



Handwritten
COLLECTION

Why invest *Handwritten Collection* 2026

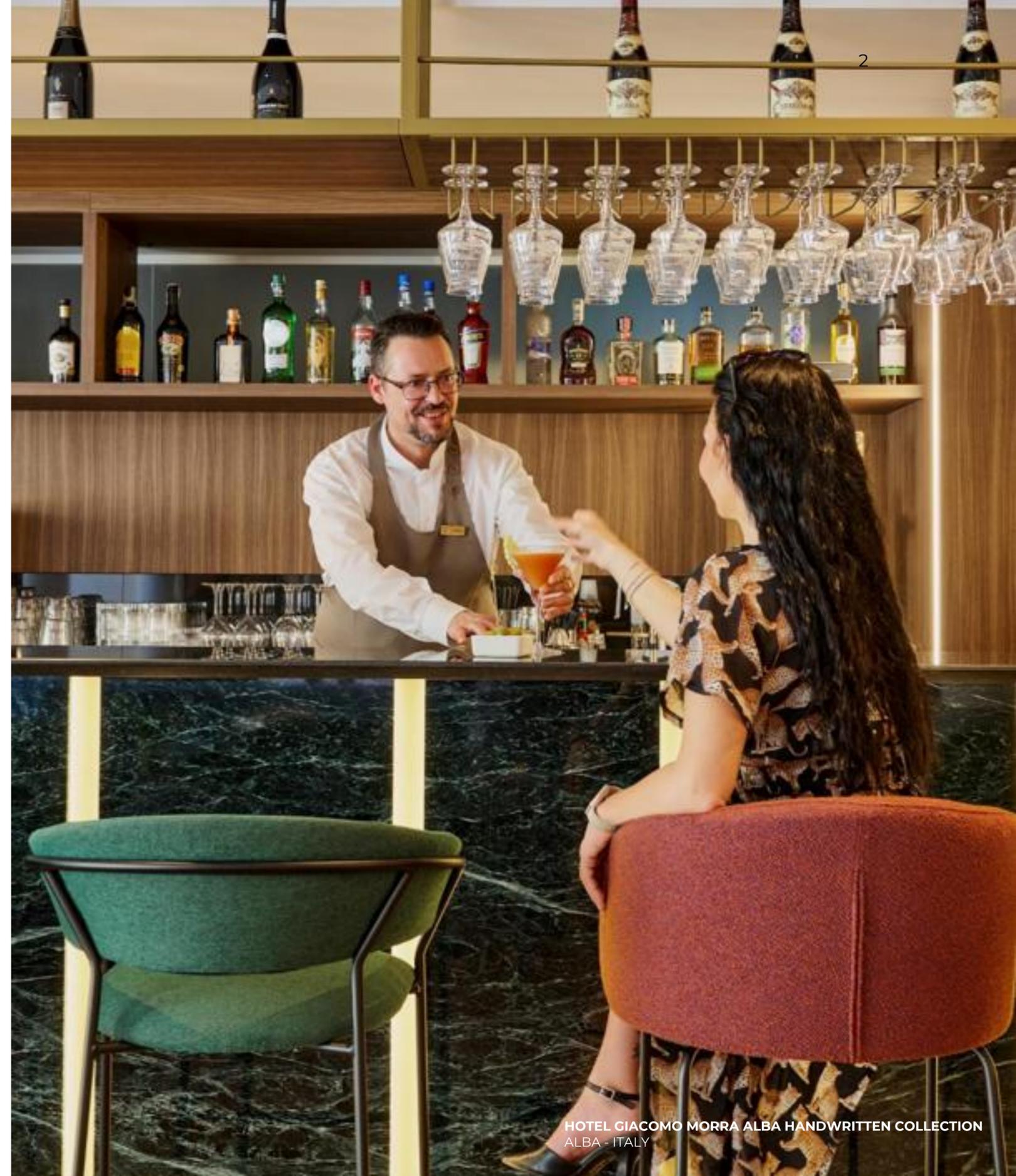
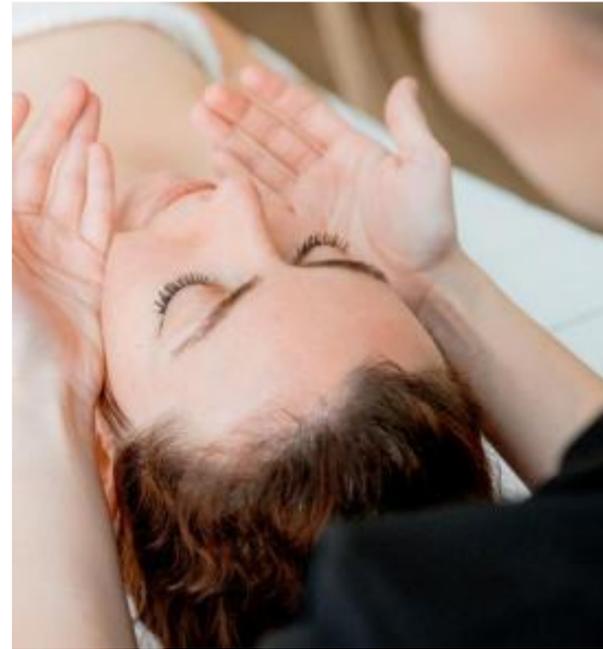
GLOBAL DEVELOPMENT
PREMIUM, MIDSCALE & ECONOMY DIVISION



WELCOME TO
HANDWRITTEN COLLECTION

Hotels curated with passion

A characterful collection of bespoke properties that reflect the authentic story of each address, combining the individuality of independent hospitality with the scale, distribution power and growth platform of Accor, to create long-term value for owners and investors.



WHY HANDWRITTEN COLLECTION?

All the benefits of a large group while retaining your hotel identity

Maximise your revenue thanks to powerful Accor sales, distribution & loyalty platform from day one

Minimum requirements matching midscale standards and limited investment

Optimize your costs and operations with best market conditions and benefit from franchise contract flexibility

Attracting guests on the lookout for authentic and unique experiences

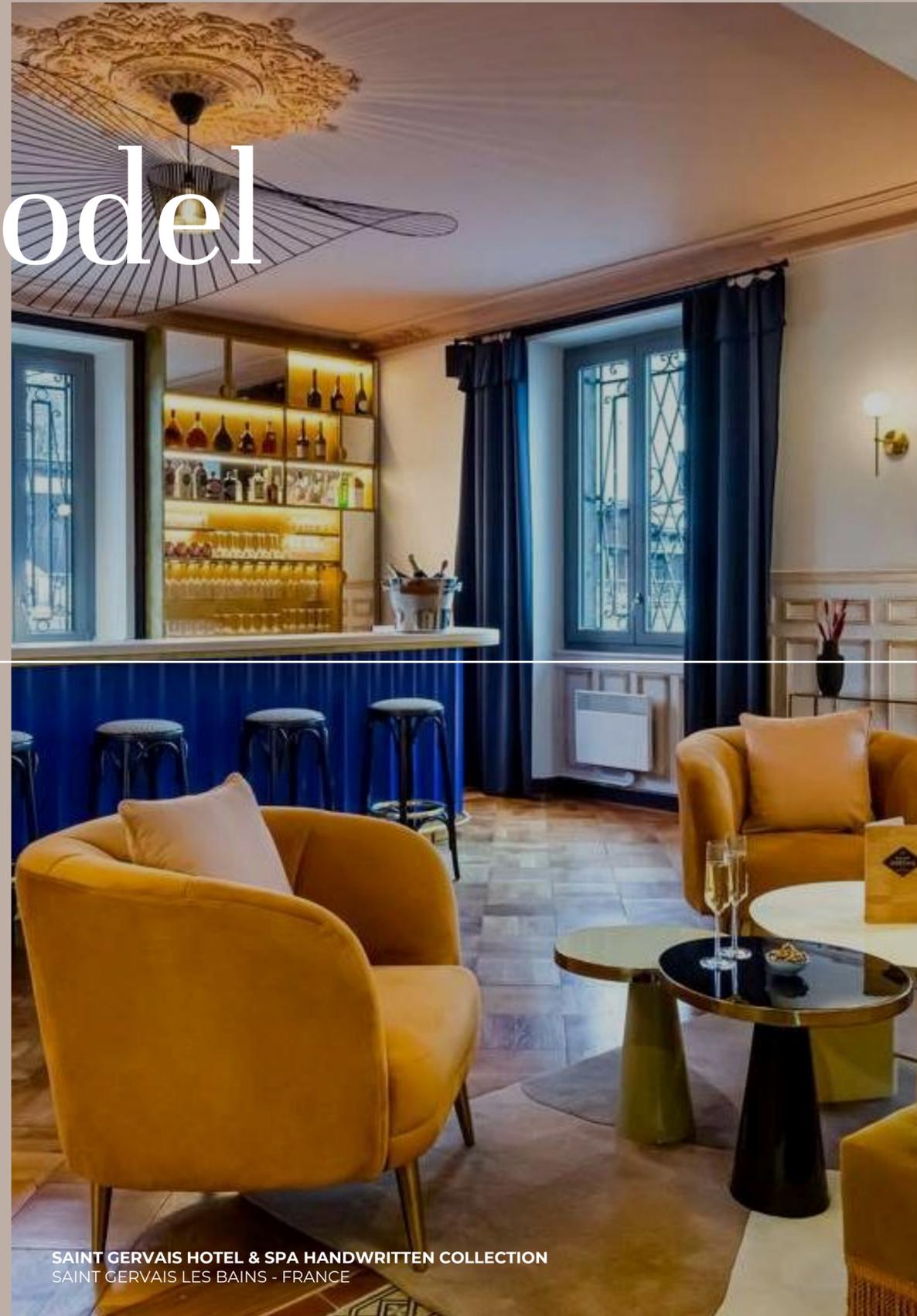
Characterful collection of bespoke properties that reflect an authentic story at each hotel

