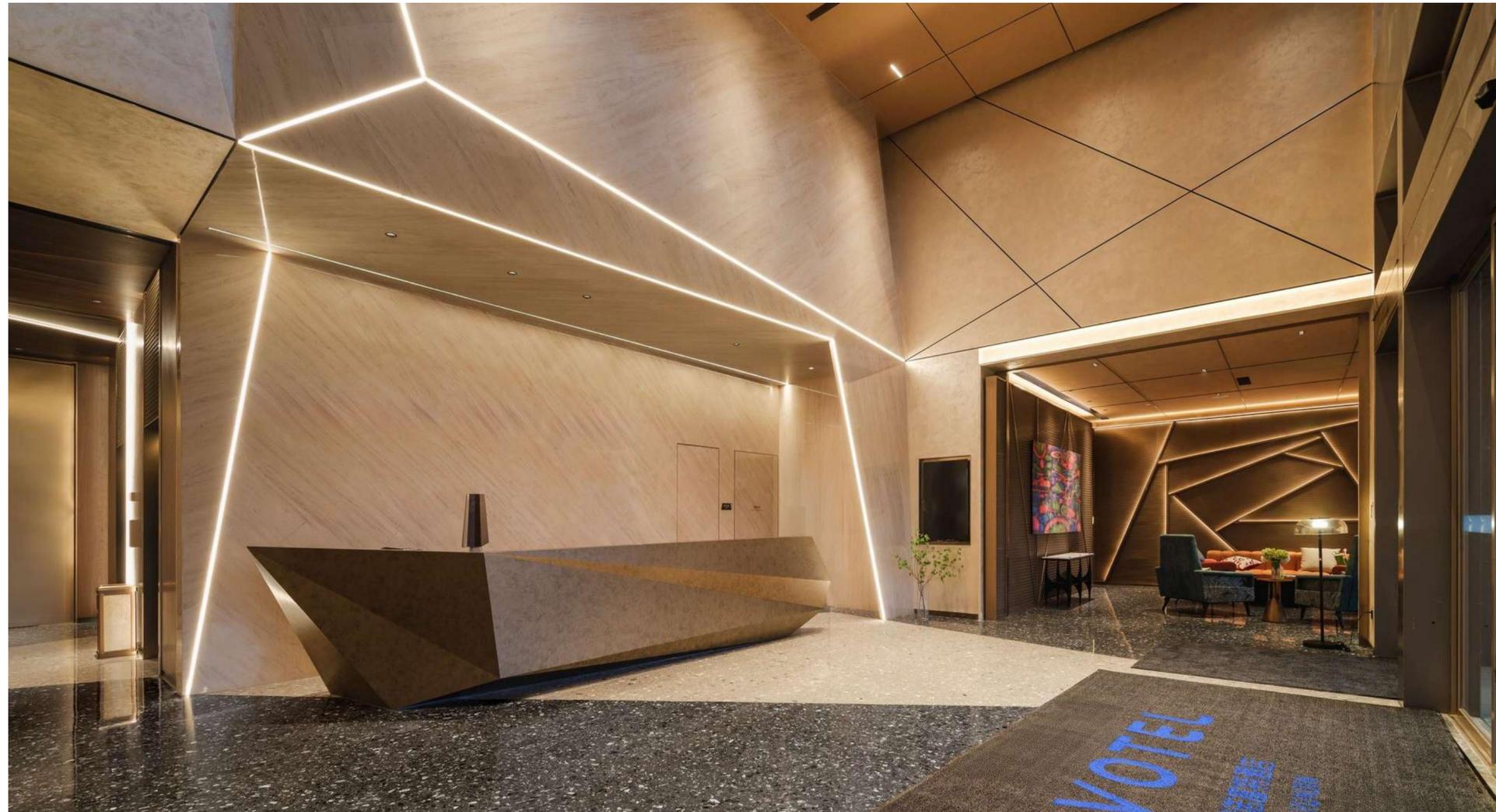
Novotel Shanghai Qingpu Excellence, *China*



