

Why invest Mövenpick 2026

GLOBAL DEVELOPMENT
PREMIUM, MIDSCALE & ECONOMY DIVISION

WELCOME TO MÖVENPICK

Designed for joyful moments of genuine reconnection.

Generous service, convivial spaces, and culinary-led experiences.

A high-performing, fast-growing premium brand built on flexible design principles that deliver standout conversions and new builds. Designed for joyful reconnection between teams, friends, and families, it's universally loved for its warm, generous hospitality, convivial spaces, and culinary-led experiences.





WHY MÖVENPICK?

Efficient & profitable business model

Join one of the world's fastest growing premium brands with strong awareness

With adaptable design standards resulting in lower capital outlay, making it a star brand for both conversions & new build

Resulting in strong performance leading to high GOP margins

Universally beloved, consistently distinctive

A leader in convivial food and beverage experiences, with a rich culinary heritage

Loved by families for its dedication to creating joyful moments of reconnection

Transforms business and social events into extraordinary celebrations.

Powerful distribution eco-system

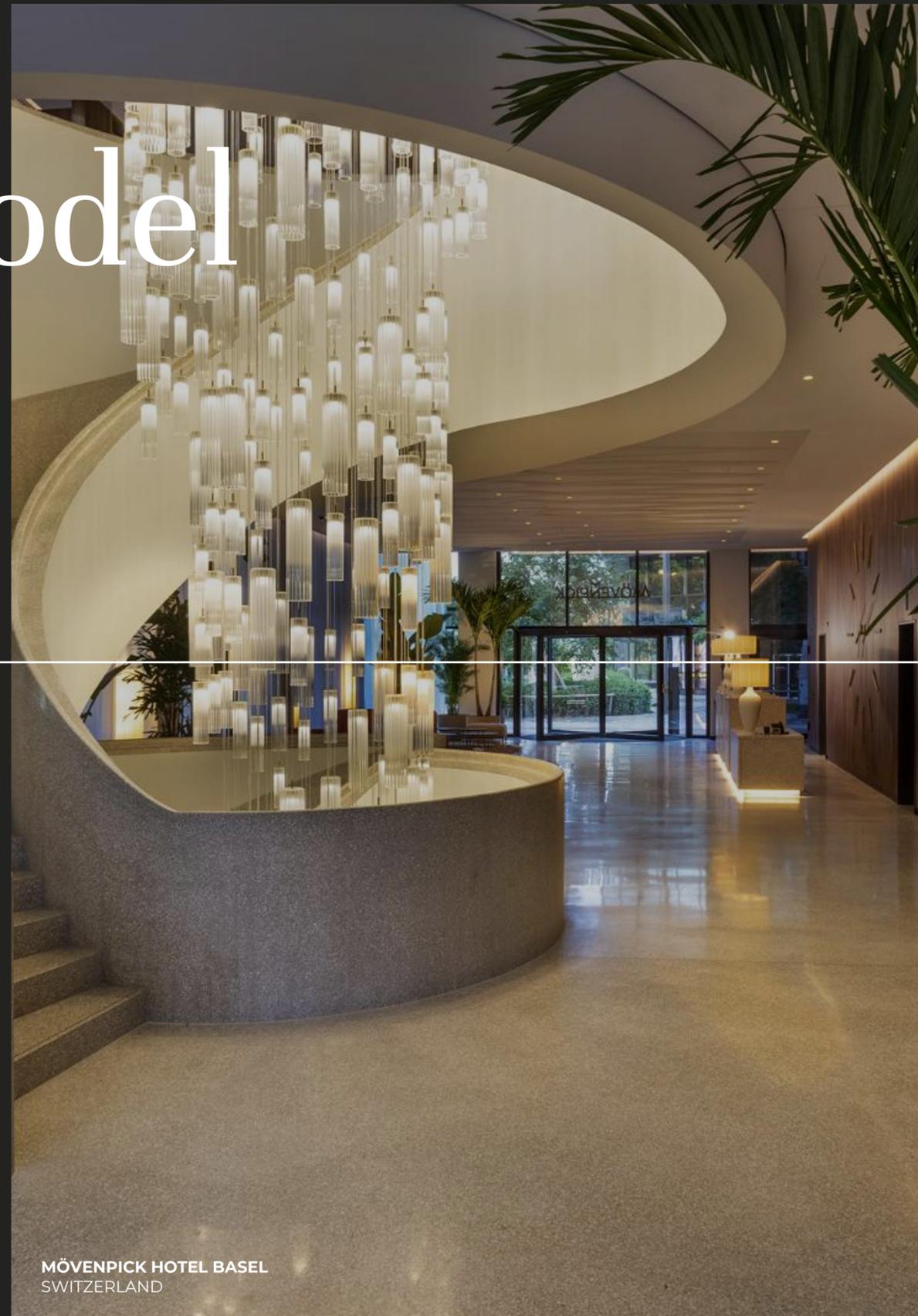
Leverage Accor's sales, marketing, distribution & loyalty platform from day 1,

Connecting you with valuable global business & directly contributing 61% of your room revenue

Profitable business model

Chapter

01



MÖVENPICK HOTEL BASEL
SWITZERLAND

*Topline
Investment
EBITDA*



TOPLINE

Fastest growing premium brand with +75% network growth in next 5 years

23% Europe & North Africa

	38	33
	8,175	4,635

16% Greater China

	11	41
	1,588	6,922

61% Middle East, Asia, Pacific

	94	34
	22,862	10,549

Mövenpick

	NETWORK	PIPELINE
	143	108
	32,625	22,106

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

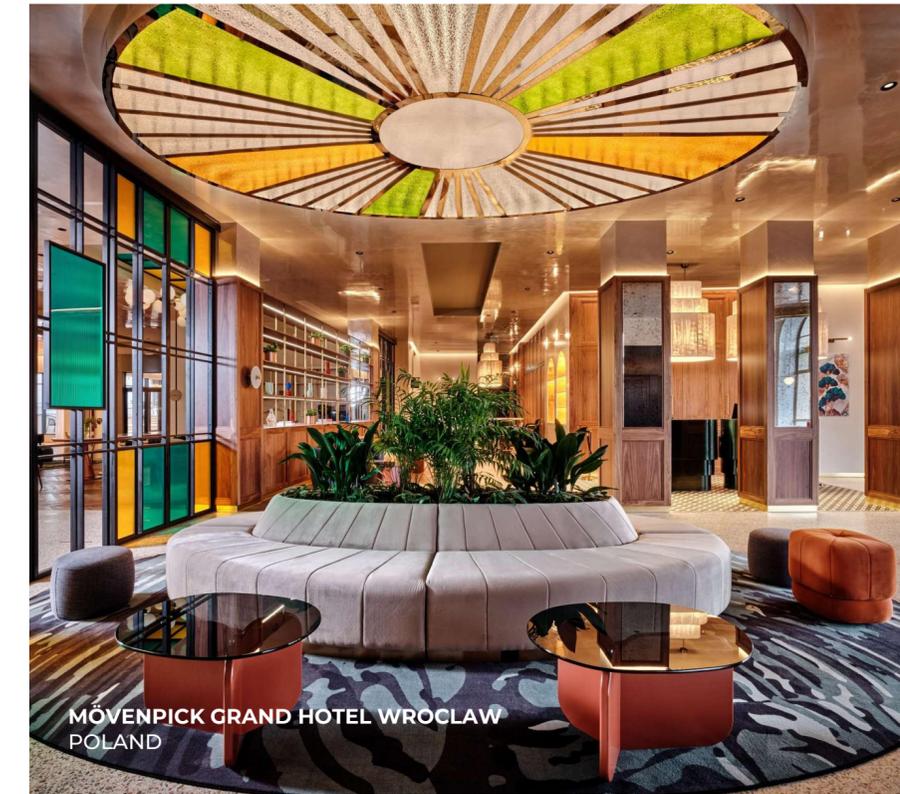


INVESTMENT

Adaptable design standards resulting in lower capital outlay



MÖVENPICK RESORT AL MARJAN ISLAND, RAS AL KHAIMAH UAE



MÖVENPICK GRAND HOTEL WROCLAW POLAND



MÖVENPICK HOTEL MELBOURNE ON SPENCER AUSTRALIA

Making Mövenpick a star brand for both conversions & new build

Characterful hotels with all the signature hallmarks guests expect from a Mövenpick



MÖVENPICK HOTEL BARI ITALY

Beloved & distinctive

Chapter

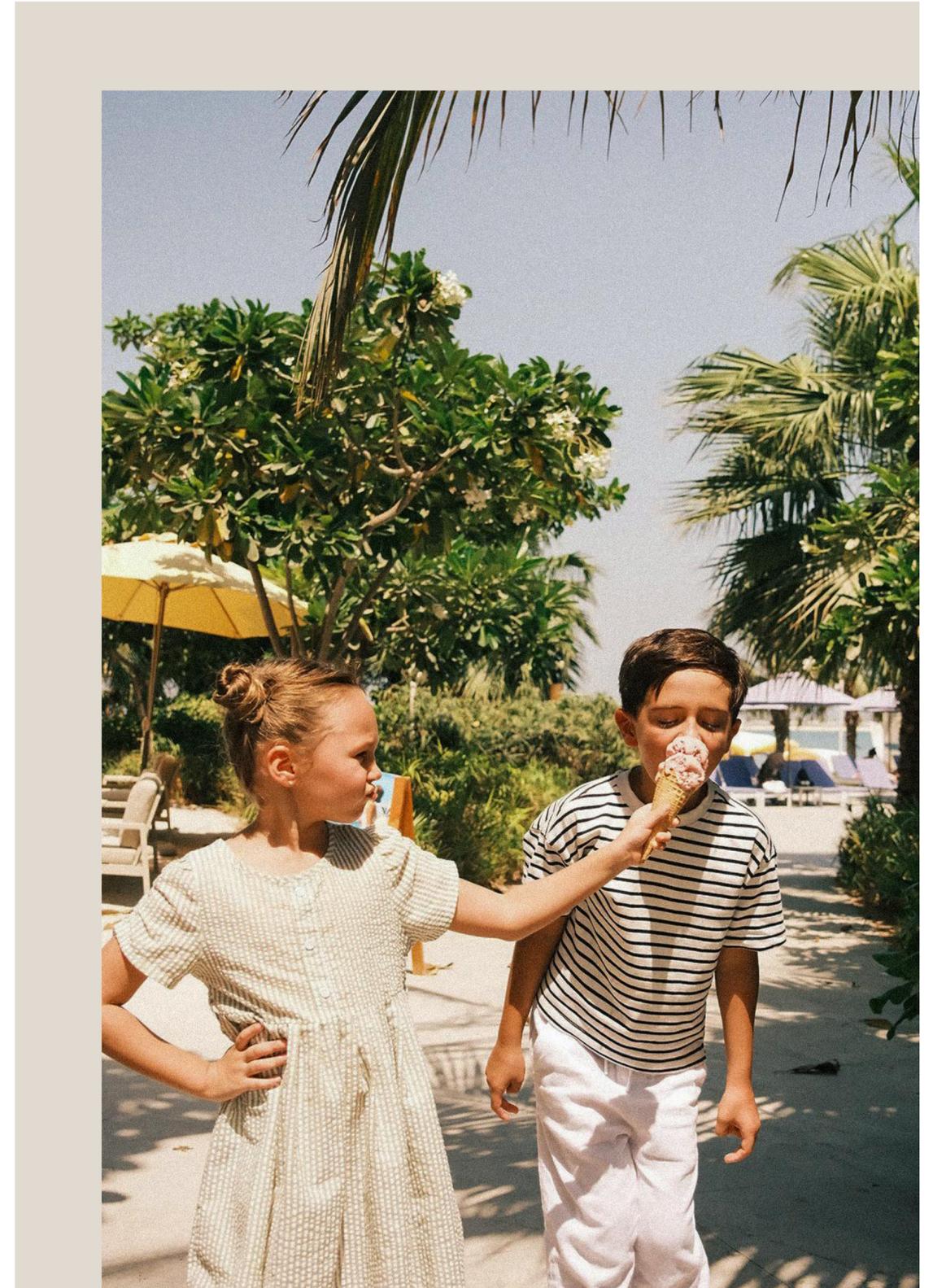
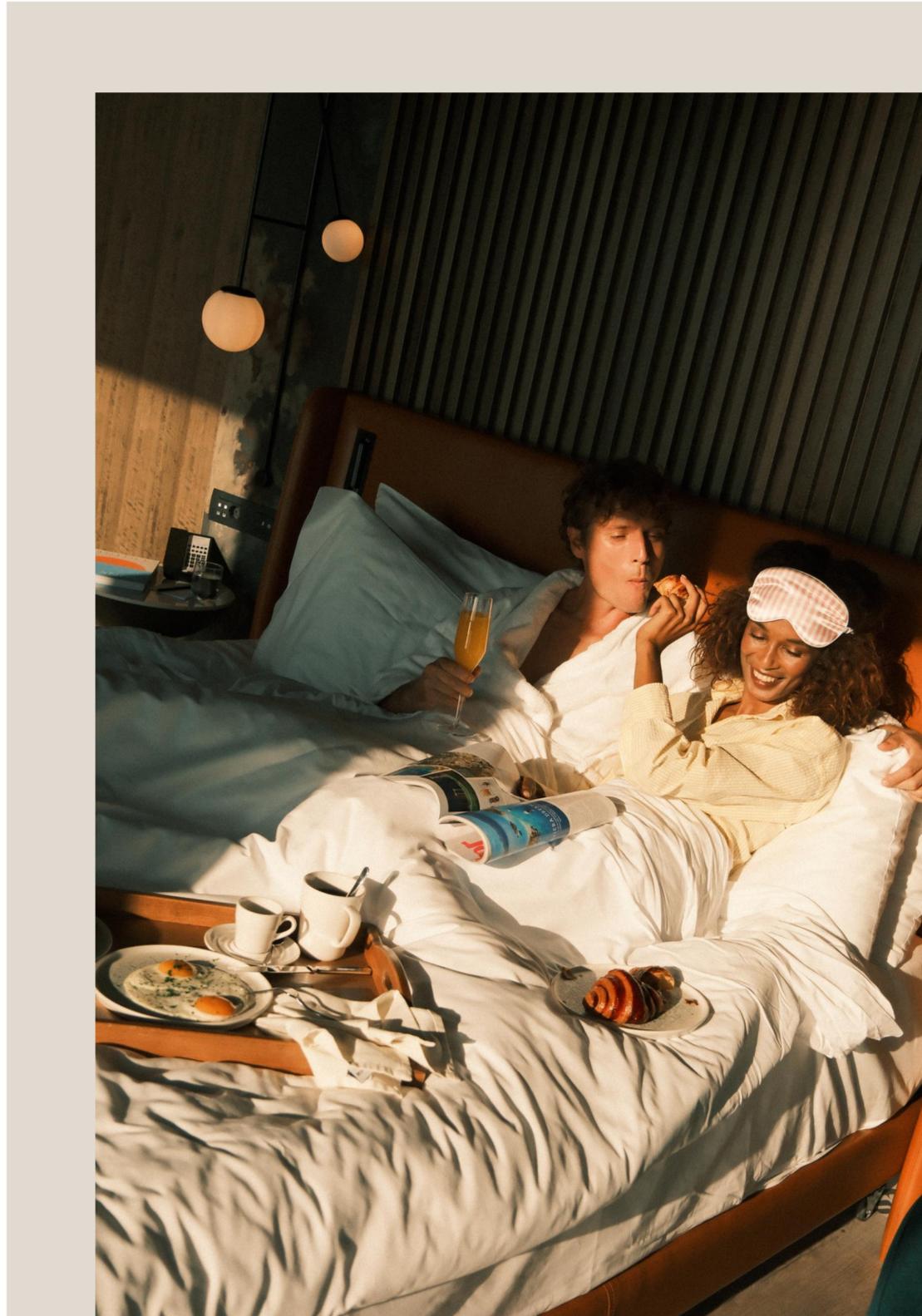
02