Host personal touch as our distinctive signature

Profitable Business Model

Chapter

01



SAINT GERVAIS HOTEL & SPA HANDWRITTEN COLLECTION
SAINT GERVAIS LES BAINS - FRANCE

*Topline
Investment
EBITDA*

TOPLINE

A global footprint of 91 hotels open and in the pipeline

28% Americas

	3	2
	3,147	145

36% Europe & North Africa

	30	30
	2,101	2,152

30% Middle East, Asia, Pacific

	11	11
	1,950	1,591

7% Greater China

	-	4
	-	800

Handwritten Collection

	NETWORK	PIPELINE
	44	47
	7,198	4,688

All figures as of end December 2025
Breakdown network + pipeline by region is calculated by number of rooms

TOPLINE

Brand margin

STRONG PRICE
PREMIUM

+42€

**Brand margin comp
index = 147**

Brand Margin® measures the financial premium which the brand name adds to the intrinsic value of the same hotel stay with an unbranded alternative

Source: BES 2025



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

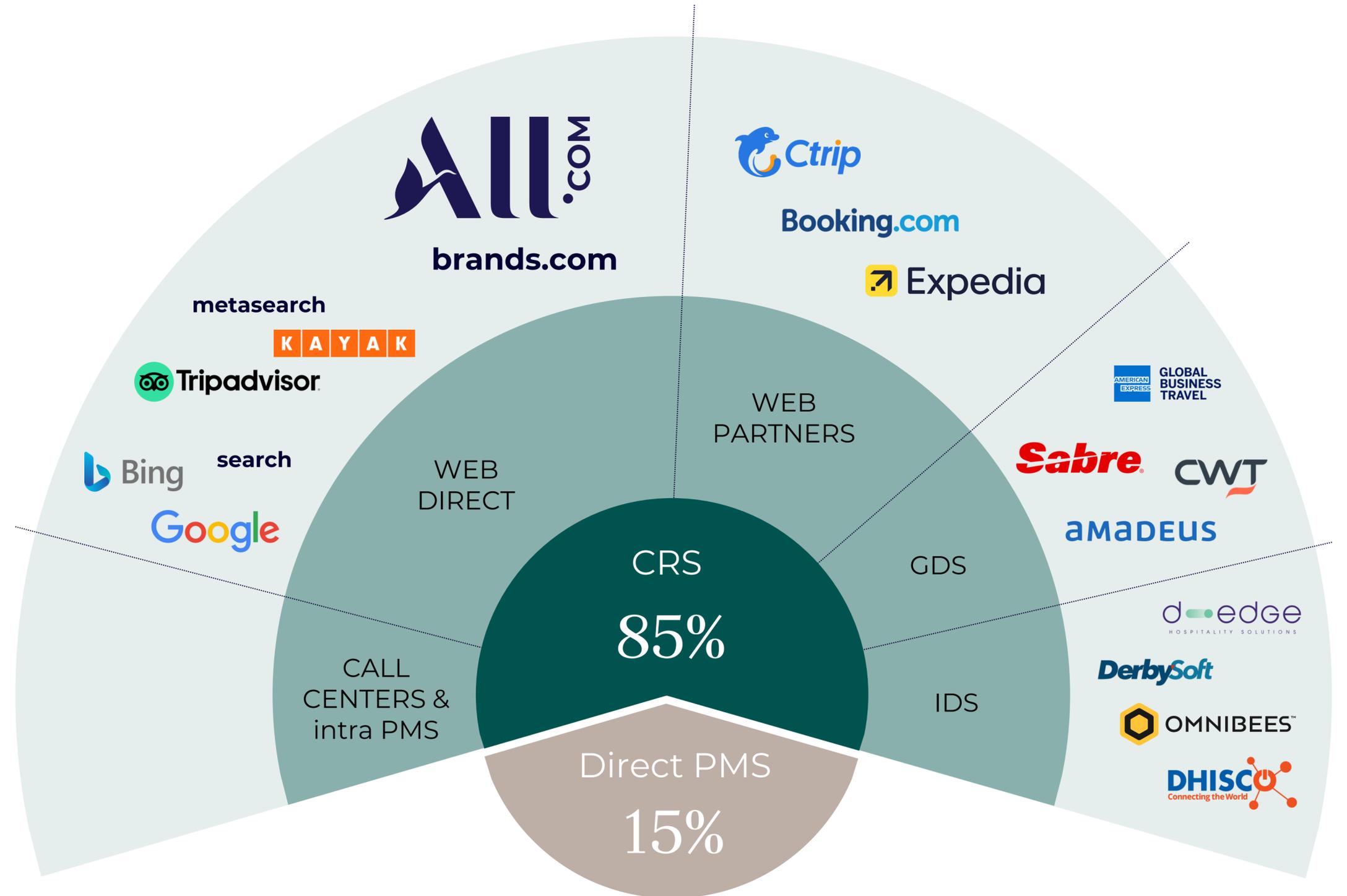
34

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



STREAMLINE YOUR OPERATIONS

With expert procurement services

ACCESS ASTORE, A STREAMLINED ONE-STOP-SHOP PROCUREMENT TOOL, HELPING YOU TO:

- Generate savings: -35% on the average for F&B products.
- Mitigate inflation risk & supply chain disruptions: Our energy contracts smooth out risks in case of significant market fluctuations: -50% electricity costs in 2022.



100% PURCHASING FAMILIES COVERED

- Food and Beverage
- Operating Supply & Equipment
- Professional Services
- Electricity, Gas, Water
- Fixed Furniture And Equipment
- IT & Guest Technologies
- Work & Maintenance

~4500 BEST-IN-CLASS SUPPLIERS WORLDWIDE

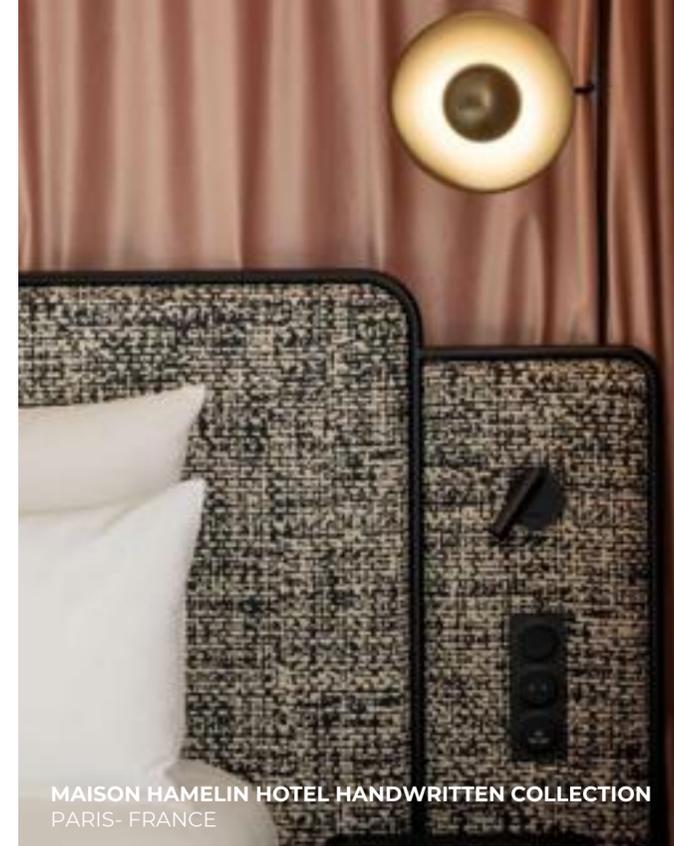
Local / Regional / International

INVESTMENT

Flexible approach to design and standards



WONIL HOTEL HANDWRITTEN COLLECTION
PERTH - AUSTRALIA



MAISON HAMELIN HOTEL HANDWRITTEN COLLECTION
PARIS - FRANCE



ROCCA A MARE HOTEL HANDWRITTEN COLLECTION
HERAKLION - GREECE

Characterful collection of bespoke properties reflecting an authentic story at each hotel - Each distinctive in its own identity, no two hotels are the same