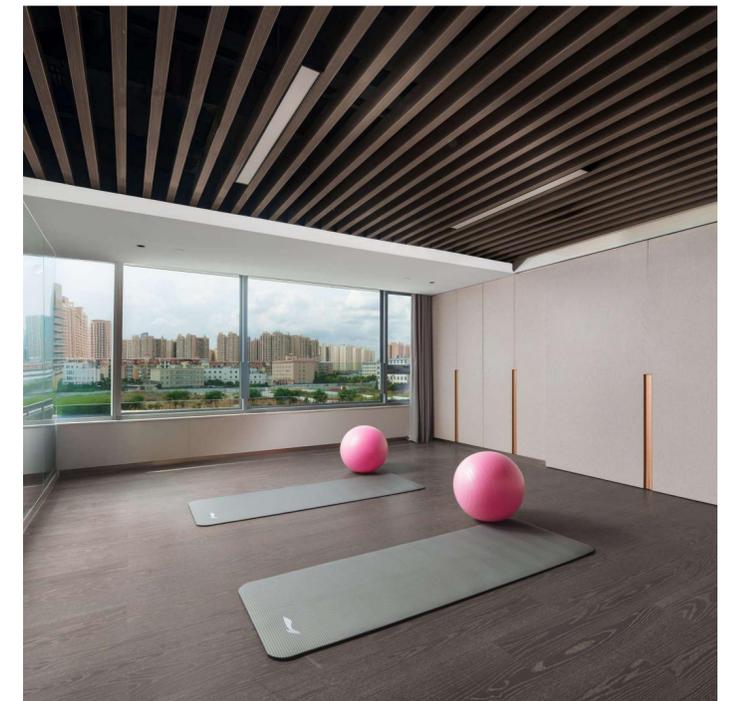
 240 rooms

URBAN

Novotel Kunming Yunjin, *China*



 357 rooms





Why invest - Novotel

URBAN



Novotel Network

P42



 125 rooms

Novotel Brugge Centrum, *Belgium*

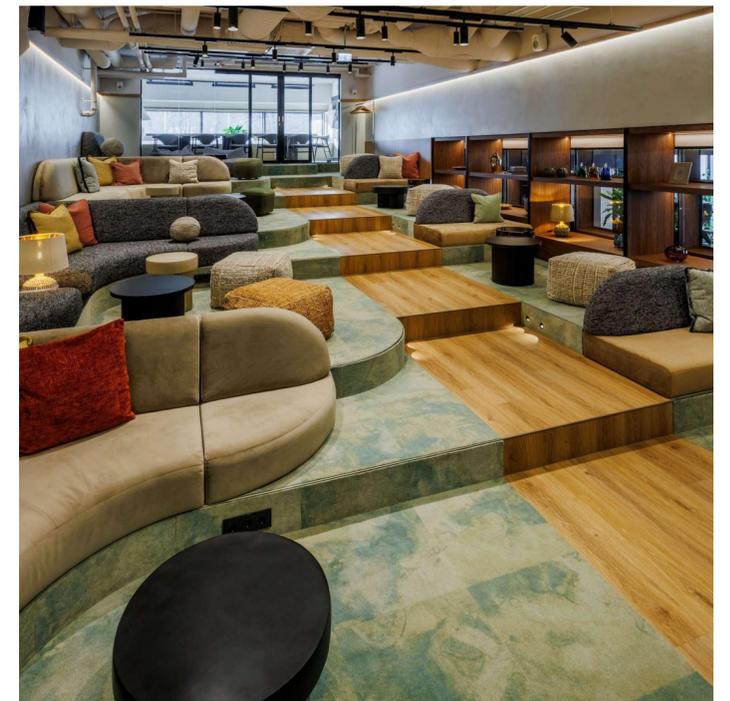


URBAN

Novotel Tallinn, *Estonia*



 132 rooms



URBAN

Novotel Paris Vaugirard Montparnasse, *France*



 187 rooms



URBAN

Novotel Paris La Défense, *France*