*Positioning
Guest satisfaction
Top USPs*

PROPOSITION

Reconnecting
close ones
through
extra-ordinary
moments of joy





TOP 3 USPS

Mövenpick enables authentic moments of reconnection and curates inviting and convivial food and drink experiences



1

Mövenpick is a leader in convivial food and drink experiences, with a rich culinary heritage



2

Mövenpick is loved by families for its dedication to creating joyful moments of reconnection



3

Mövenpick transforms business and social events into extraordinary celebrations



USP #1

Mövenpick is a leader



in convivial food and
drink experiences

With over 75 years of Culinary Excellence

Founder Ueli Prager made high quality food and drink available to a much broader group of people, through ingenious innovations (such as à la carte dishes and fine wines by the glass) when he launched the first Mövenpick restaurant in Zurich in 1948. Today, this generous approach to hospitality translates to a premium international hotel brand, with culinary excellence and human connection at its heart.

Food & Beverage

Sentiment Score Compindex: 104
Sentiment Score: 80/100

*Competitor's Sentiment Score Include: Hyatt Centric, Le Meridien, Hotel Indigo, Radisson
*Source: Trust You 2025



USP #1

Mövenpick is a leader in convivial food and drink experiences

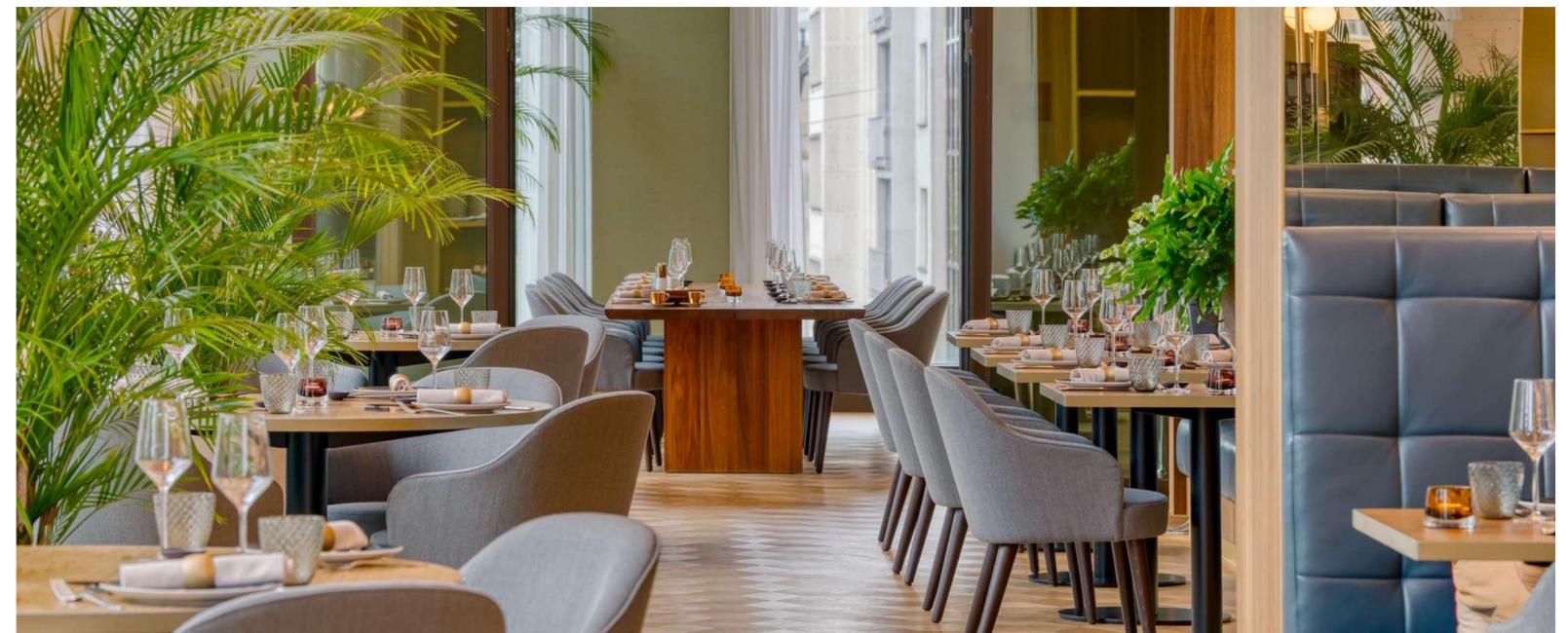


Australia | Miss Mi | Mövenpick Hotel Melbourne on Spencer
| AGFG Chef Hat Award Winner 2025



Bahrain | Silk's Restaurant | Mövenpick Hotel Bahrain
| Best Friday Brunch, *Fact Dining Awards 2025*

Switzerland | Puro | Mövenpick Hotel Basel
| Decorated with 14 Gault Millau Points
| Recommended by the Michelin Guide



UAE | Ula | Mövenpick Resort Al Marjan Island
| Favourite Restaurant, *Fact Dining Awards 2025*
| Beach Club Dining, *World Luxury Hotel Awards 2025*



USP #1

Generous and inviting experiences that delight

1. Mövenpick's own Swiss Gourmet Products

Globally renowned quality products. They are featured across hotels in the guest journey*.

Mövenpick Ice-Cream, Coffee

2. Chocolate Hour

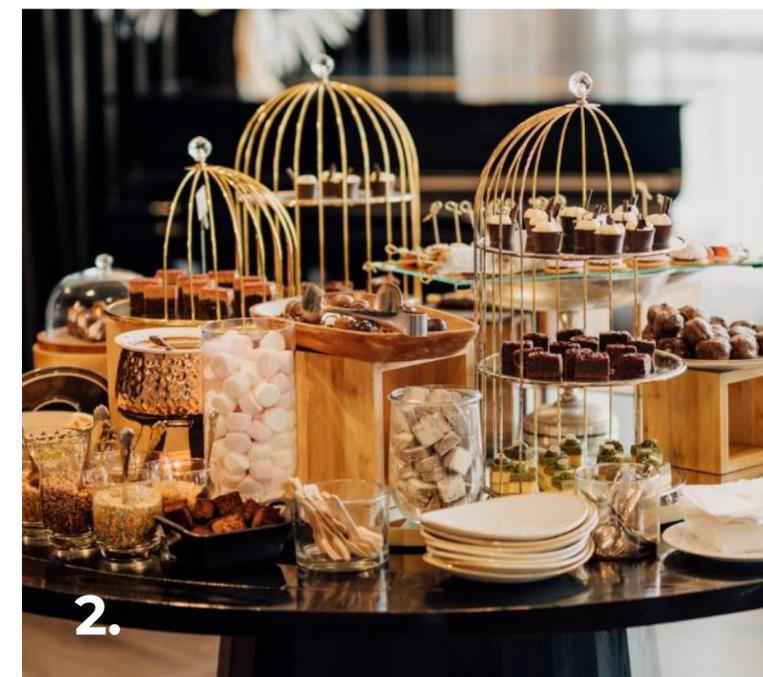
A beloved Mövenpick ritual that invites guests to pause, reconnect over the simple joys of chocolate.

3. Market Inspired Lobby Concept

Transforming the lobby into the main hub of the hotel, with modern, inviting spaces to work, socialise and connect over distinctive food and drink experiences



1.



2.



3.



USP #2

Mövenpick is loved by



families for its dedication to
creating joyful moments of
reconnection



Mövenpick Family Programme makes travel
meaningful and memorable for
multi-generation families:

Special rates
Family amenities & rituals
Kids Club

Family Friendly Experience

Sentiment Score Compindex: 101

Sentiment Score: 88/100



USP #3

Mövenpick transforms



business and social events into
extraordinary celebrations

Making the ordinary extraordinary

Mövenpick's expertise in celebrations transforms meetings and events into memorable occasions, enhanced by theatrical catering, meaningful rituals, and seamless, thoughtful service.