Minimum requirements matching midscale standards



TER ZAND HOTEL HANDWRITTEN COLLECTION
THE NETHERLANDS



PLAZA HOTEL HANDWRITTEN COLLECTION
BIARRITZ-PLAGE FRANCE



BLOOMA HOTEL HANDWRITTEN COLLECTION
LIEGE - BELGIUM

Authentic & unique experiences

Chapter

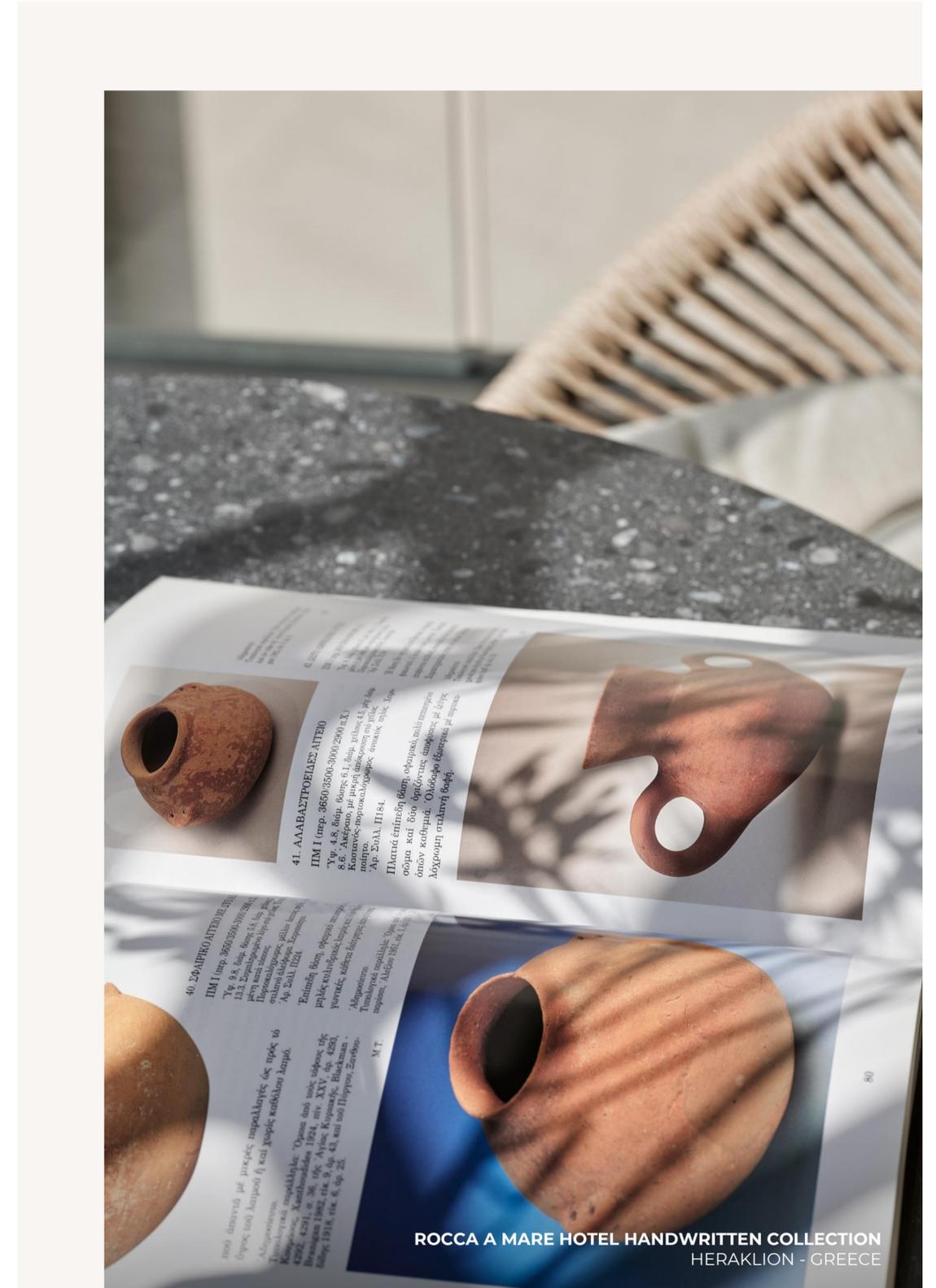
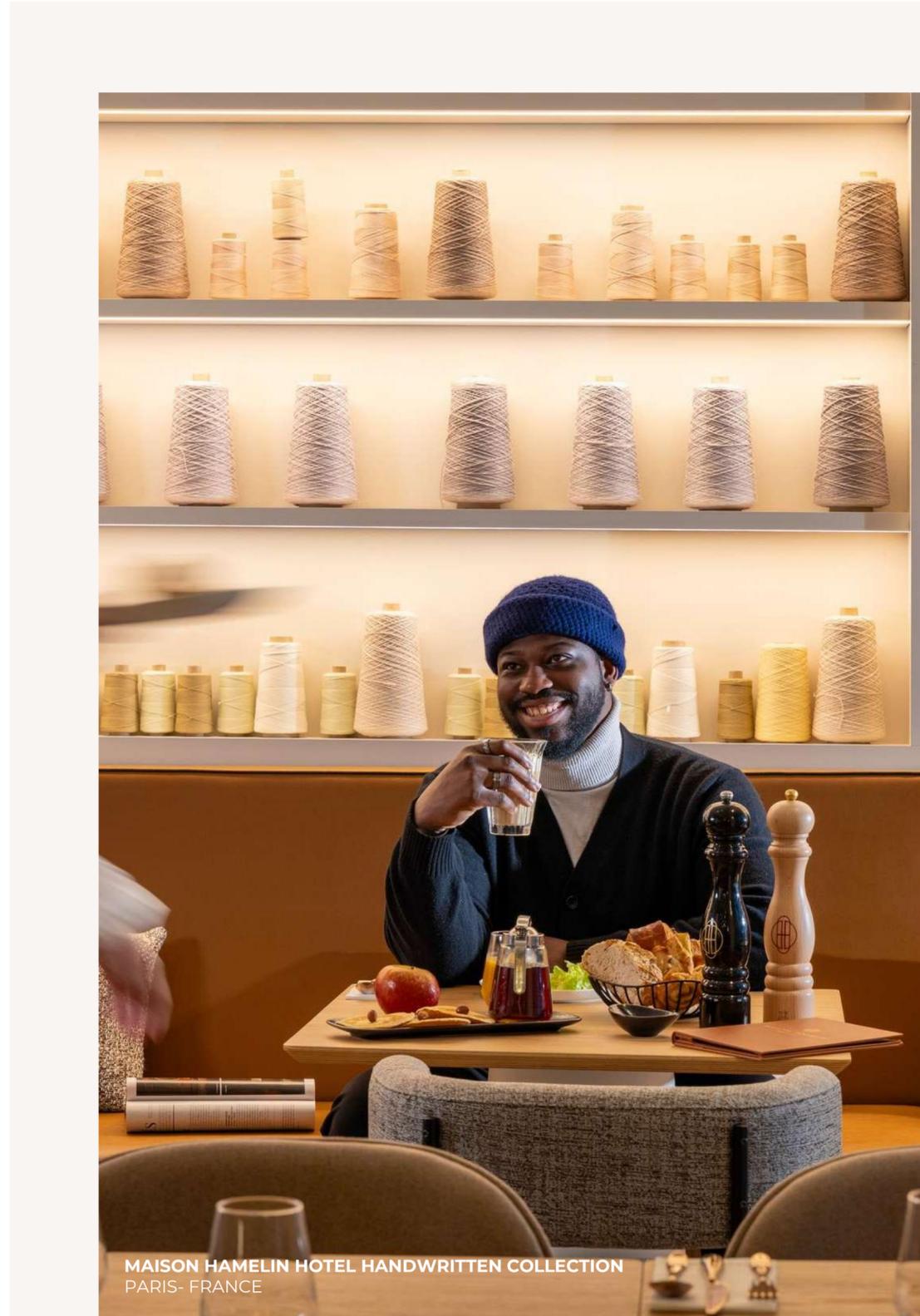
02



Brand positioning
Guest satisfaction
Top 2 USPs

BRAND POSITIONING

Characterful collection of bespoke properties that reflect the authentic story of each hotel.



TOP 2 USPS

Attracting guests on the lookout for authentic and unique experiences



1

Characterful collection of
bespoke properties that
reflect an authentic story at
each hotel.



2

Host personal touch as
our distinctive signature



USP #1

Characterful collection



of bespoke properties



Reflecting an authentic story at each hotel

From traditional to modern assets, every property, small or big, showcases its original design at its most heartfelt.

We create inspired unique places thanks to a singular and personal design interpretation.

We value contemporary approach, tailored with consideration for each location.

#1 Design

Sentiment Score at 91.6*
vs competitors between 80.00 and 91.00

* Sentiment Score
Design & ambience sentiment vs Compset (Tapestry Collection, Joie de Vivre, Trademark, Tribute Portfolio, Radisson Individuals)
Source: Trust You 2025
Picture: Wonil Hotel Handwritten Collection, Perth - Australia

USP #1

Design pillars



Characterful

Design that embraces the personality of each property

1. ECLECTIC
2. UNIQUE
3. EVOCATIVE



Authentic

Design that is honest, grounded and true to its origin.

1. ROOTED
2. UNPRETENTIOUS
3. HONEST



Heartfelt

Design that fosters sense of belonging, connection and warmth.

1. WELCOMING
2. INVITING
3. WARM



USP #2

Host personal touch



as our distinctive signature



Each hotel part of the Handwritten Collection is the reflection of the character and warmth of the people who love and look after them.

They are passionate people who welcome guests into their world. The host personal touch reflects what a host is passionate about. It is staged in a few relevant touchpoints in the hotel. No checklists or scripts, just the story of each host translated into small details, such as a culinary specialty, local curiosity or a special pet welcome.

#1 Ambience

Sentiment Score at 97*
vs competitors between 87.00 and 96.00**

* Sentiment Score
Design & ambience sentiment vs Compset (Tapestry Collection, Joie de Vivre, Trademark, Tribute Portfolio, Radisson Individuals)
Source: Trust You 2025

USP #2

Host personal touch example

GIACOMO MORRA HOTEL ALBA, ITALY

THE HOST IS PASSIONATE ABOUT HOLLYWOOD CINEMA (50's-60's)

- Welcome gesture consisting in giving guests a postcard featuring a picture of Giacomo Morra alongside stars from the 50s and 60s, such as Alfred Hitchcock
- A selection of books in the library on Ottoman culture
- At the bar, guests can enjoy a selection of cocktails inspired by famous film cocktails from the 50s and 60s.: Vodka Martini (Casino Royal- 1967), Manhattan (Some Like It Hot - 1959), Mississippi Punch (Breakfast at Tiffany's - 1961), Gibson (North by Northwest - 1959)
- Guests can participate to movie nights with screenings in the hotel meeting room or on the patio (weather permitting), with free popcorn, every Saturday night!