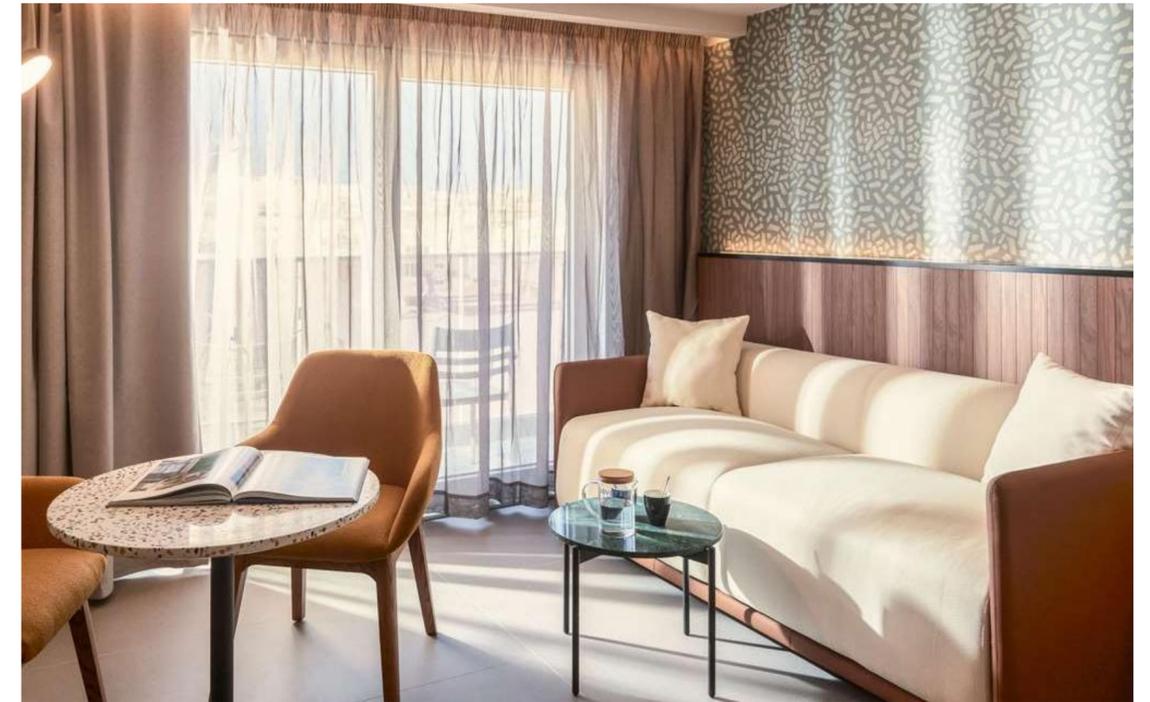


 170 rooms



URBAN

Novotel Malta Sliema, *Malta*



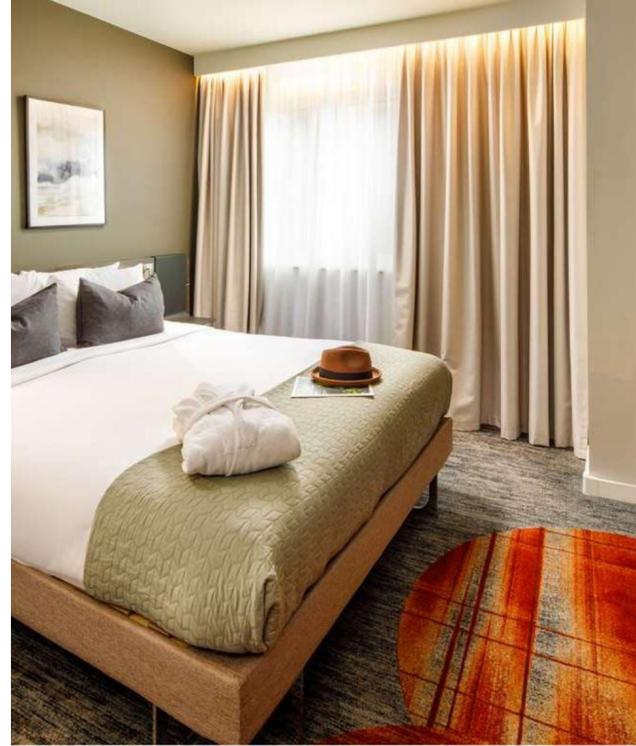
 293 rooms





Why invest - Novotel

URBAN



Novotel Network

P47



 182 rooms

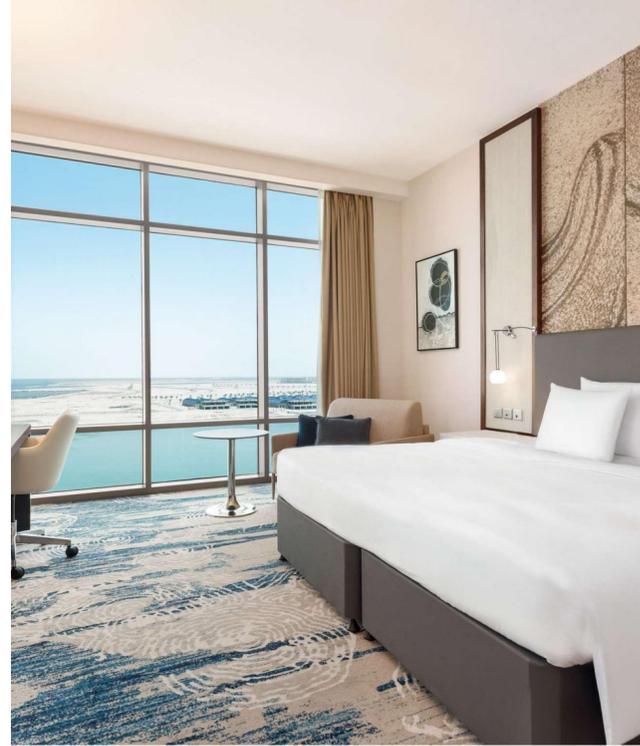
Novotel London Bridge, *United Kingdom*





Why invest - Novotel

URBAN



Novotel Network

P48



 290 rooms