#1 for Service

GSS Score: 88/100
(competition between 81-87)



TOP USPS

Guest journey & key signatures standards

Public Spaces

Market-Inspired Lobby Concept
Signature Scent

Guest Room

Mövenpick Bed
Reconnection Rituals

Food & Beverage

Share-able Concepts
Chocolate Hour
Grab & Go

Well-Being & Entertainment

Family Club (Resorts)

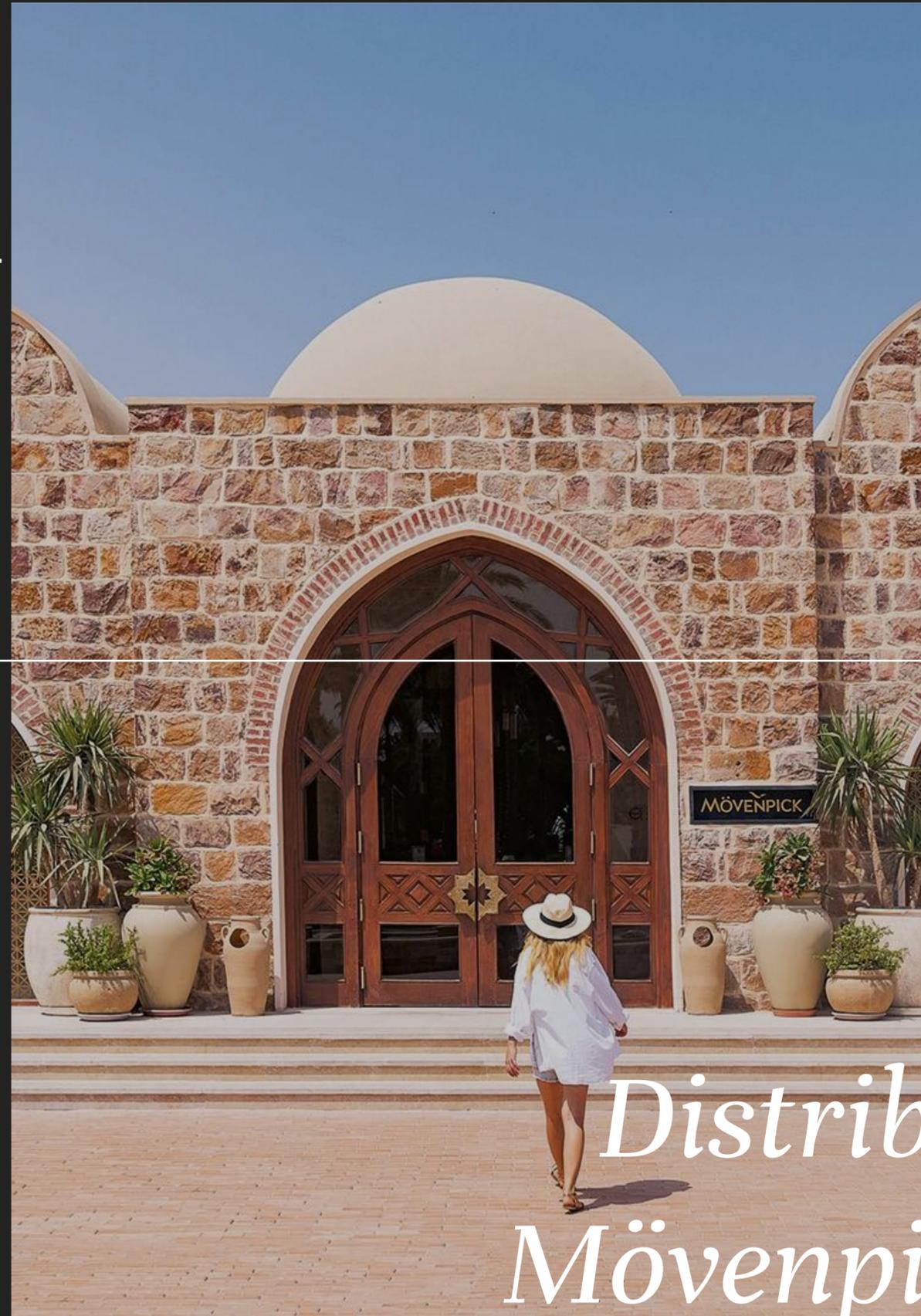
Meetings & Events

Celebration Concierge
Celebration Rituals

Powerful distribution eco-system

Chapter

03



*Accor Sales,
Distribution & Loyalty
Mövenpick 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

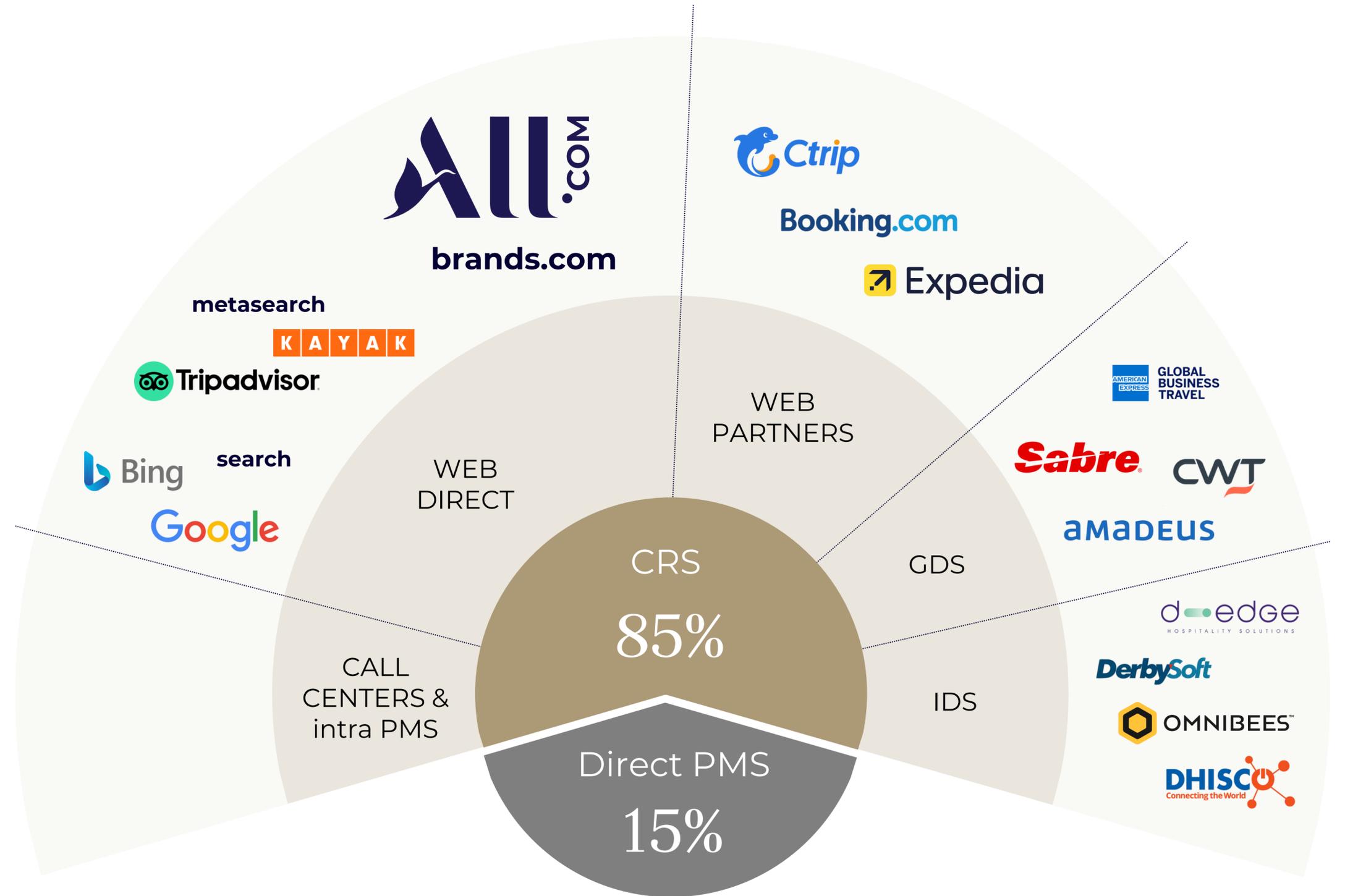
34

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





MÖVENPICK DIGITAL SCALE

Boost direct sales with Mövenpick digital scale

CRM

588k

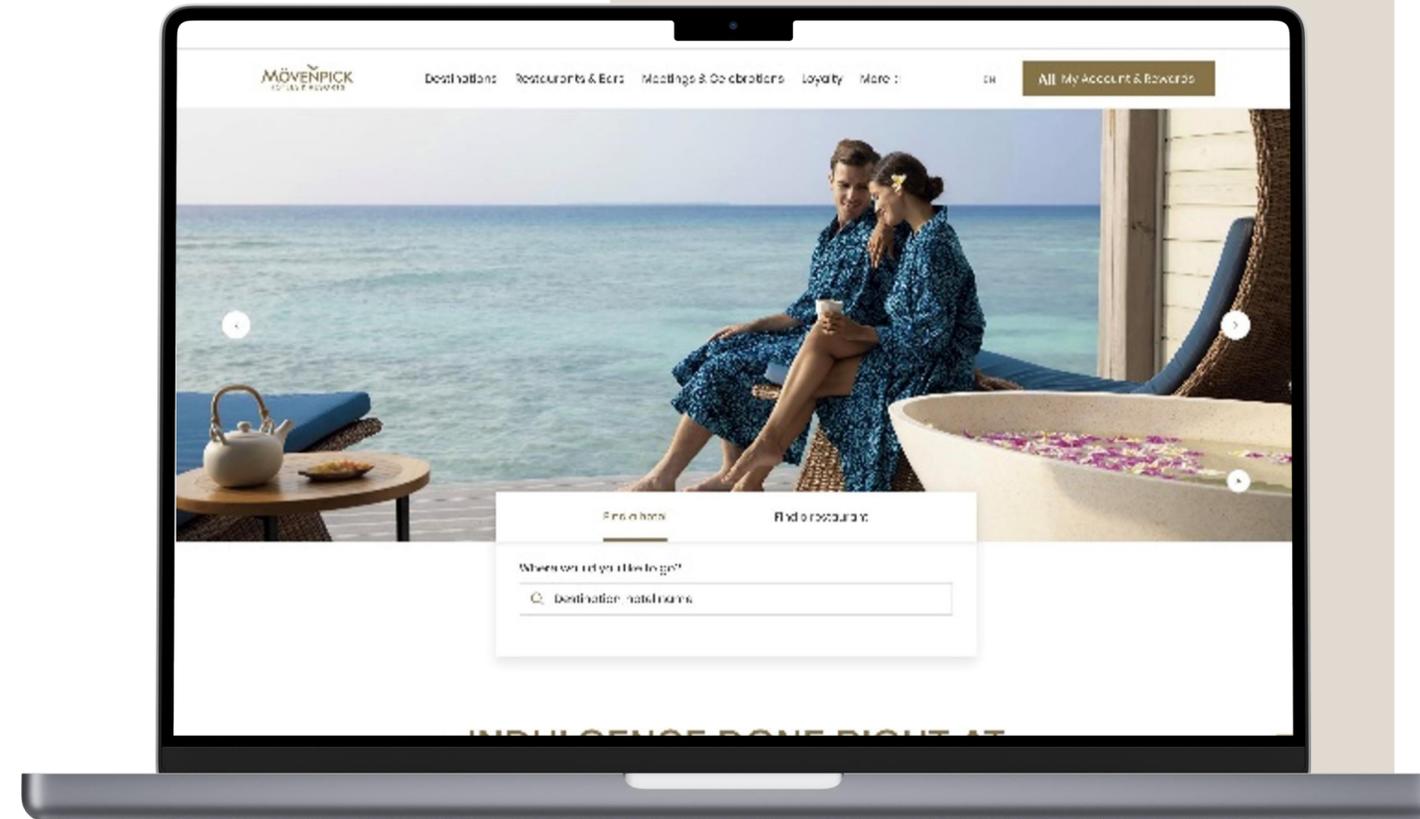
Contacts in CRM Mövenpick database in 2025

SOCIAL MEDIA

 **+60k**
Followers

 **+189k**
Followers

 **+390k**
Followers



MOVENPICK.COM

+315k

Average monthly users

Development Criteria

Chapter



04

Hotels
Leisure & Resorts
Extended Stay
Combos



MÖVENPICK HOTEL THE HAGUE
THE NETHERLANDS

URBAN HOTELS

Hotels Development Criteria

Mövenpick hotels equally fit new build and conversions projects.