USP #2

Host personal touch *example*

MORRIS HOTEL SYDNEY, AUSTRALIA

THE HOST IS PASSIONATE ABOUT ITALY

- Italian welcome drink featuring typical fruits (lemon or orange)
- Sicilian deck of cards with a note on how to play this unique game
- Selection of Italian wines, cocktails, coffee, Sicilian brioche...





MAISON HAMELIN HANDWRITTEN COLLECTION
PARIS - FRANCE



KEY STANDARDS AT A GLANCE

Guest journey & experience

Arrival

- Entrance plate
- Welcome ritual or gift highlighting the passion of the host/owner

Room

- Good quality bedding
- Amenities
- Brand referenced bathroom amenities
- Sheets & Towels - Minimum standard midscale but can be Premium
- Flat TV screen
Min 43, recommended 55 Inch

F&B

- Breakfast Buffet
- All day F&B Offer
- Bar
- Room Service

Development Criteria

Chapter

03



WONIL HOTEL PERTH – HANDWRITTEN COLLECTION
AUSTRALIA

*Urban
Leisure & Resorts
Extended Stay*



HOTEL MORRIS SYDNEY - HANDWRITTEN COLLECTION
AUSTRALIA

HOTELS

Hotel Development Criteria

	EUROPE ⁽¹⁾	WW
NUMBER OF KEYS	50+ (Approval needed > 500 keys)	
ROOM SIZE	18-24 SQM	22-28 SQM
TGFA	40-50 SQM	45-60 SQM

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

MUST-HAVES

- Breakfast offer
- Lobby bar

NICE-TO-HAVES

- Restaurant offer
- Fitness
- Wellness area or Spa
- Swimming Pool
- Meeting Room
- Car Park
- Junior Suite
- Family Room



NUSA DUA BEACH HOTEL AND SPA – HANDWRITTEN COLLECTION
INDONESIA

LEISURE & RESORTS

Leisure & Resorts Development Criteria

	EUROPE ⁽¹⁾	WW
NUMBER OF KEYS	50+ (Approval needed > 500 keys)	
ROOM SIZE	22-32 SQM	
TGFA	55-70 SQM	

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

MUST-HAVES

- Breakfast offer
- Restaurant offer
- Lobby bar
- Fitness
- Wellness area or Spa
- Outside Space
- Car Park

NICE-TO-HAVES

- Swimming Pool
- Meeting Room
- Work in the lobby
- Laundry Room
- Retail Shop



EXTENDED STAY

Extended Stay Development Criteria

	EUROPE ⁽¹⁾	WW
NUMBER OF KEYS	80+	
ROOM SIZE	Guest Room	20-23 SQM >10%
	Studio	28-56 SQM >80%
	1 Bedroom	47 SQM
	2 Bedroom	64 SQM
TGFA	45 SQM	