Novotel Dubai Gold District, *United Arab Emirates*

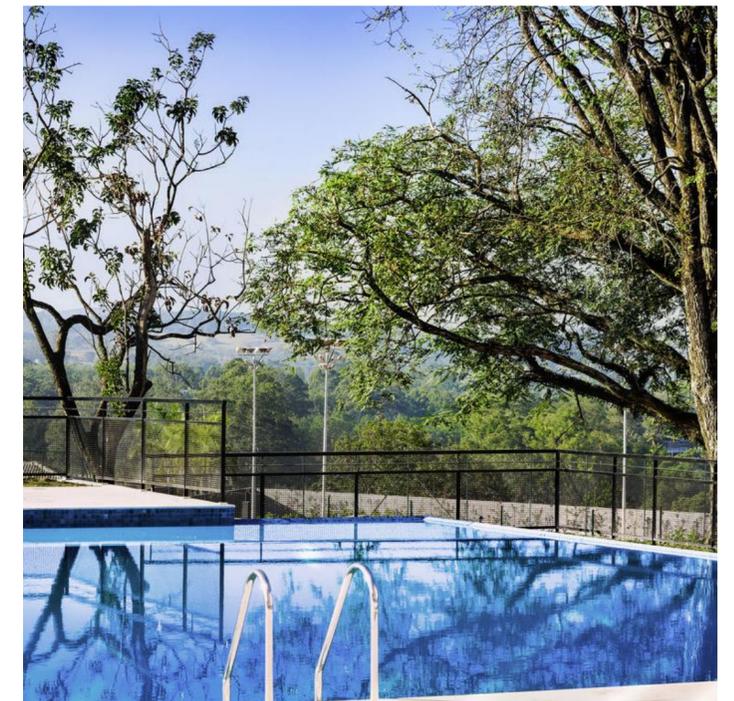


## LEISURE & RESORTS

### Novotel Itu Terras de São José Golf & Resort, *Brazil*



 343 rooms



## LEISURE & RESORTS

### Novotel Bali Ubud, *Bali*



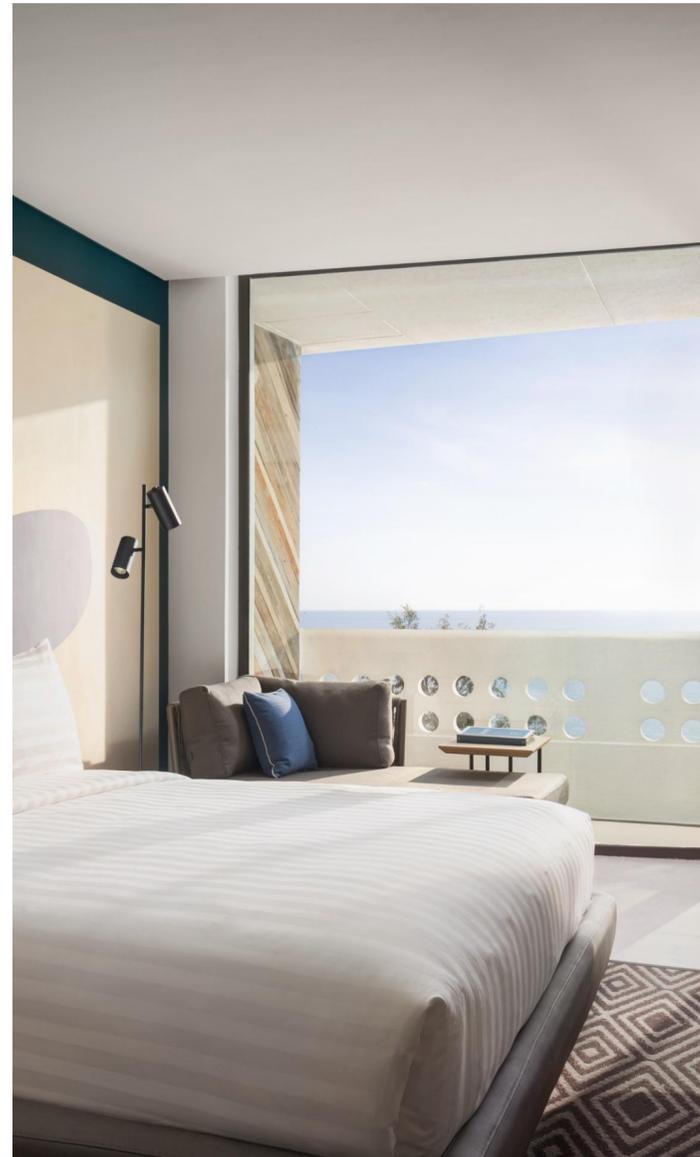
 159 rooms





## LEISURE & RESORTS

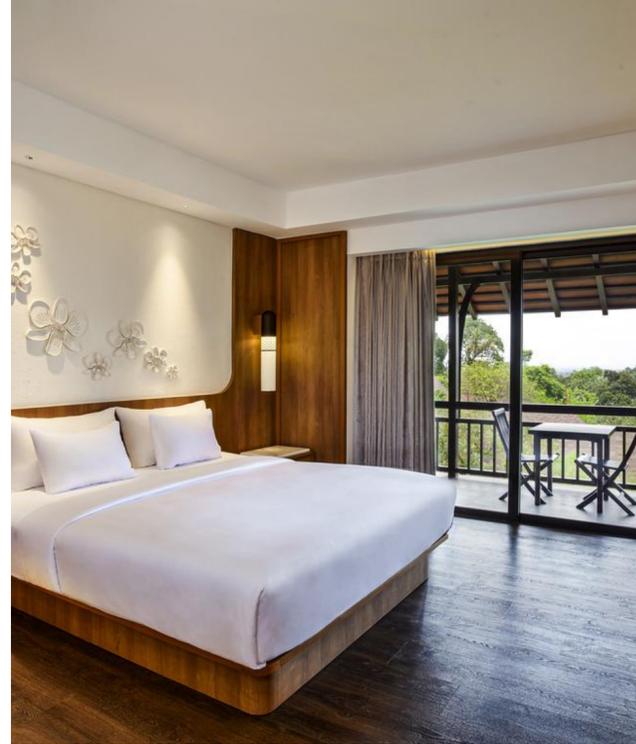
### Novotel Sihanoukville Holiday Resort, *Cambodia*