	EUROPE ⁽¹⁾	WW
NUMBER OF KEYS	120+	150+
ROOM SIZE	24-34 SQM	28-38 SQM
TGFA	50-90 SQM incl >60 sqm lobby	70-110 SQM incl >60 sqm lobby

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

MUST-HAVES

- Breakfast offer
- Restaurant offer
- Lobby Bar
- Grab & Go
- Fitness
- Work in the Lobby
- Meeting Room
- Concierge Station
- Kids & Family & Friends Corner / Room
- Car Park
- Retail Shop
- Family Room or Connecting Room

NICE-TO-HAVES

- Wellness Area or Spa
- Swimming Pool
- Sports Facilities
- Co-working Dedicated Area
- Ballroom
- Board Room
- Executive Lounge or Clubhouse
- Laundry Room
- Entertainment Facilities



MÖVENPICK RESORT EL OUSEIR
EGYPT

LEISURE & RESORTS

Leisure & Resorts Development Criteria

	EUROPE ⁽¹⁾	WW
NUMBER OF KEYS	120+	150+
ROOM SIZE	26-36 SQM + Balcony	28-38 SQM + Balcony
TGFA	60-100 SQM incl >60 sqm lobby	60-120 SQM incl >60 sqm lobby

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

MUST-HAVES

- Breakfast offer
- Restaurant offer
- Lobby Bar
- Fitness
- Wellness area or spa
- Swimming Pool
- Concierge Station
- Laundry Room
- Kids & Family & Friends Corner / Room
- Kids Club
- Outside Space
- Entertainment Facilities
- Car Park
- Retail Shop

NICE-TO-HAVES

- Grab & Go
- Sports Facilities
- Work in the Lobby
- Meeting Room
- Ballroom
- Board Room
- Executive Lounge or Club House



EXTENDED STAY

Extended Stay Development Criteria

WW		
NUMBER OF KEYS		200+
ROOM SIZE	Guestroom (Standalone Living)	25 SQM (10%)
	Studio	30 SQM (65%)
	1 bed	45 SQM (15%)
	2 beds	70 SQM (10%)
TGFA		47 SQM incl >60 sqm lobby

MUST-HAVES

- Breakfast offer
- Restaurant offer
- Lobby Bar
- Grab & Go
- Fitness
- Work in the Lobby
- Laundry Room
- Kids & Family & Friends Corner / Room
- Car Park
- Retail Shop

NICE-TO-HAVES

- Wellness area or spa
- Swimming Pool
- Co-Working Dedicated Area
- Meeting Room
- Board Room
- Ballroom
- Executive Lounge or Club House
- Concierge Station
- Outside Space

Mövenpick Network

Chapter

05

Urban

Leisure & Resorts

MICE

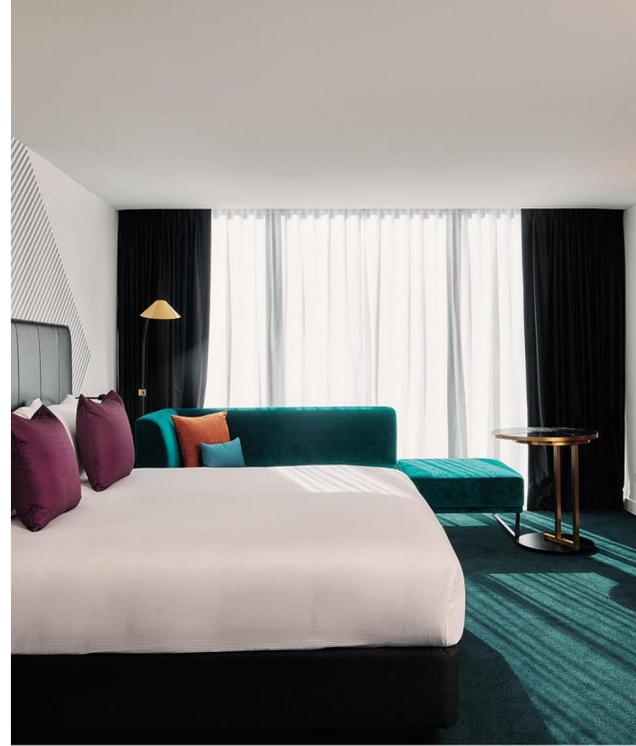
Extended Stay – Mövenpick Living

Branded Residences





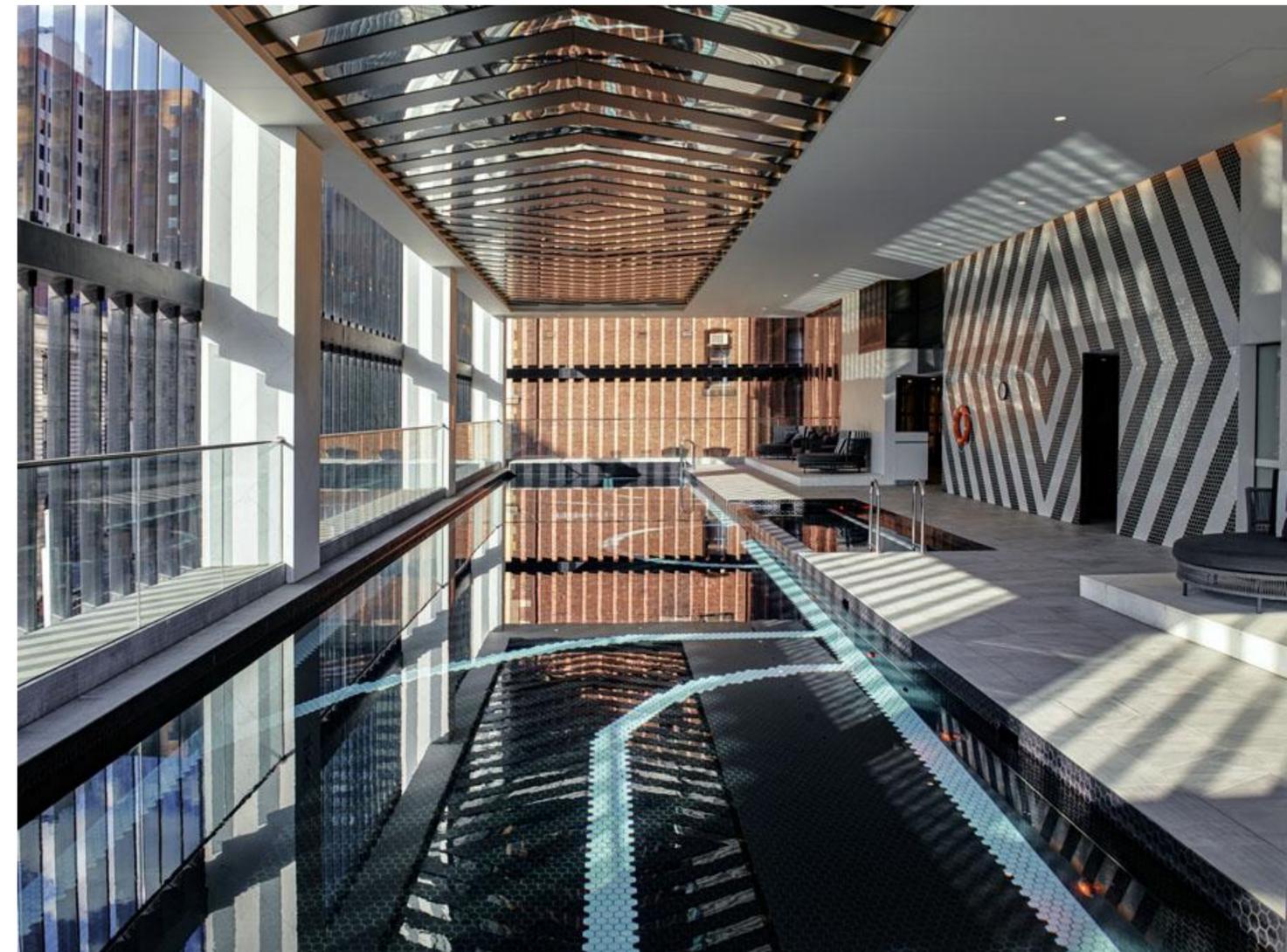
URBAN



2 meeting rooms

 172 rooms

Mövenpick Hotel Melbourne On Spencer, *Australia*





Why invest - Mövenpick

Mövenpick Network P26



URBAN



1 meeting room

 111 rooms

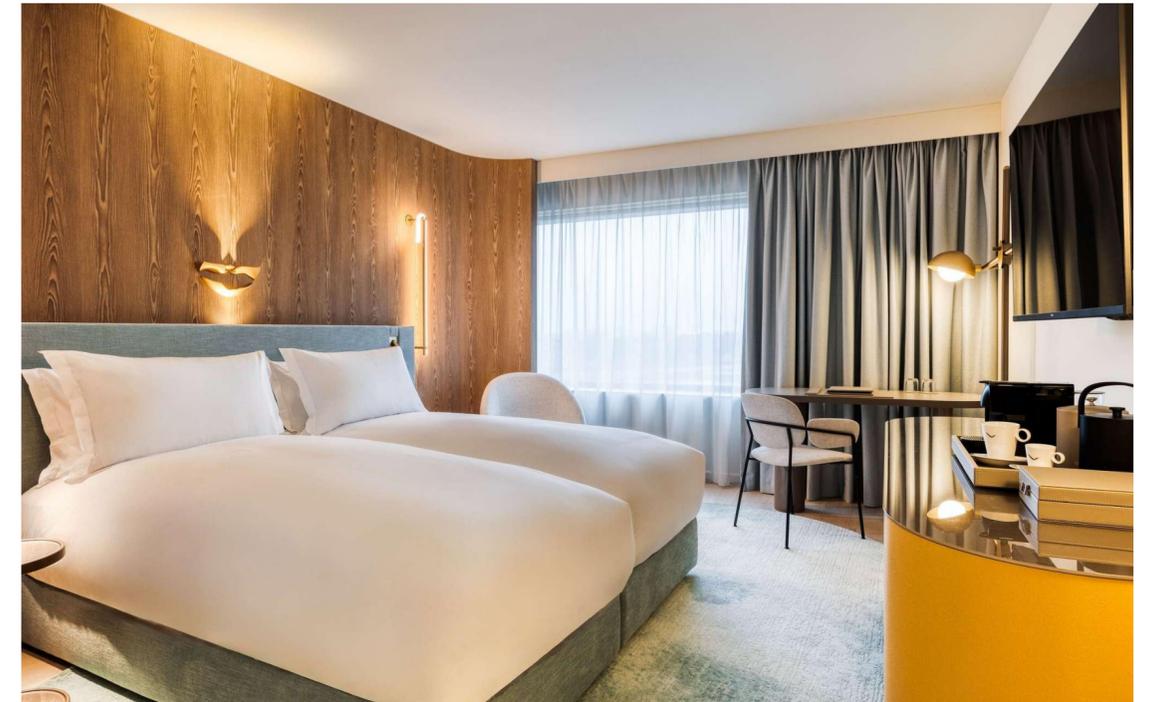
Mövenpick by Accor Shanghai People's Square, *China*