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

MUST-HAVES

NICE-TO-HAVES

Breakfast offer

Restaurant

Lobby Bar

Grab & Go

Fitness

Wellness area or spa

Swimming Pool

Work in the lobby

Meeting Room

Laundry Room

Car Park

Network

Chapter

04



FABER PARK – HANDWRITTEN COLLECTION
SINGAPORE

*Urban,
Leisure & Resorts*

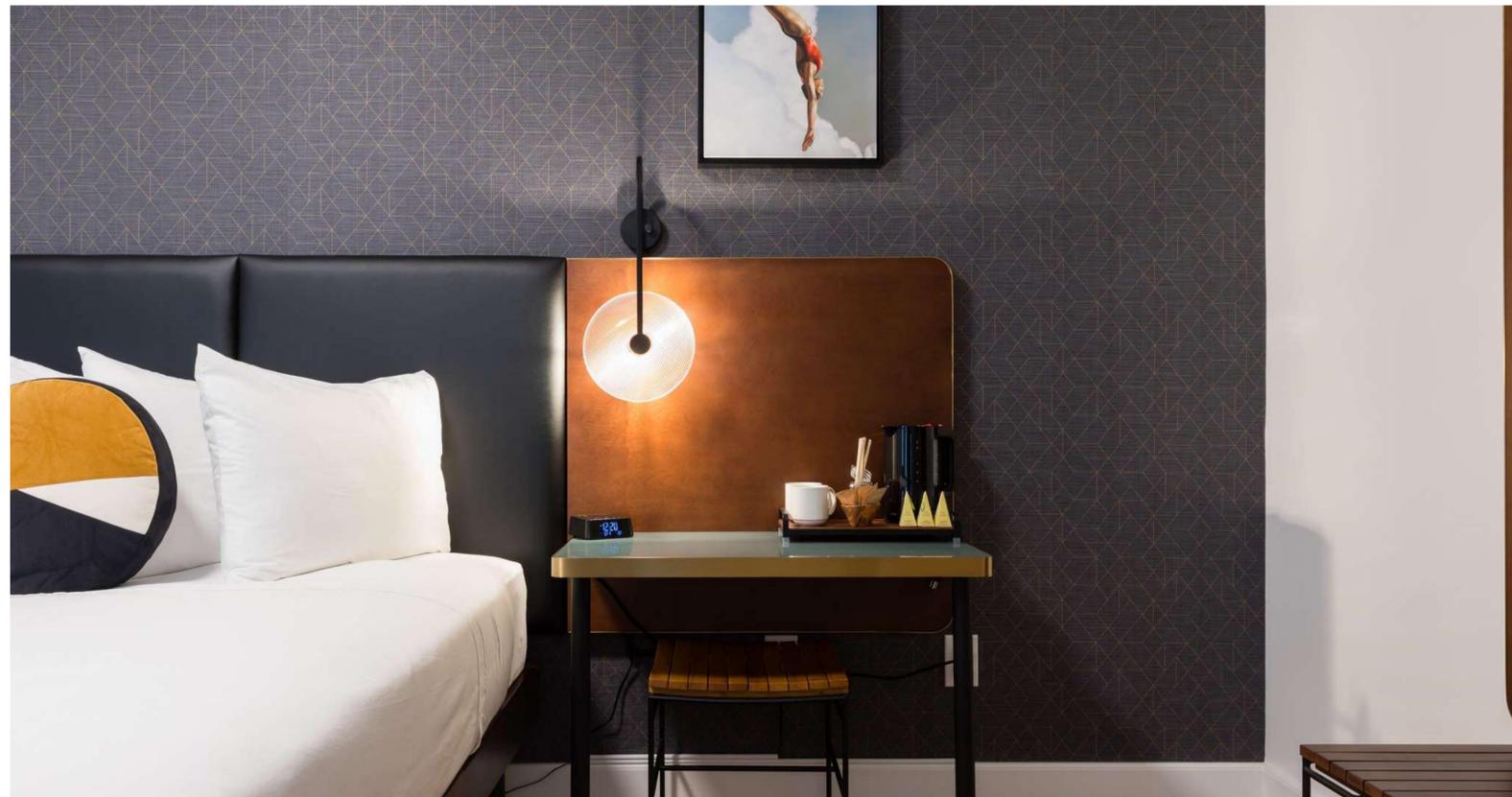


URBAN



 95 rooms

Hotel Stratford San Francisco, USA



LEISURE

Treasure Island –
TI Las Vegas
Hotel & Casino,
USA



2,884 rooms

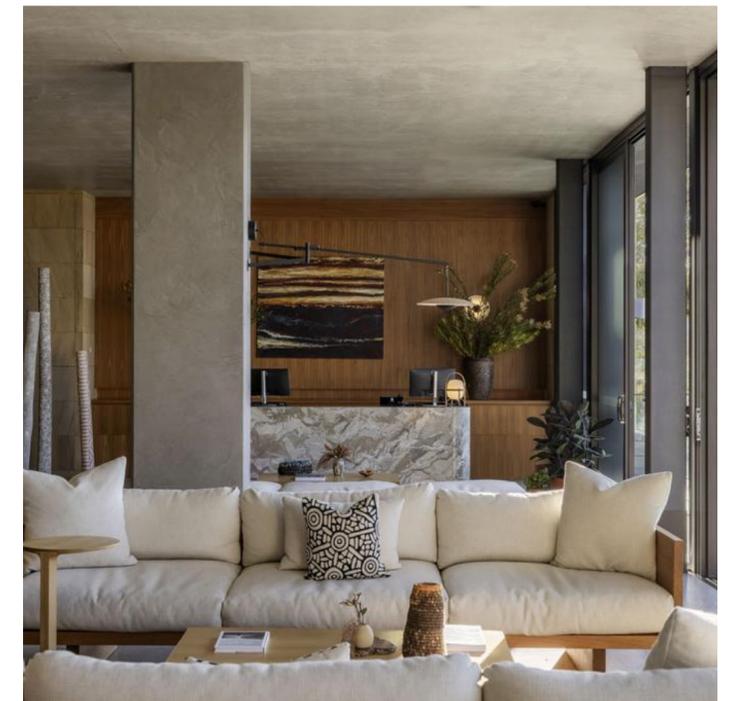


URBAN

Wonil Hotel Perth, *Australia*



 66 rooms





URBAN



 144 rooms

The Phoenix Hotel Yogyakarta, *Indonesia*





Why invest - Handwritten Collection

URBAN

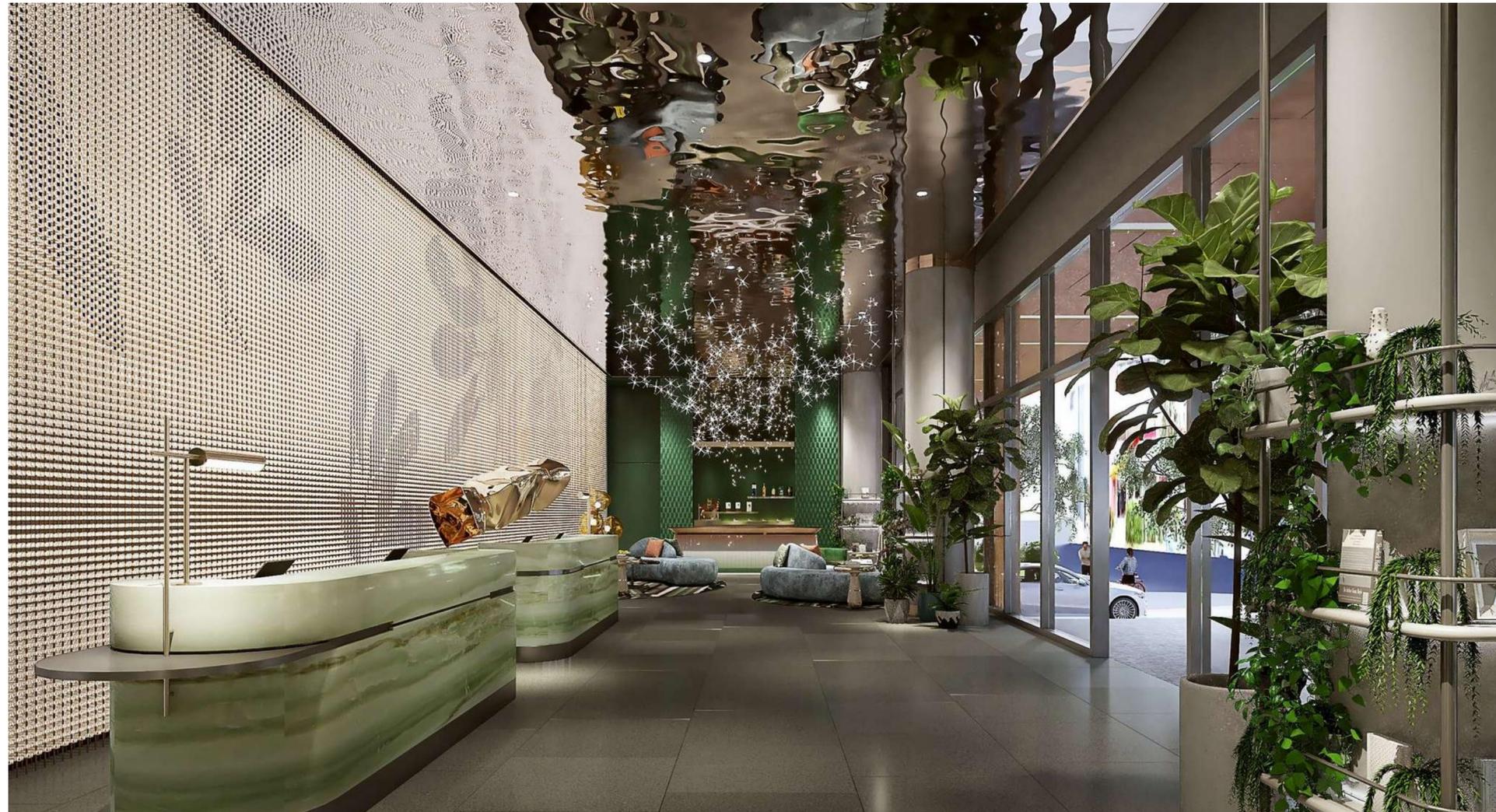
Hotel Faber Park Singapore



 194 Rooms

URBAN