 215 rooms



LEISURE & RESORTS



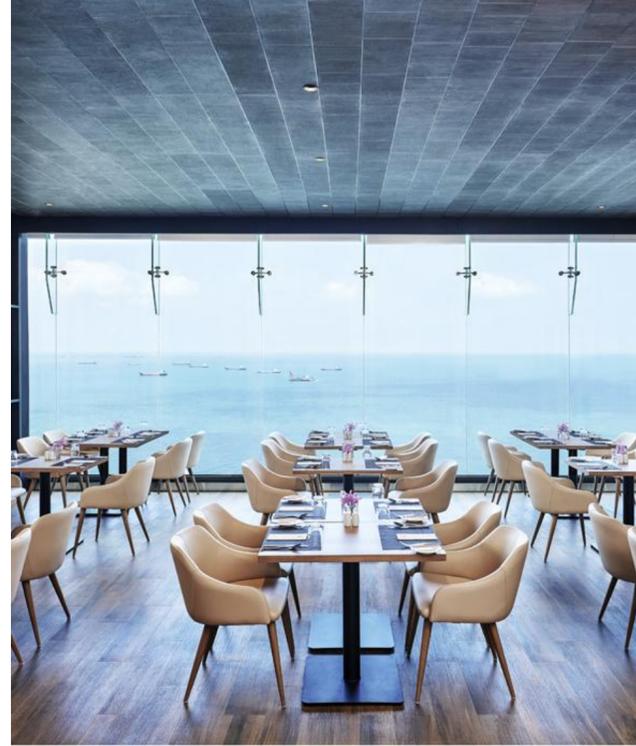
179 rooms

Novotel Bogor Golf Resort & Convention Center, *Indonesia*





LEISURE & RESORTS



275 rooms

Novotel Marina Sriracha & Koh Si Chang, *Thailand*



## LEISURE & RESORTS

### Novotel Phu Quoc Resort, *Vietnam*



 366 rooms