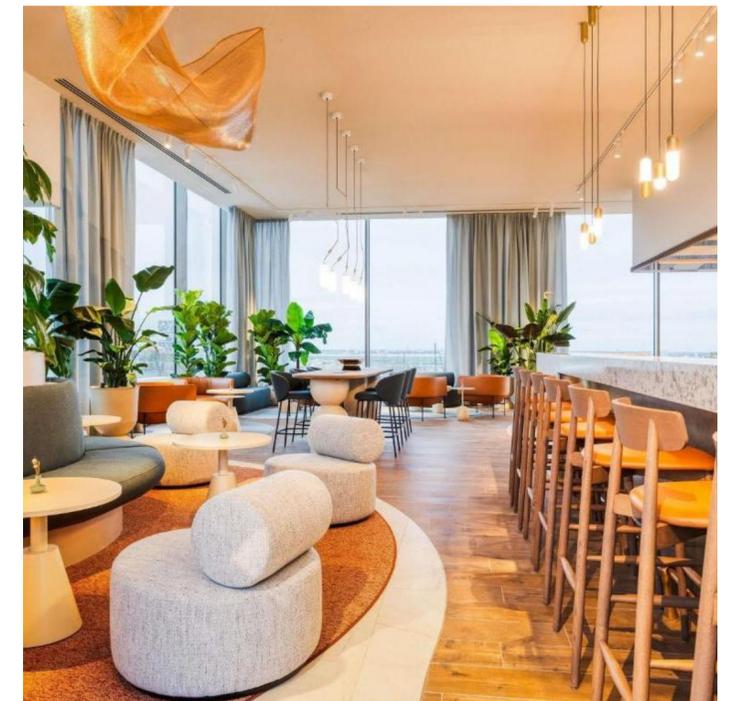


URBAN

Mövenpick Hotel Brussels Airport, *Belgium*



9 meeting rooms  235 rooms





Why invest - Mövenpick

URBAN



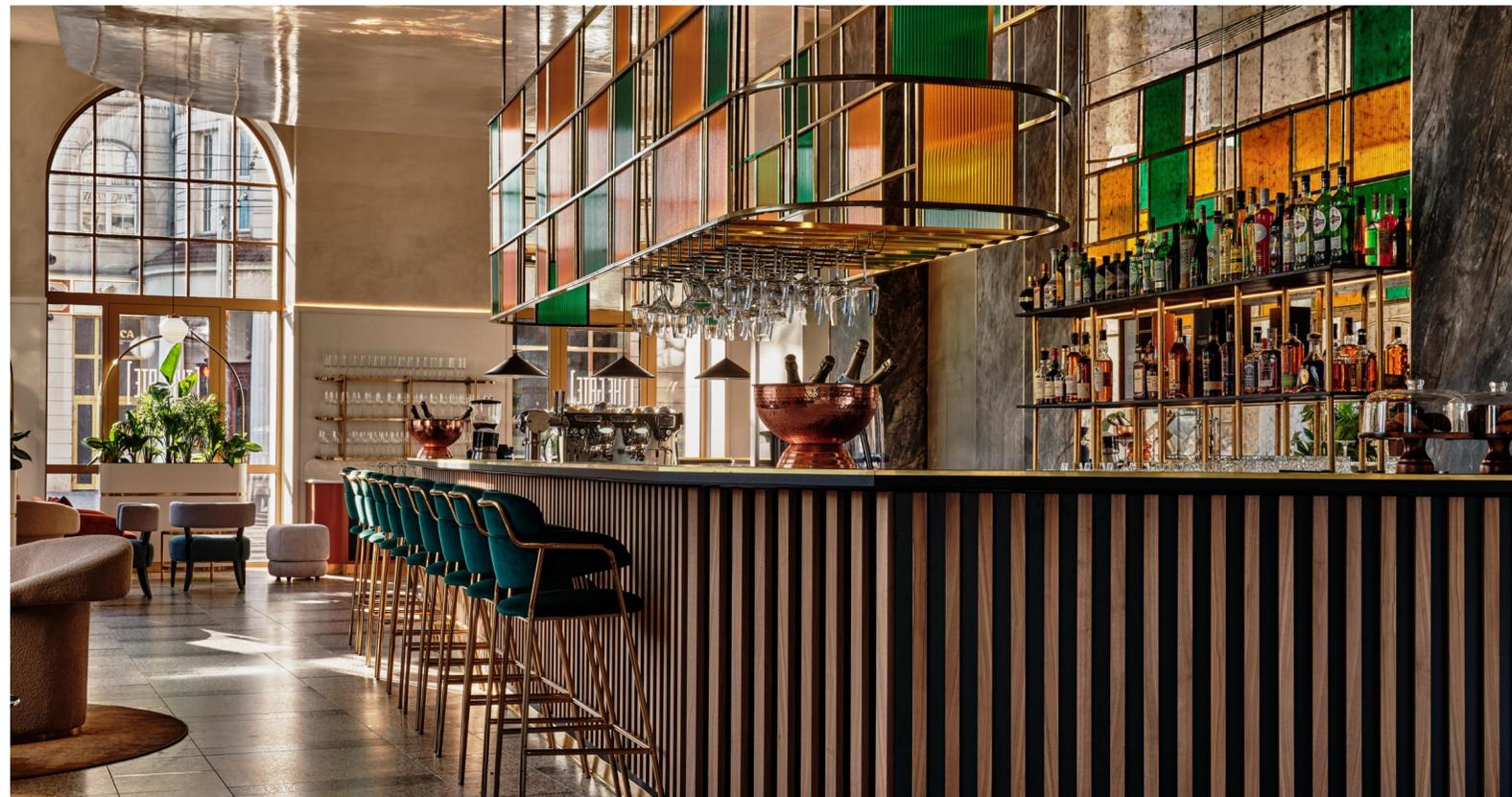
Mövenpick Network P28



2 meeting rooms

 177 rooms

Mövenpick Grand Hotel Wrocław, *Poland*



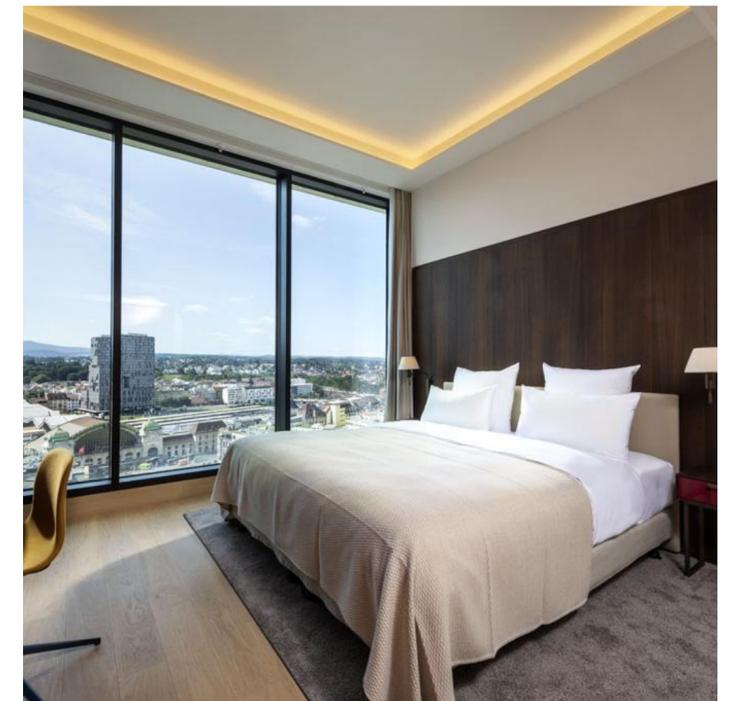


URBAN

Mövenpick Hotel Basel, Switzerland



16 meeting rooms  264 rooms





URBAN

Mövenpick Hotel The Hague, *The Netherlands*



3 meeting rooms  78 rooms





Why invest - Mövenpick

Mövenpick Network

P31



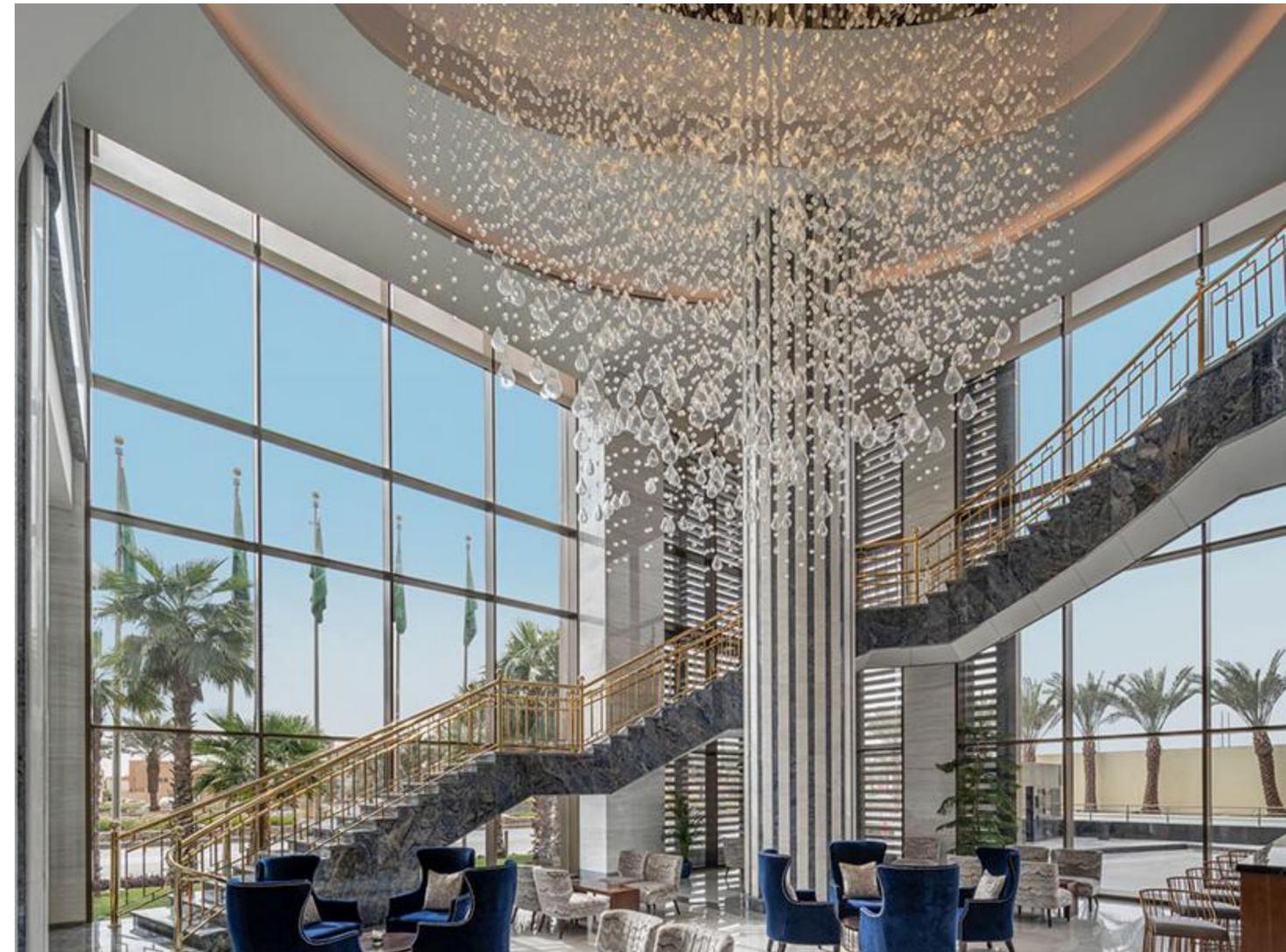
URBAN



12 meeting rooms

 359 rooms

Mövenpick Hotel & Residences Riyadh, *Saudi Arabia*



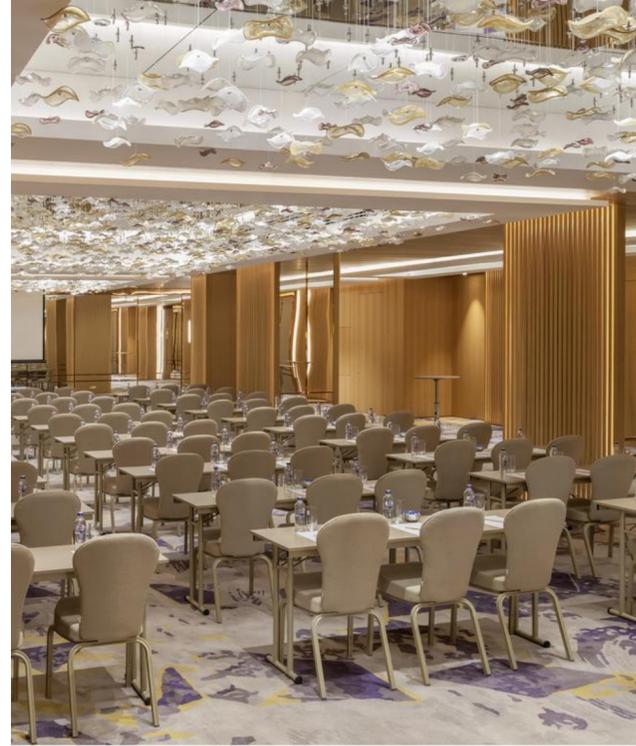


Why invest - Mövenpick

Mövenpick Network P32



URBAN



3 meeting rooms

 166 rooms

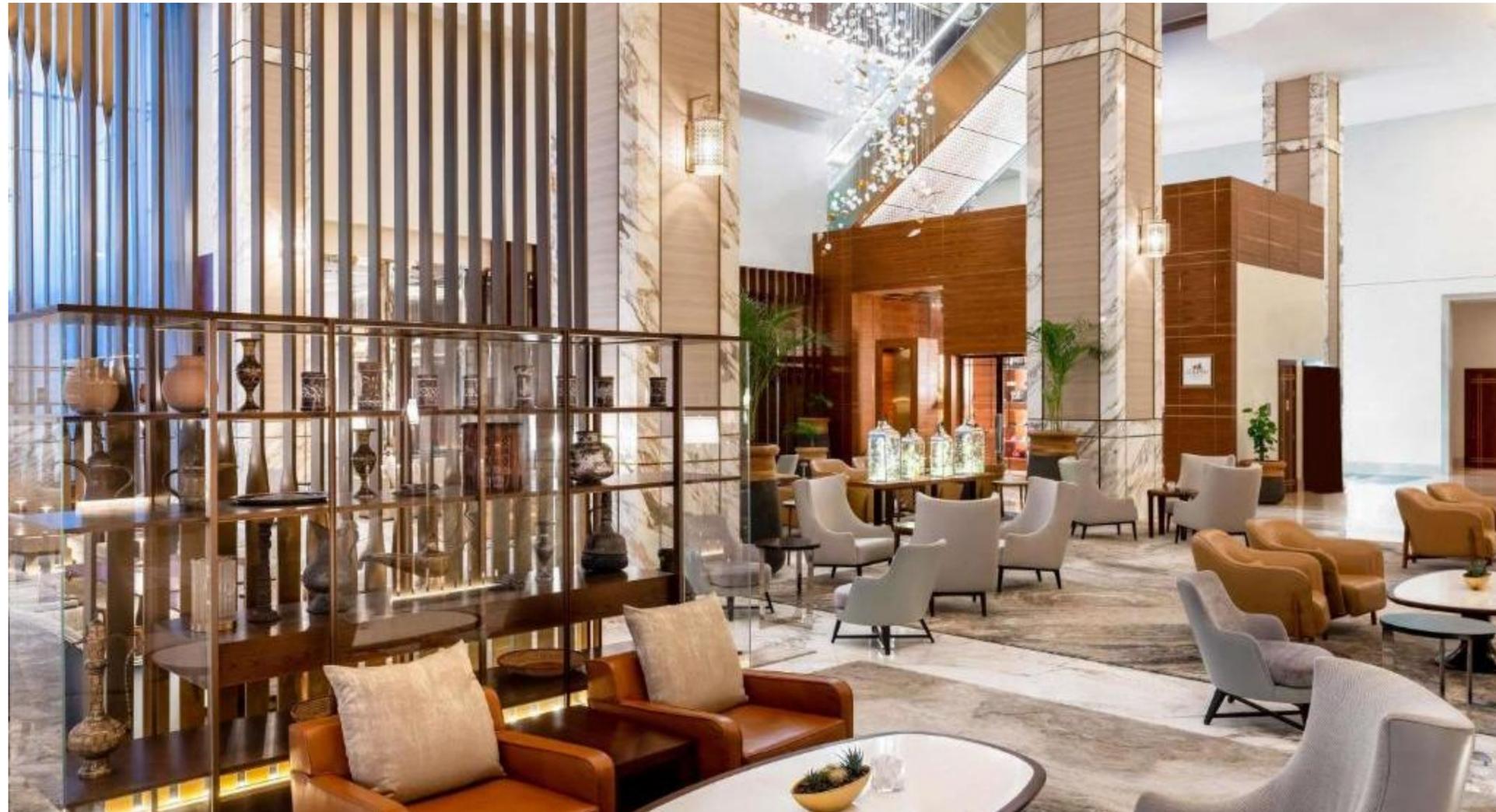
Mövenpick Hotel Istanbul Bosphorus, *Türkiye*