Hotel Waterloo Singapore



 502 rooms





URBAN

Shanghai Hongqiao, *China*



 360 rooms



URBAN



 55 rooms

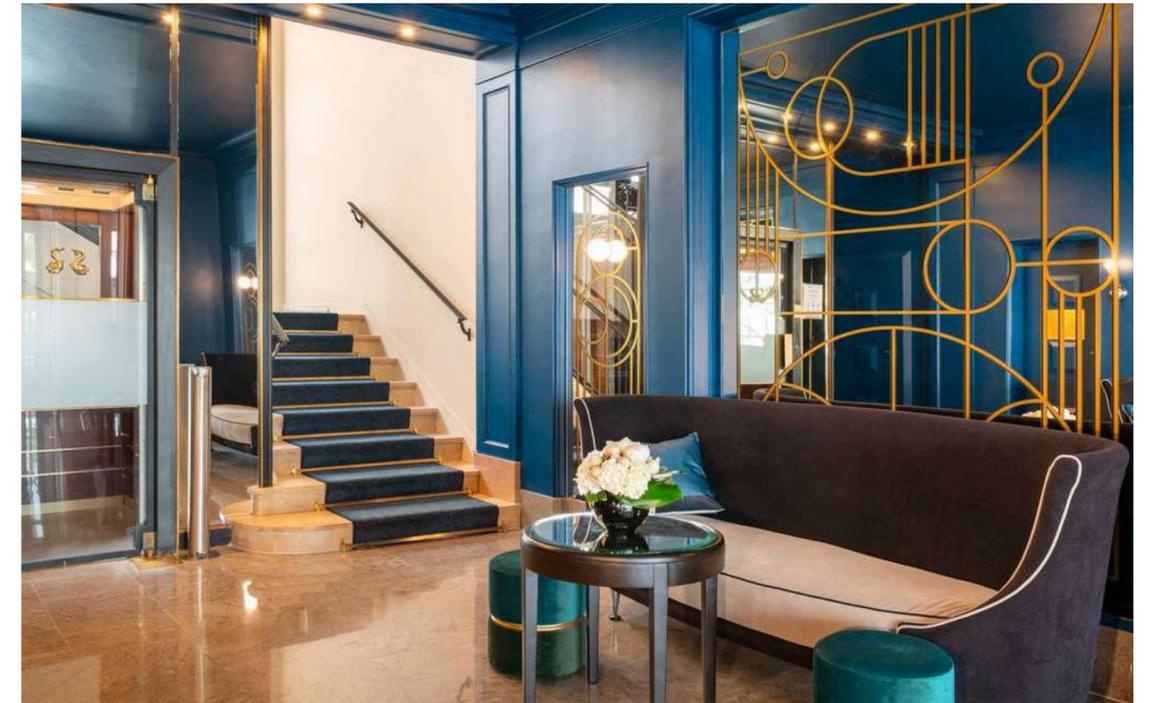
Oru Hub Hotel, *Estonia*





URBAN

Hôtel Plaza Biarritz Plage, *France*



 69 Rooms





URBAN

Maison Louise Lille, *France*



 82 Rooms



URBAN

Le Grand Hôtel des Brotteaux Lyon, *France*



 66 rooms





URBAN



 63 rooms

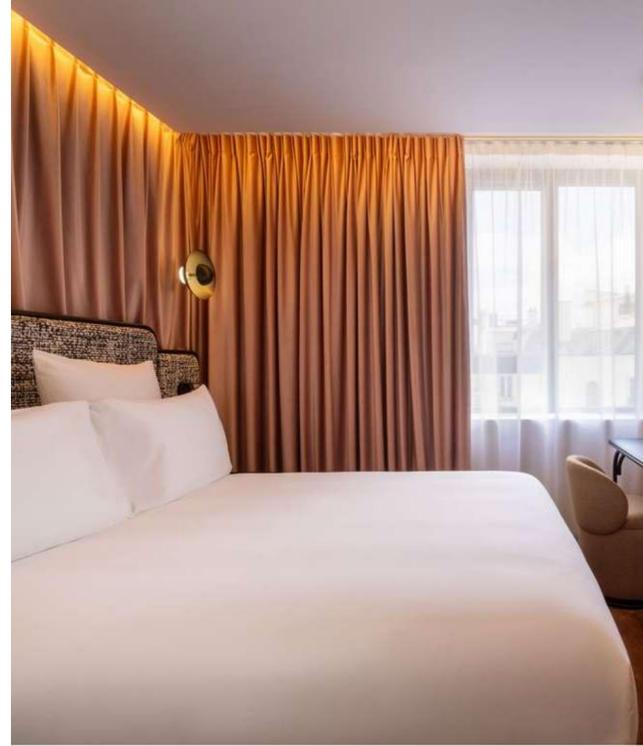
Faubourg Galant Paris, *France*





Why invest - Handwritten Collection

URBAN



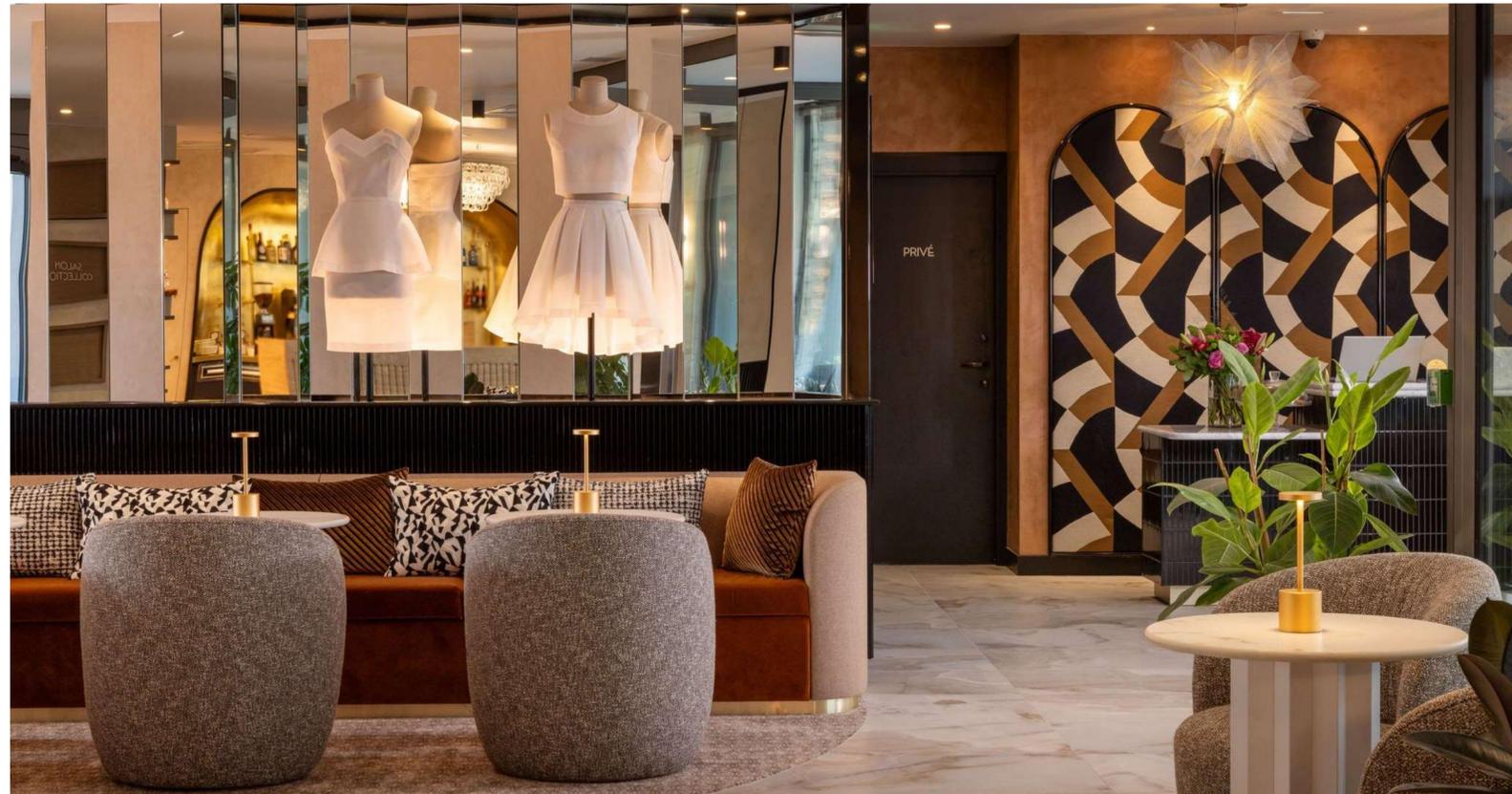
Handwritten Collection network

P37



65 rooms

Maison Hamelin, *France*





Why invest - Handwritten Collection

URBAN



Handwritten Collection network

P38



 50 rooms

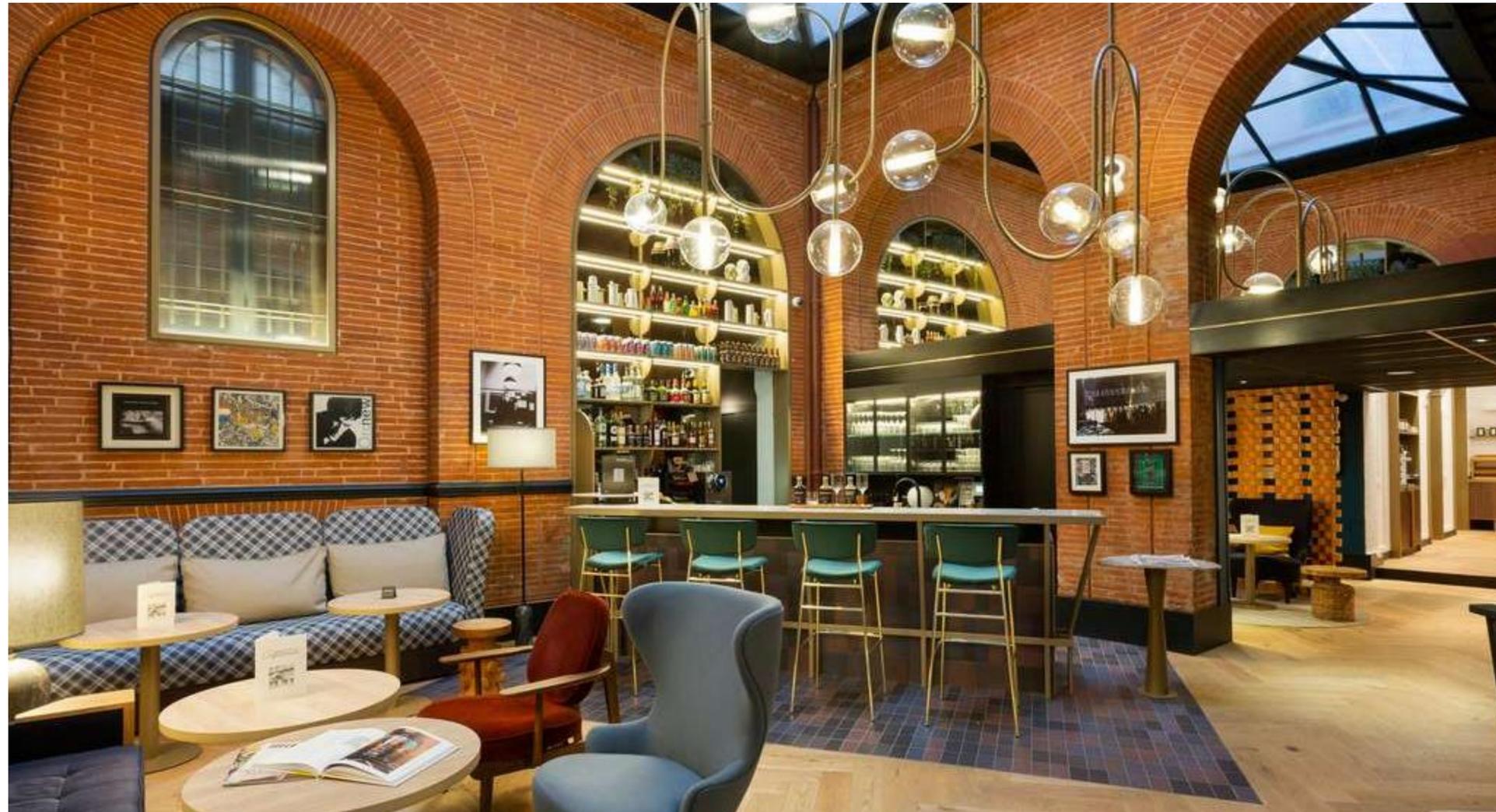
Square Lodge Hotel La Roche sur Yon, *France*