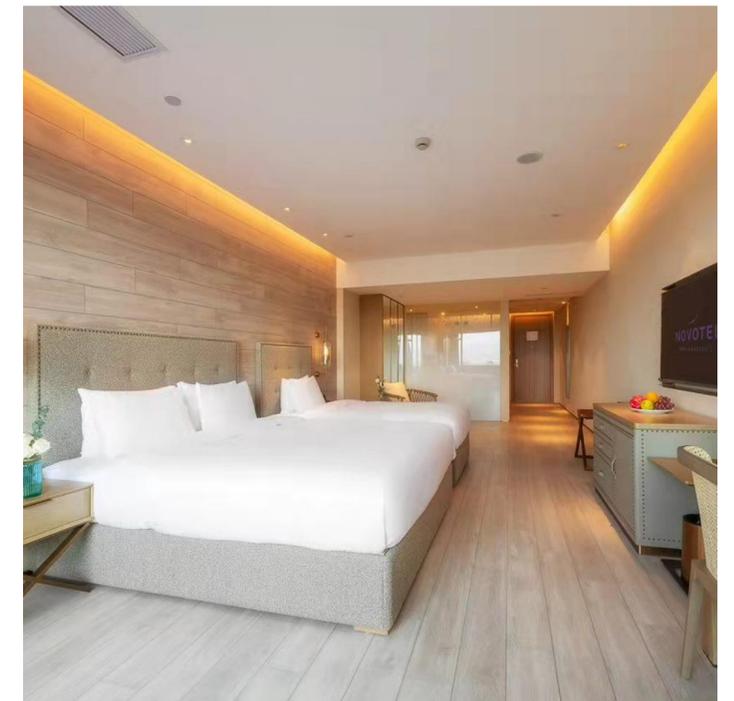


## LEISURE & RESORTS

### Novotel Qiandao Lake, *China*

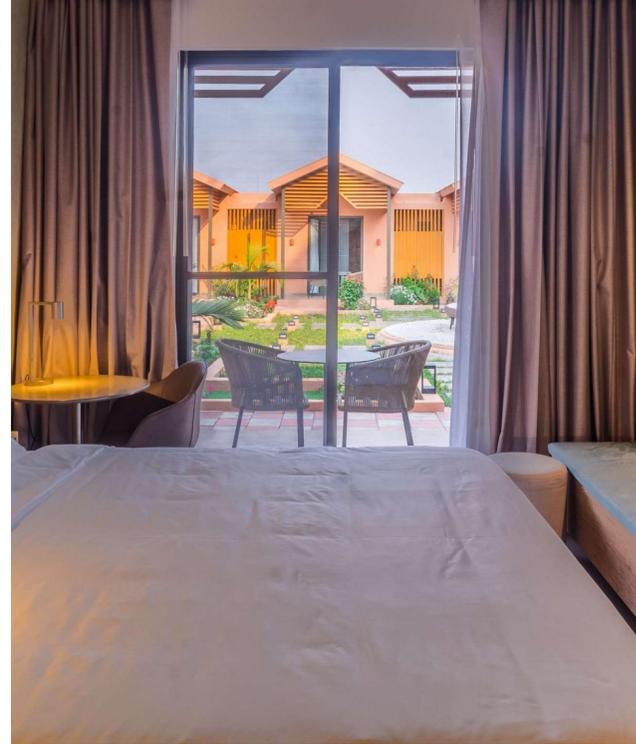


 190 rooms



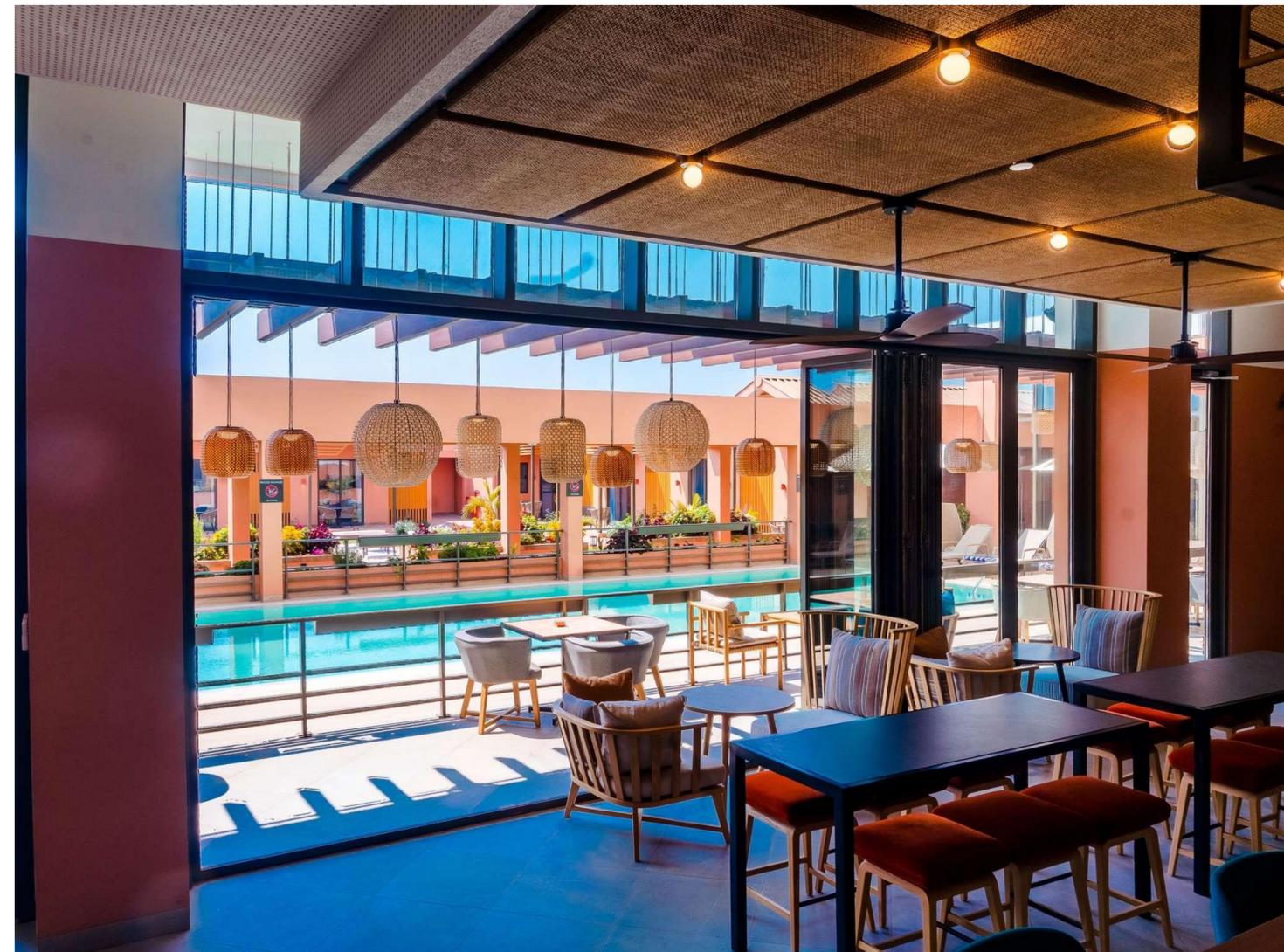


LEISURE & RESORTS



116 rooms

Novotel Kolwezi, *Democratic Republic of the Congo*





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