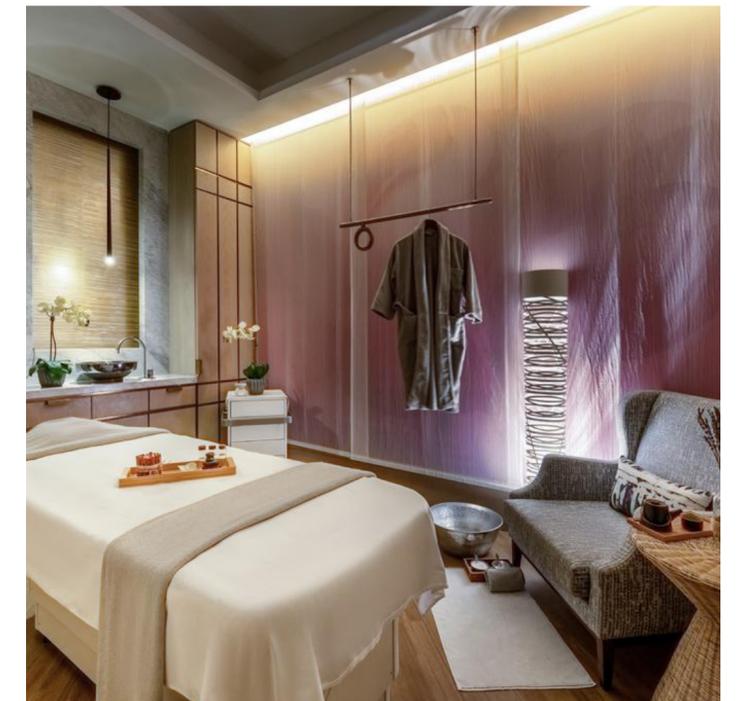


URBAN

Grand Plaza Mövenpick Media City Dubai, *United Arab Emirates*



9 meeting rooms  235 rooms



LEISURE & RESORTS

Mövenpick Resort & Spa Jimbaran Bali, *Indonesia*

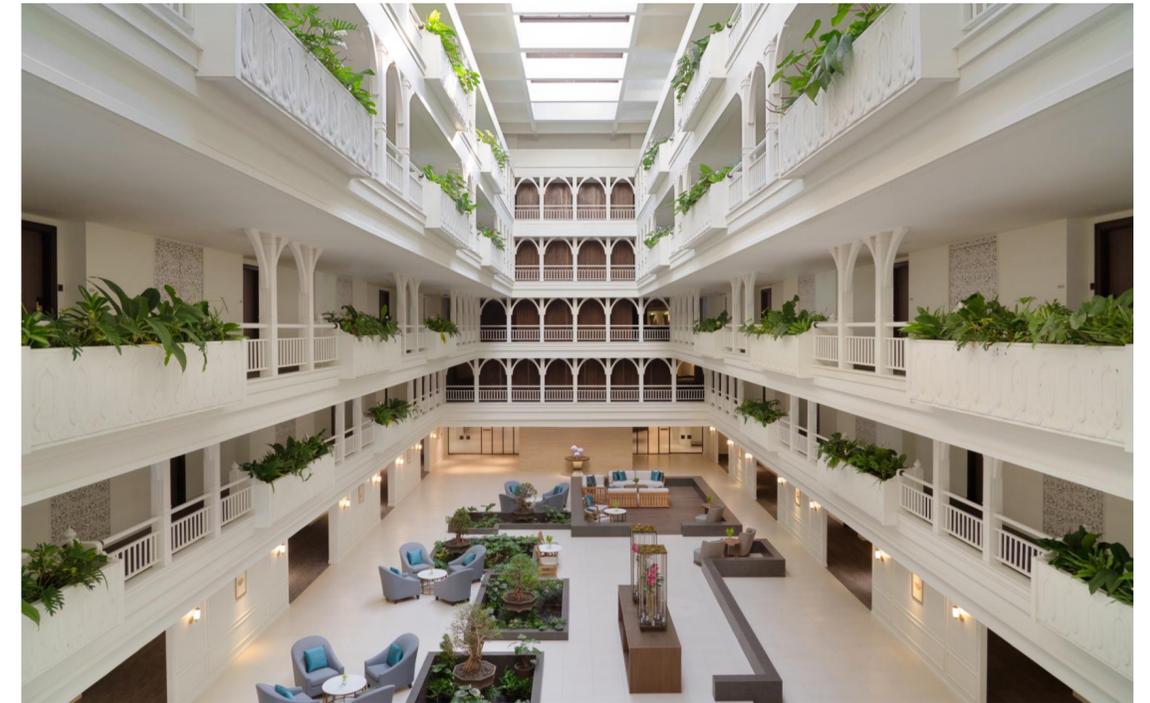


3 meeting rooms  297 rooms

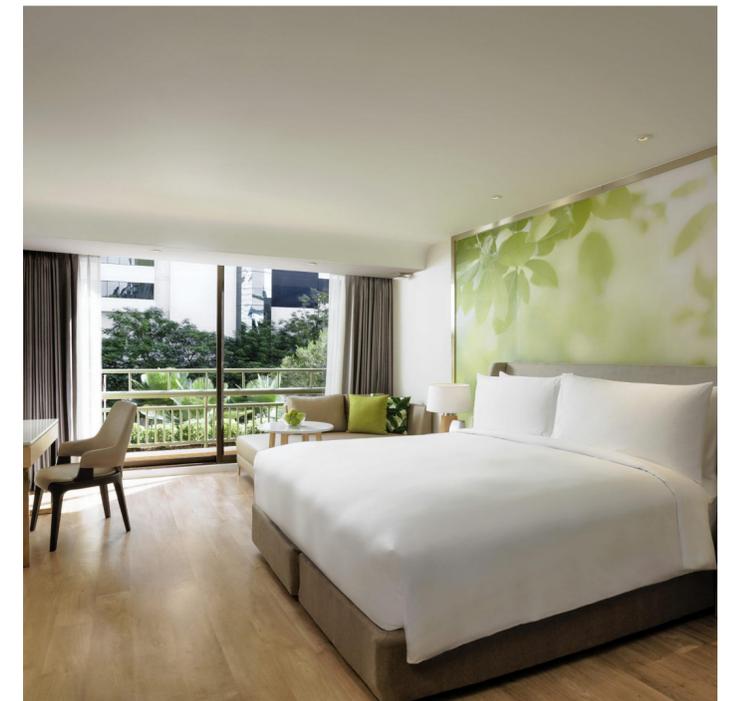


LEISURE & RESORTS

Mövenpick BDMS Wellness Resort Bangkok, *Thailand*



14 meeting rooms  293 rooms



LEISURE & RESORTS

Mövenpick Resort Cam Ranh, Vietnam



4 meeting rooms  250 rooms





LEISURE & RESORTS



5 meeting rooms

 408 rooms

Mövenpick Resort Waverly Phu Quoc, Vietnam

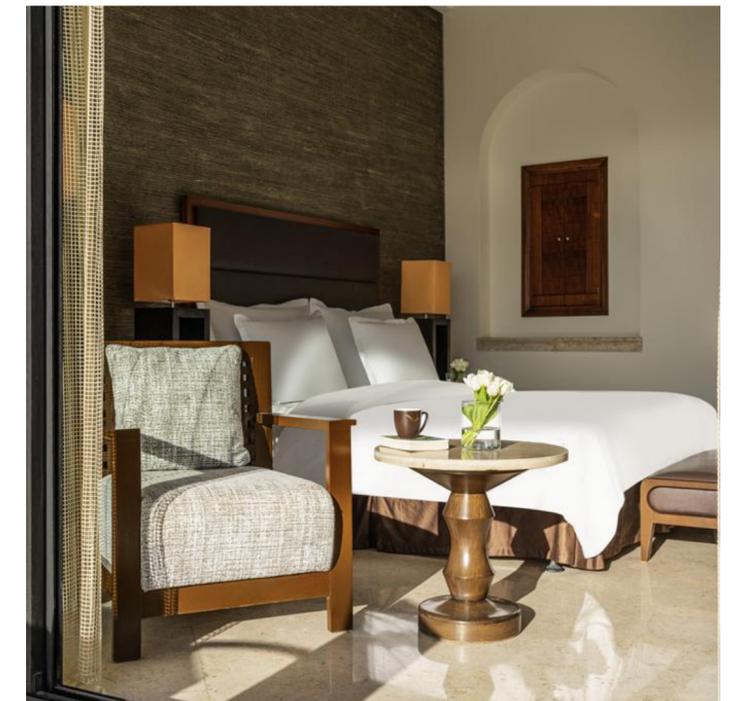


LEISURE & RESORTS

Mövenpick Resort & Spa Dead Sea, *Jordan*



10 meeting rooms  346 rooms

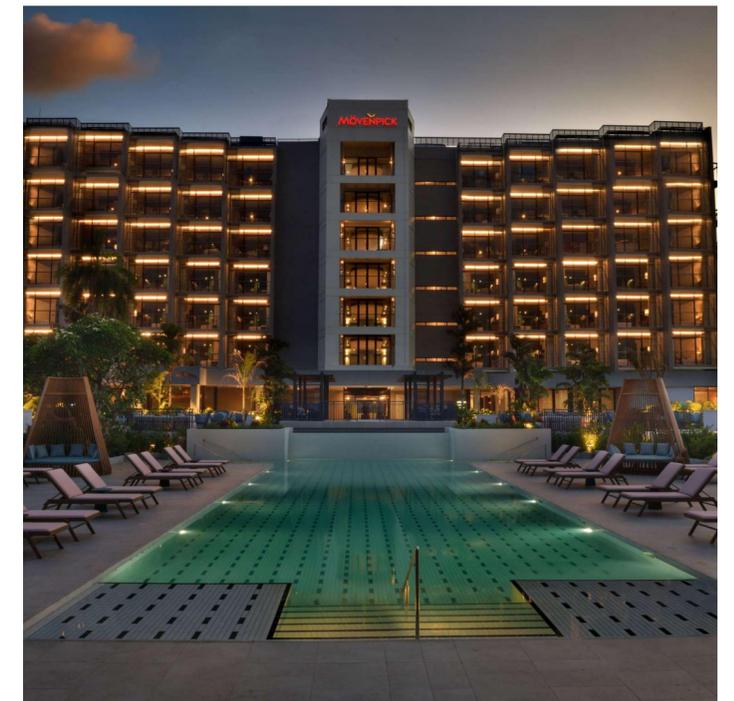


LEISURE & RESORTS