URBAN

Hotel Les Capitouls Toulouse Centre, *France*



 55 Rooms





URBAN



 60 rooms

MUZE Hotel Dusseldorf, *Germany*

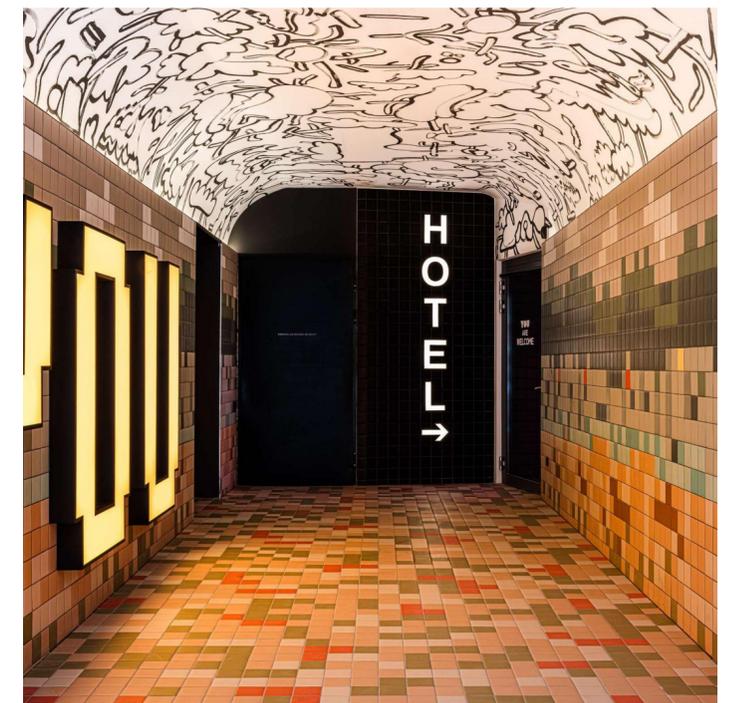


URBAN

YOU Hotel Budapest, *Hungary*



97 rooms





URBAN



 92 rooms

Hotel Lycium Debrecen, *Hungary*





URBAN

Baia delle Zagare Puglia, *Italia*



 55 Rooms



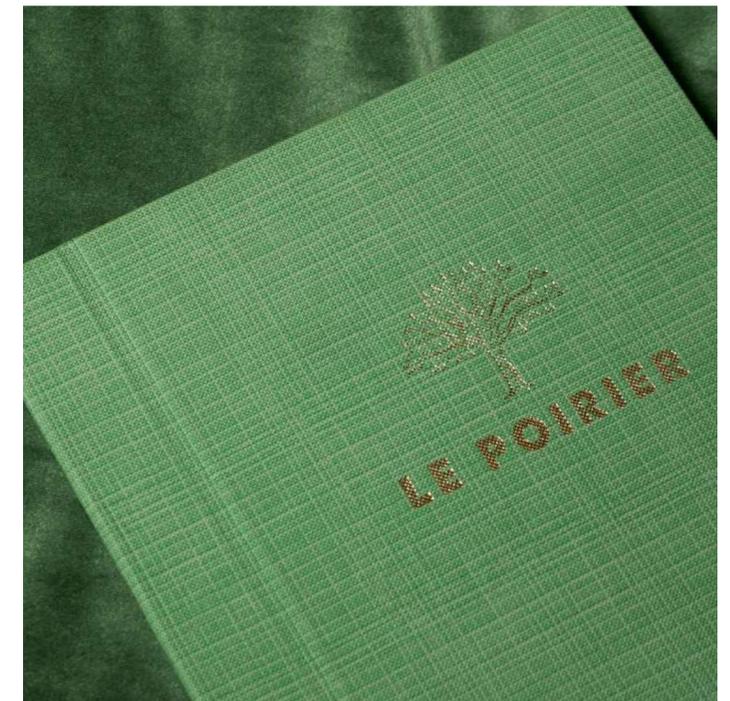


URBAN

Hotel Ter Zand, *Netherlands*



 84 Rooms





Why invest - Handwritten Collection

URBAN



Handwritten Collection network

P45



68 rooms

Le Marin Hotel Rotterdam City, *Netherlands*



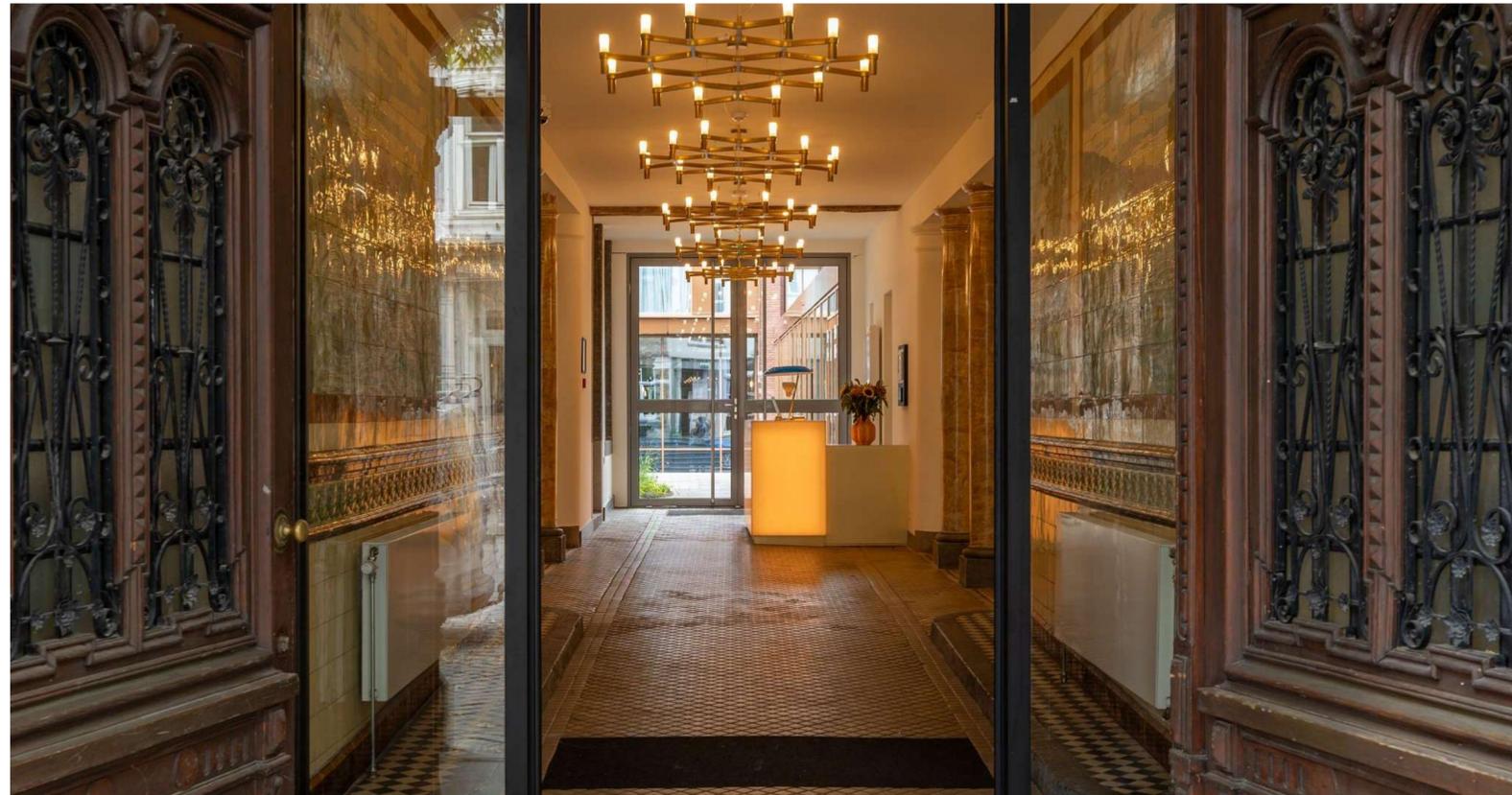


URBAN



 58 rooms

Hotel Maison Maastricht Centrum, *Netherlands*





Why invest - Handwritten Collection

URBAN

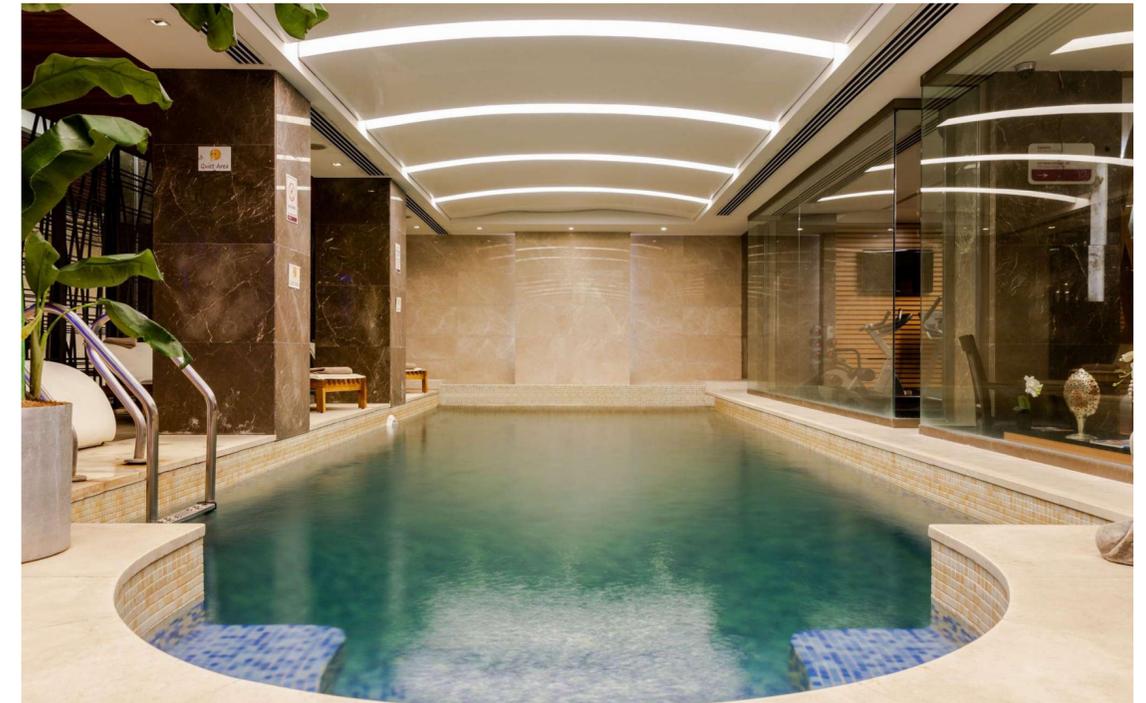
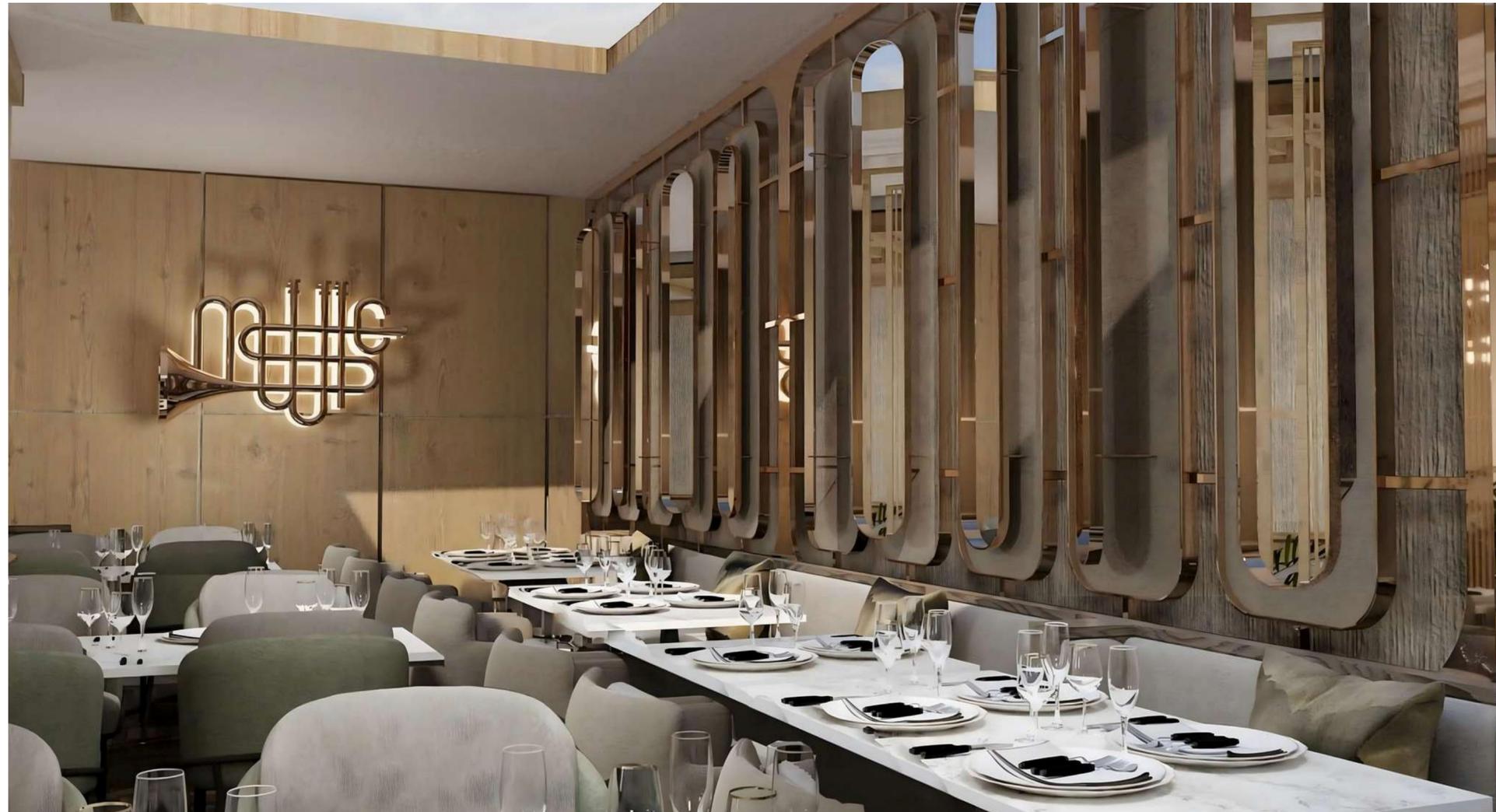
The Crown Krakow, *Poland*