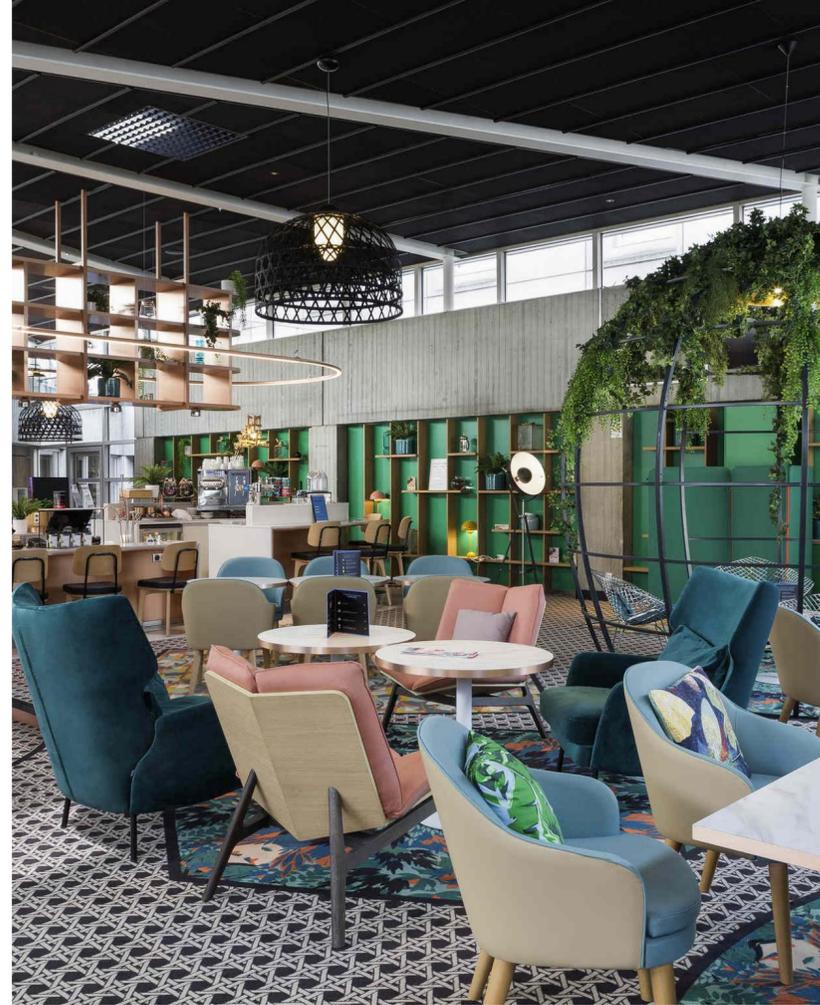


AIRPORT

# Global network of 30+ airport hotels

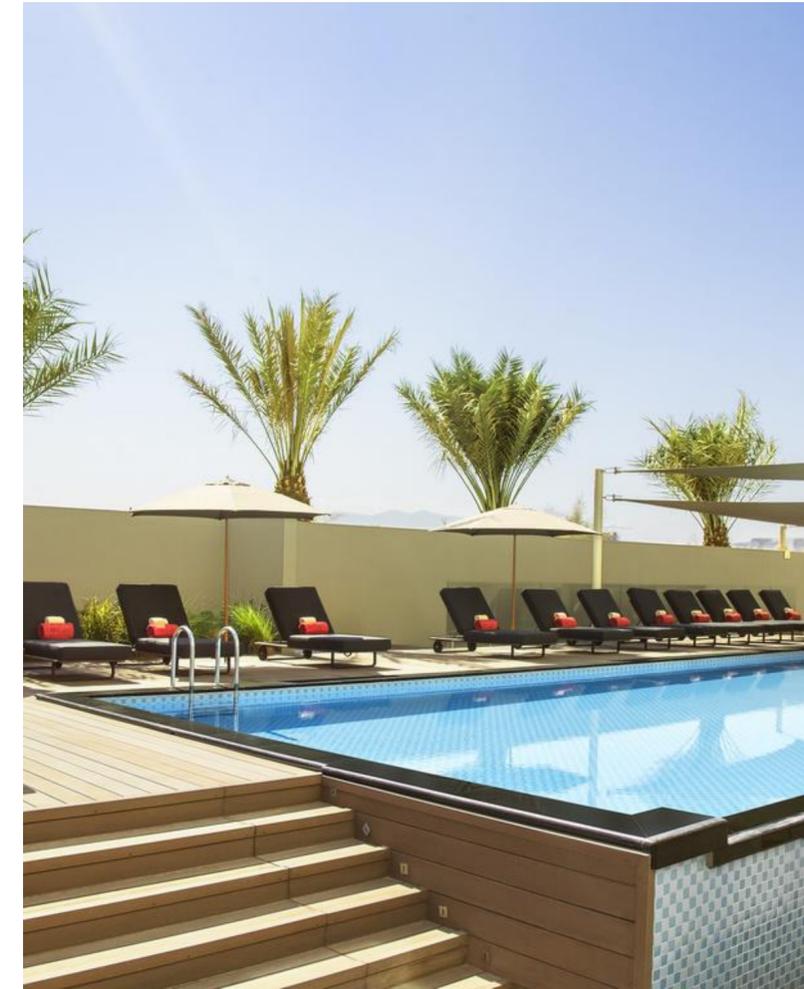


Novotel Melbourne Airport, *Australia* | 248 Rooms



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

Novotel Muscat Airport, *Oman* | 214 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