Mövenpick Kigali, *Rwanda*

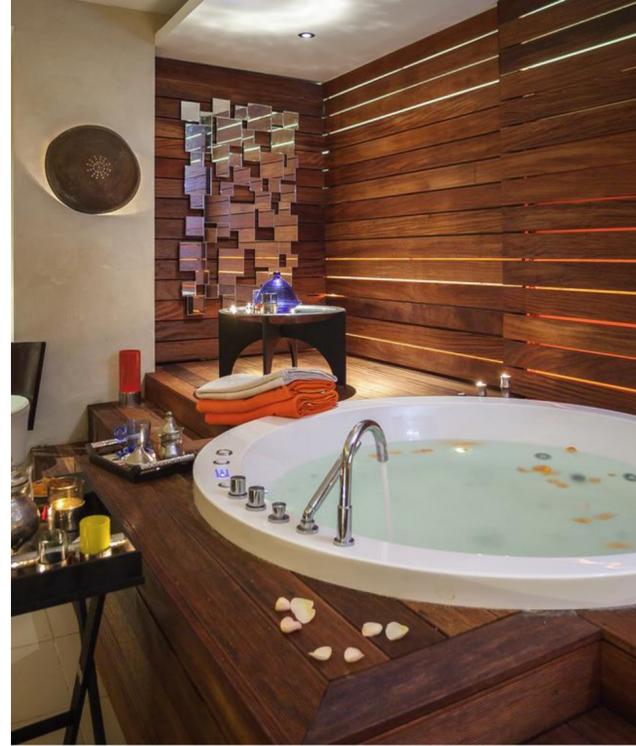


 124 rooms





LEISURE & RESORTS



4 meeting rooms

 119 rooms

Mövenpick Resort Gammarth Tunis, *Tunisia*



LEISURE & RESORTS

Mövenpick Resort Al Marjan Island, *United Arab Emirates*



3 meeting rooms  418 rooms

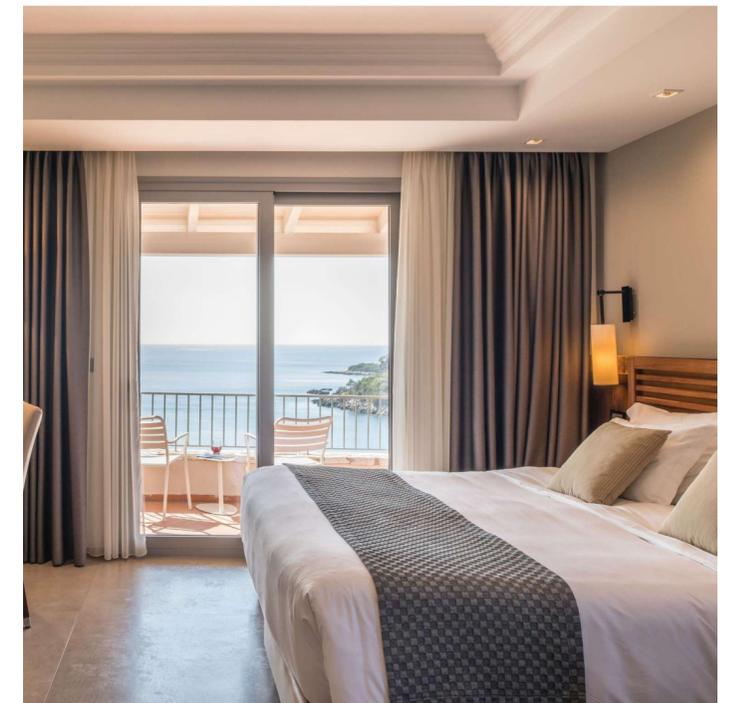


LEISURE & RESORTS

Mövenpick Resort Agios Nikolaos Sivota, Greece



 72 rooms

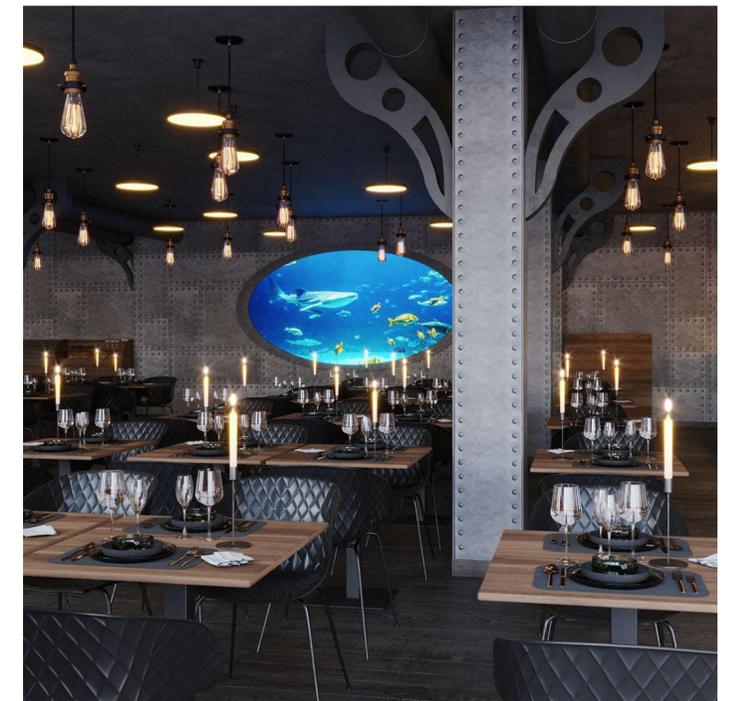


LEISURE & RESORTS

Mövenpick Balaland Resort Lake Balaton, *Hungary*



 109 rooms

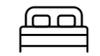


LEISURE & RESORTS

Mövenpick Hotel Bari, *Italy*



13 meeting rooms



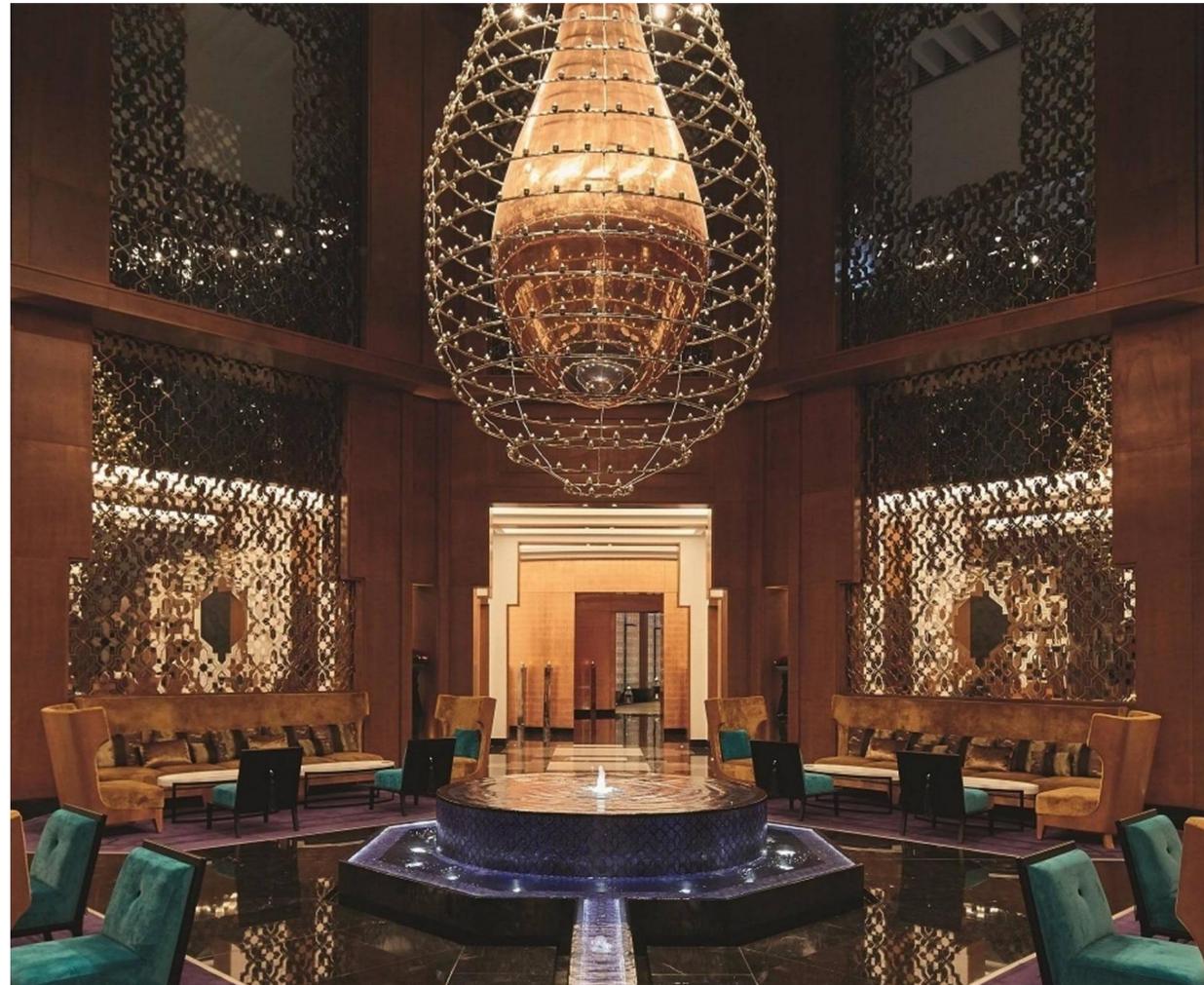
408



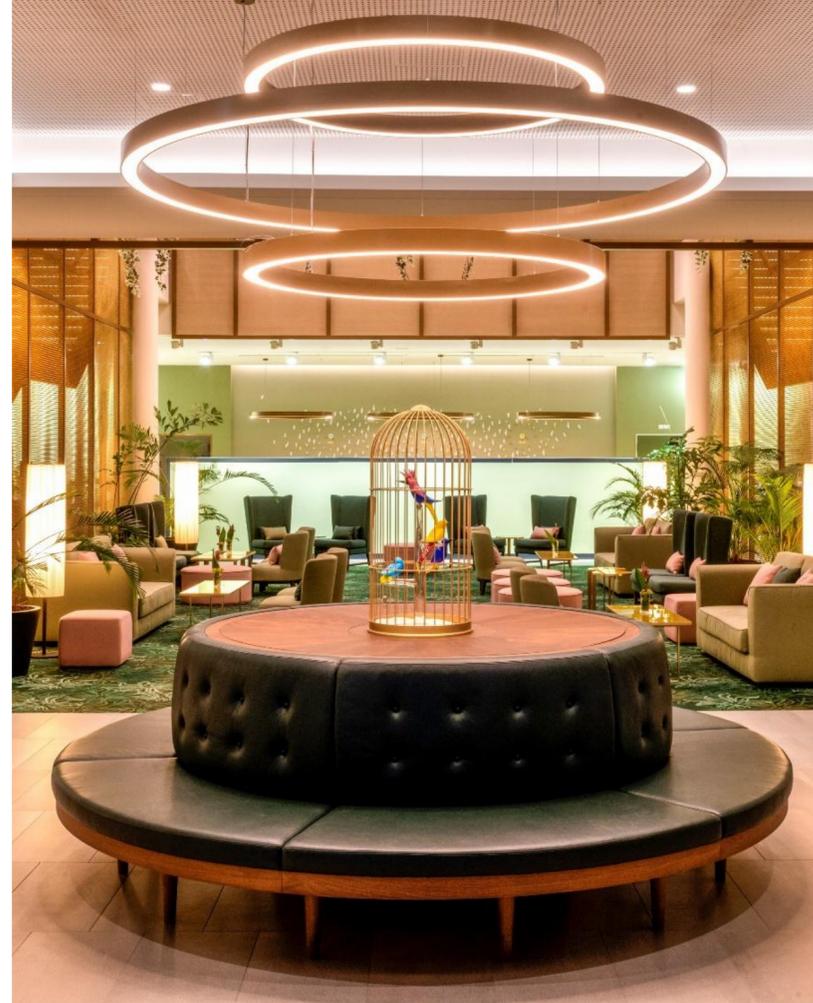


MICE

MICE hotel flagships

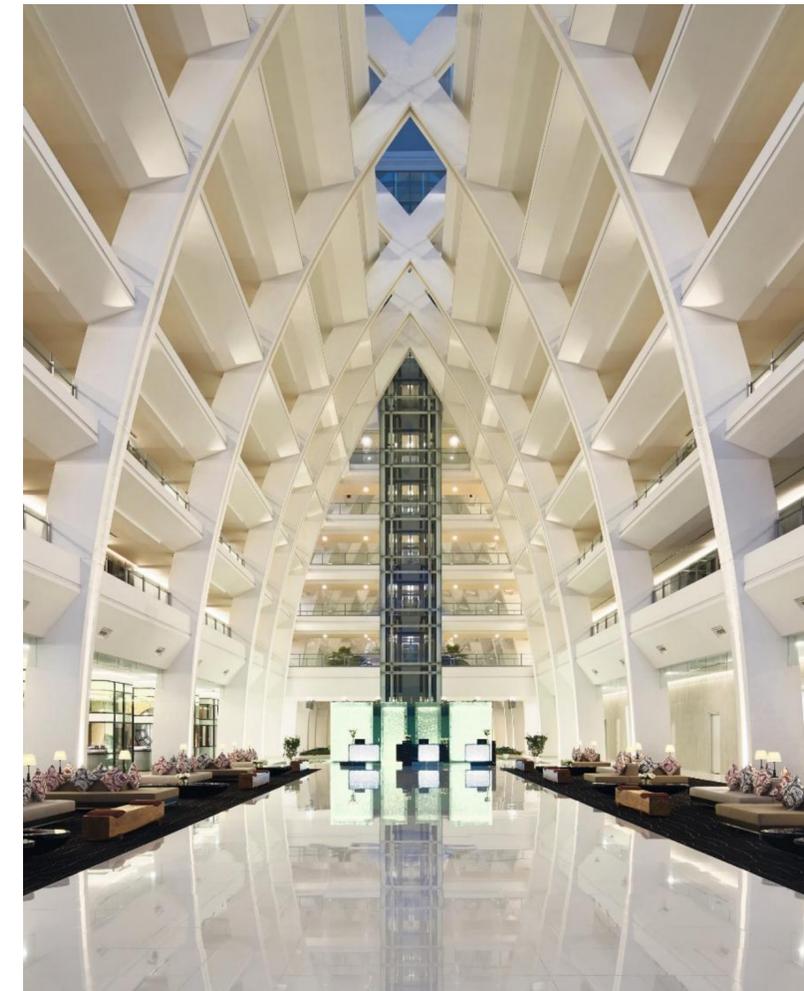