 44 Rooms

URBAN

Levni Istanbul Hotel, *Turkey*



 72 rooms





LEISURE & RESORTS



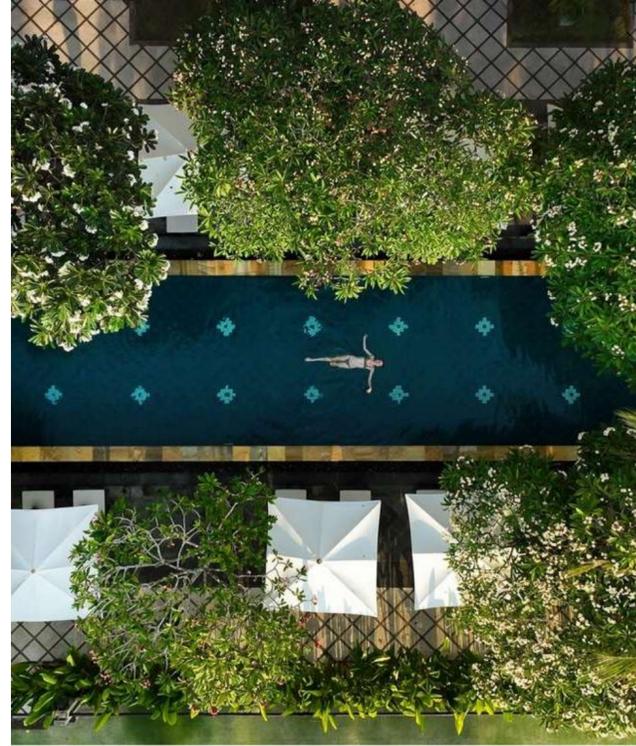
 169 rooms

Marival Distinct All-Suites & World Spa, *Mexico*





LEISURE & RESORTS



 381 rooms

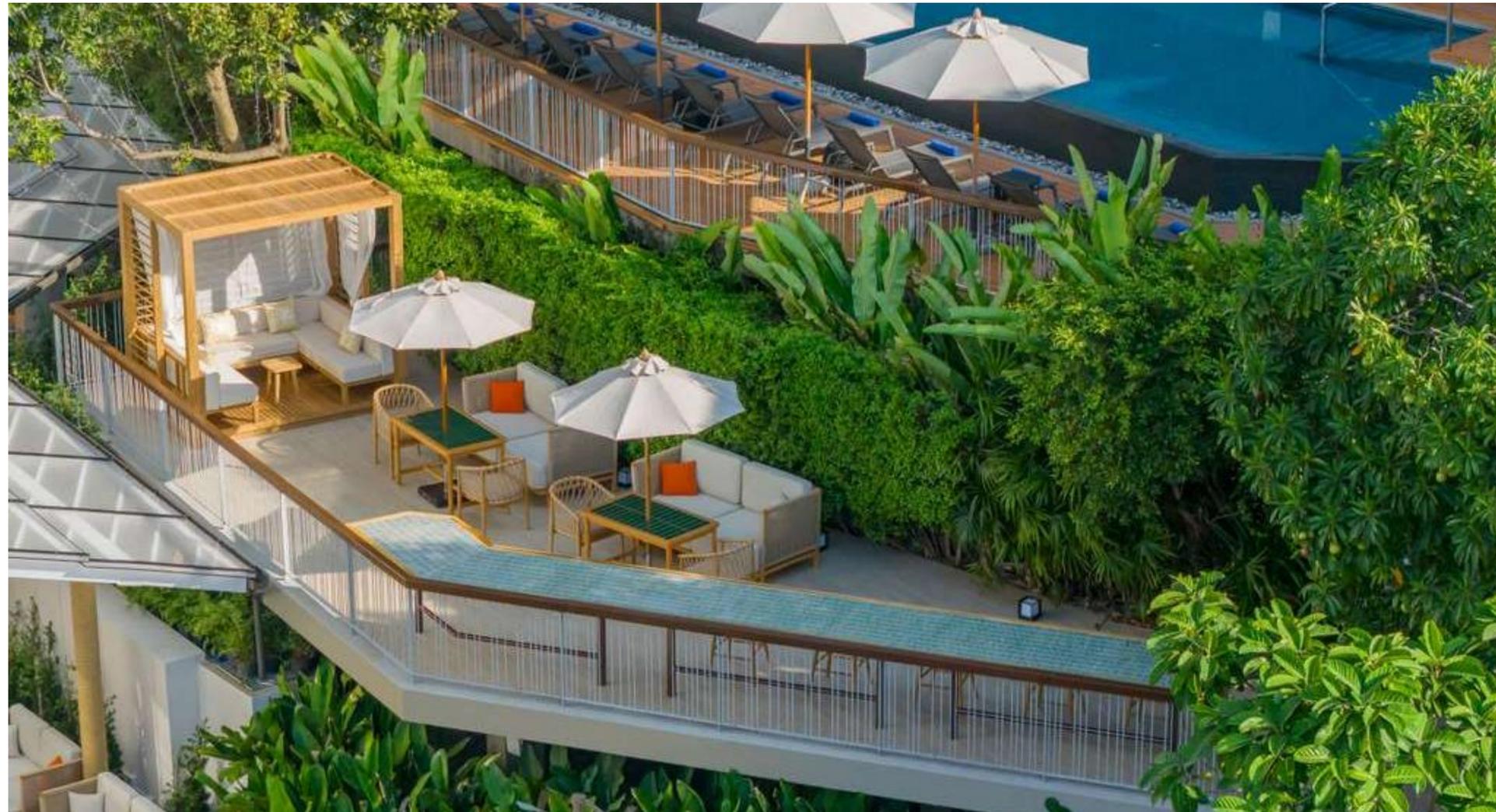
Nusa Dua Beach Hotel and Spa, *Indonesia*





LEISURE & RESORTS

Andaman Beach Hotel Phuket, *Thailand*



 157 rooms





LEISURE & RESORTS

Hôtel & Spa Kasano Calvi, *France*



 39 rooms



LEISURE & RESORTS



 75 rooms

Saint Gervais Hotel & Spa, *France*





LEISURE & RESORTS

Hôtel de L'Abbaye Le Tronchet, *France*



 46 rooms

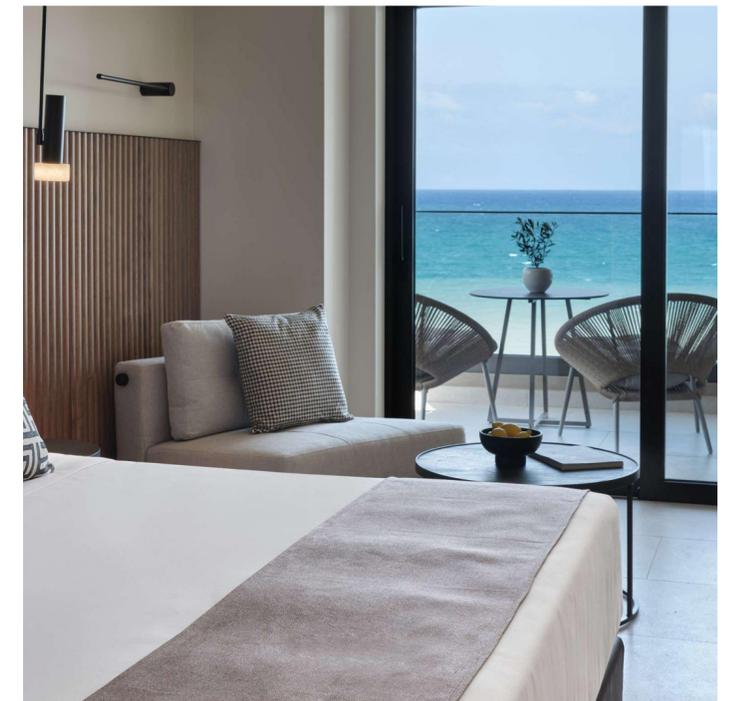


LEISURE & RESORTS

Rocca a Mare Heraklion, *Greece*



 36 rooms



Thank

you