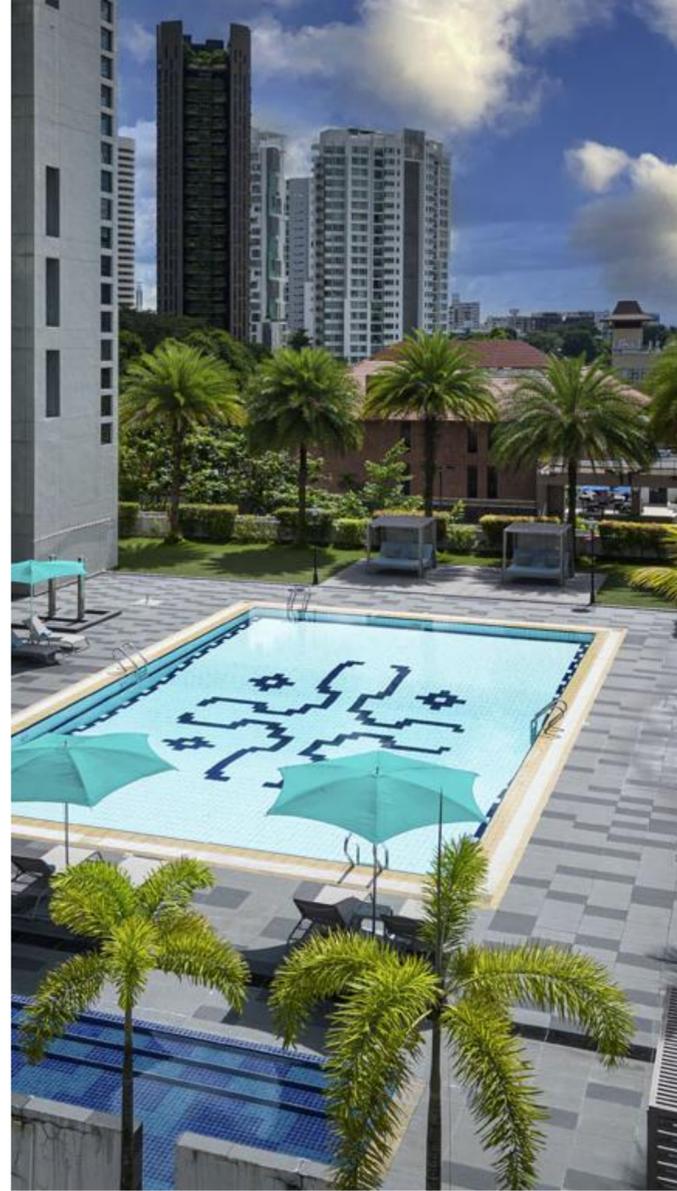


EXTENDED STAY – NOVOTEL LIVING

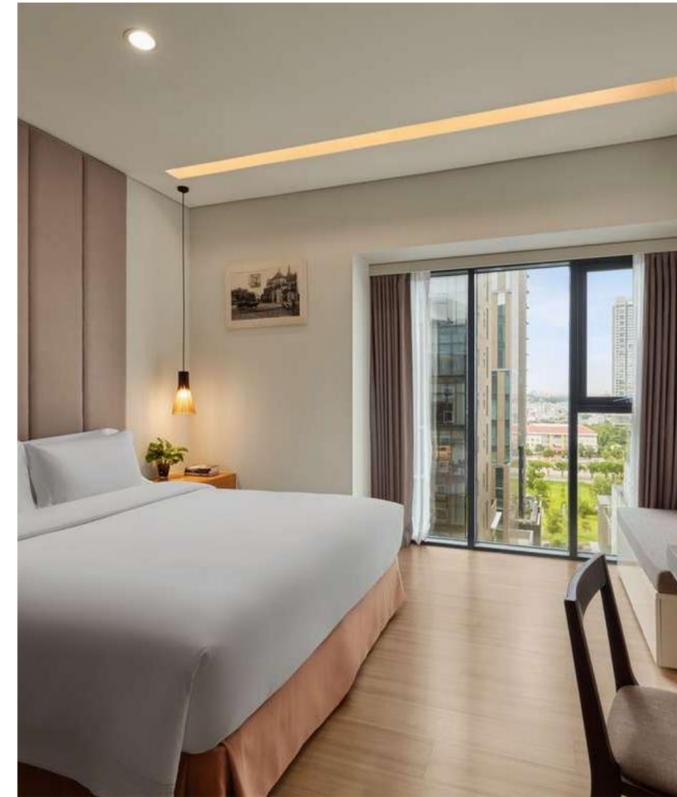
# Extended Stay Destinations



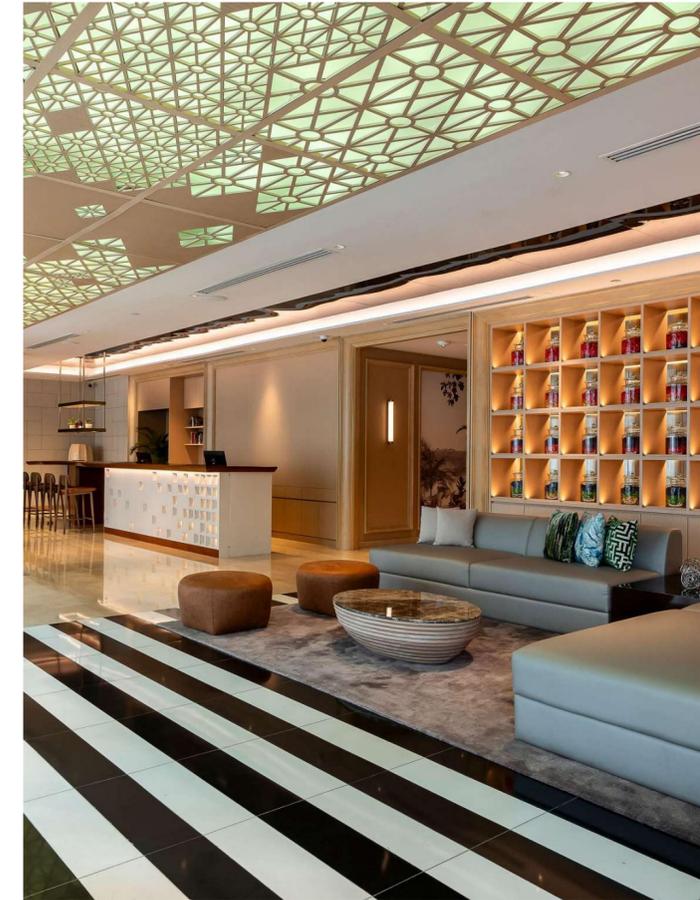
Novotel Living Almaty Jetisu  
*Kazakhstan* | [55 Rooms](#)



Novotel Living Singapore Orchard,  
*Singapore* | [85 Rooms](#)



Novotel Living Saigon,  
*Vietnam* | [175 Rooms](#)



Novotel Living Bangkok Sukhumvit  
*Legacy, Thailand* | [207 Rooms](#)

# Extended Stay Destinations



Novotel Living Shanghai Jingan,  
China | [144 Rooms](#)

Novotel Living Chengdu Tianfu,  
China | [233 Rooms](#)



Novotel Living Shanghai Riverside  
China | [78 Rooms](#)



## NOVOTEL RESIDENCES

### Novotel Makkah Thakher City, *Saudia Arabia*



 242  
apartments



NOVOTEL

Thank

*you*