Mövenpick Hotel Mansour Eddahbi Marrakech, *Morocco*
| 503 rooms | 20 meeting rooms



Mövenpick Stuttgart
Messe & Congress, *Germany*
| 262 rooms | 9 meeting rooms

Mövenpick Hotel & Convention
Centre Klia, *Malaysia*
| 333 rooms | 18 meeting rooms





EXTENDED STAY – MÖVENPICK LIVING

Mövenpick Living West Hanoi, Vietnam



 196 rooms





EXTENDED STAY – MÖVENPICK LIVING



 65 rooms

Mövenpick Living Camlivadi Istanbul, *Türkiye*

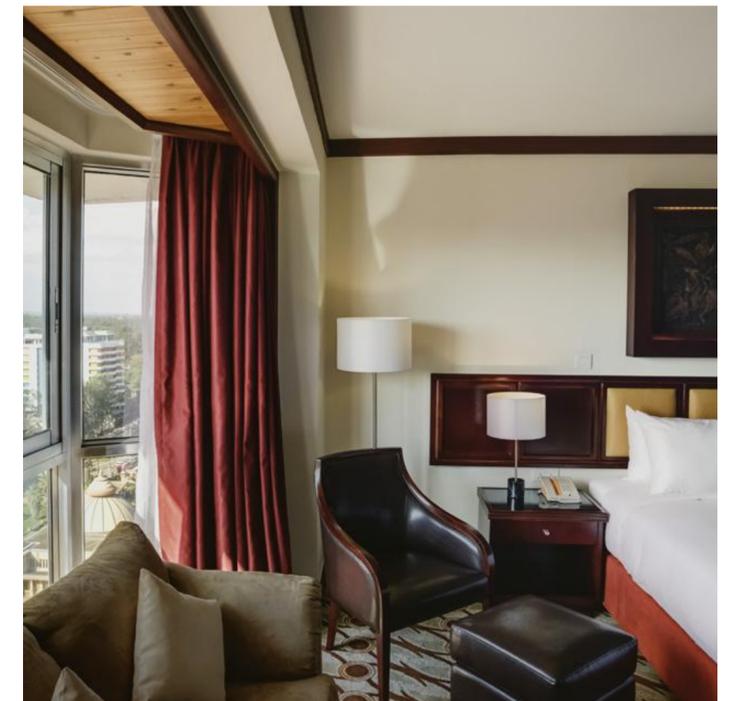


MÖVENPICK RESIDENCES

Mövenpick Residences Nairobi, Kenya

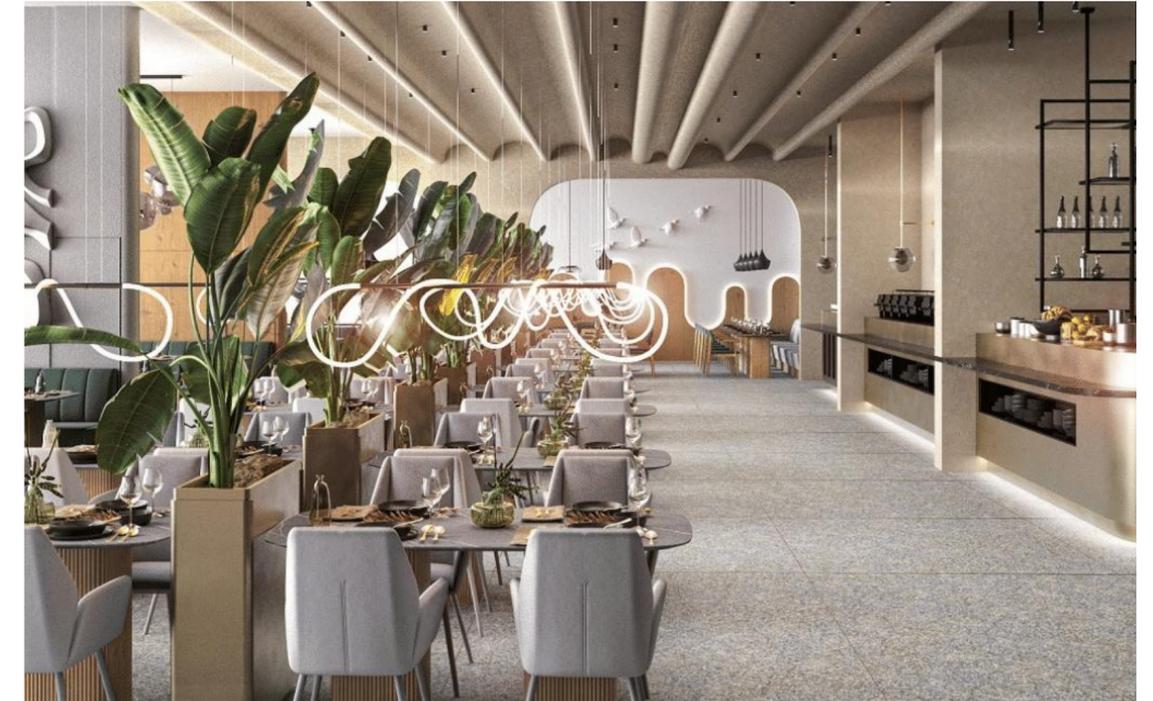
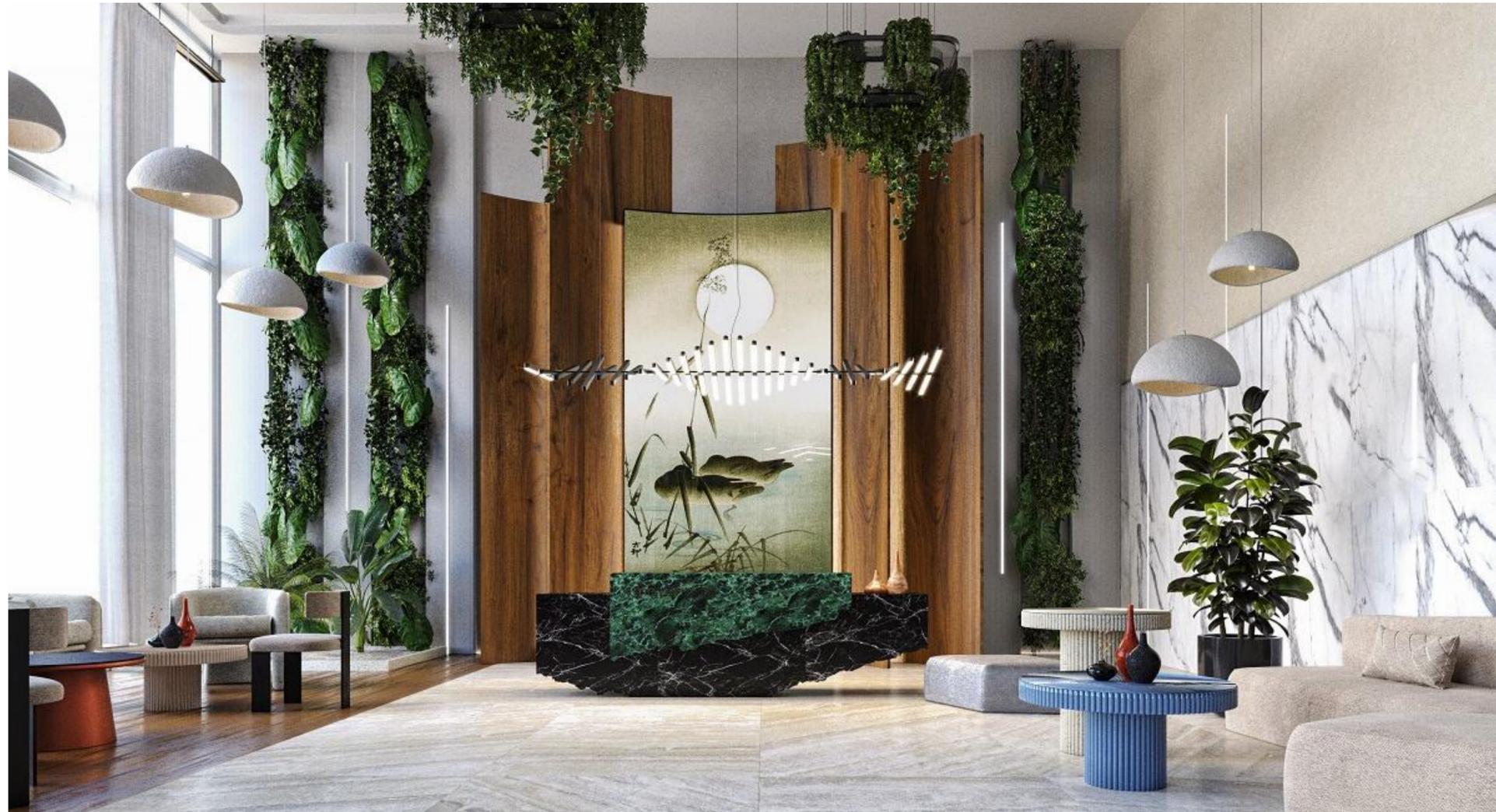


 90 residences



MÖVENPICK RESIDENCES

Mövenpick Residences Teuta Kotor Bay, *Montenegro*



 66 residences





MÖVENPICK RESIDENCES

Mövenpick Villas & Residences Phu Quoc, Vietnam



 79 residences

Thank

you

