



# Why invest *Mövenpick* 2025

GLOBAL DEVELOPMENT  
PREMIUM, MIDSCALE & ECONOMY DIVISION

## WELCOME TO MÖVENPICK

Destination inspired  
hotels, where food  
culture brings  
human connection





## WHY MÖVENPICK?

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# 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

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# Universally adored, consistently distinctive

Destination inspired places with leading food and beverage leading vs competitors

Loved by families for its dedication to creating heartfelt moments

Engaging guests with the environment, people and local communities as the world's most sustainable hotel brand

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# Powerful distribution eco-system

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

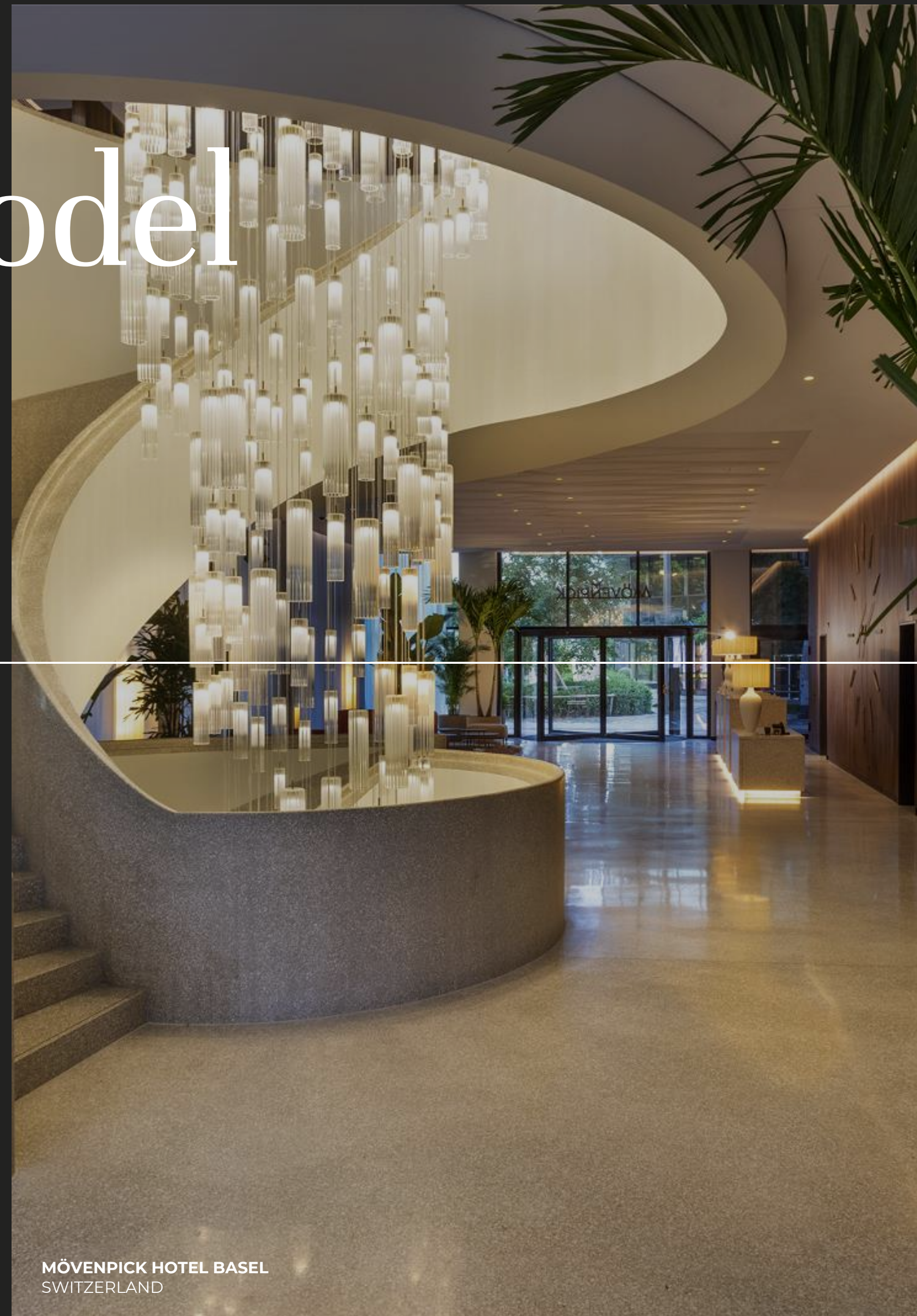
Connecting you with valuable global business & directly contributing 77% of your room revenue\*

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# Profitable business model

Chapter

01



MÖVENPICK HOTEL BASEL  
SWITZERLAND

*Topline*  
*Investment*  
*EBITDA*



## TOPLINE

Mövenpick has a truly global footprint, with rapid growth boosting strong awareness

**134 hotels** open and a pipeline of more than 90

**Among top 5** most known premium brands in Switzerland, Germany and Saudi Arabia.

**Strong presence** in Europe, Middle East and Africa


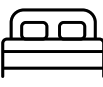
**Rapid growth** in Asia and China


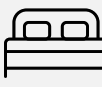



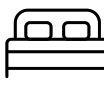



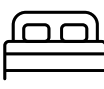
TOPLINE

Fastest growing premium brand with +70% network growth in next 5 years

32% Europe & North Africa		
	34	38
	7,556	5,481

14% Greater China		
	5	27
	731	4,595

54% Middle East, Asia, Pacific		
	95	25
	22,556	5,945

Mövenpick		
	NETWORK	PIPELINE
	134	90
	30,843	16,021

All figures as of end December 2024  
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 HOTEL QINGDAO SUNMEI  
CHINA



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 TALLINN  
ESTONIA

# Adored & distinctive

Chapter



02

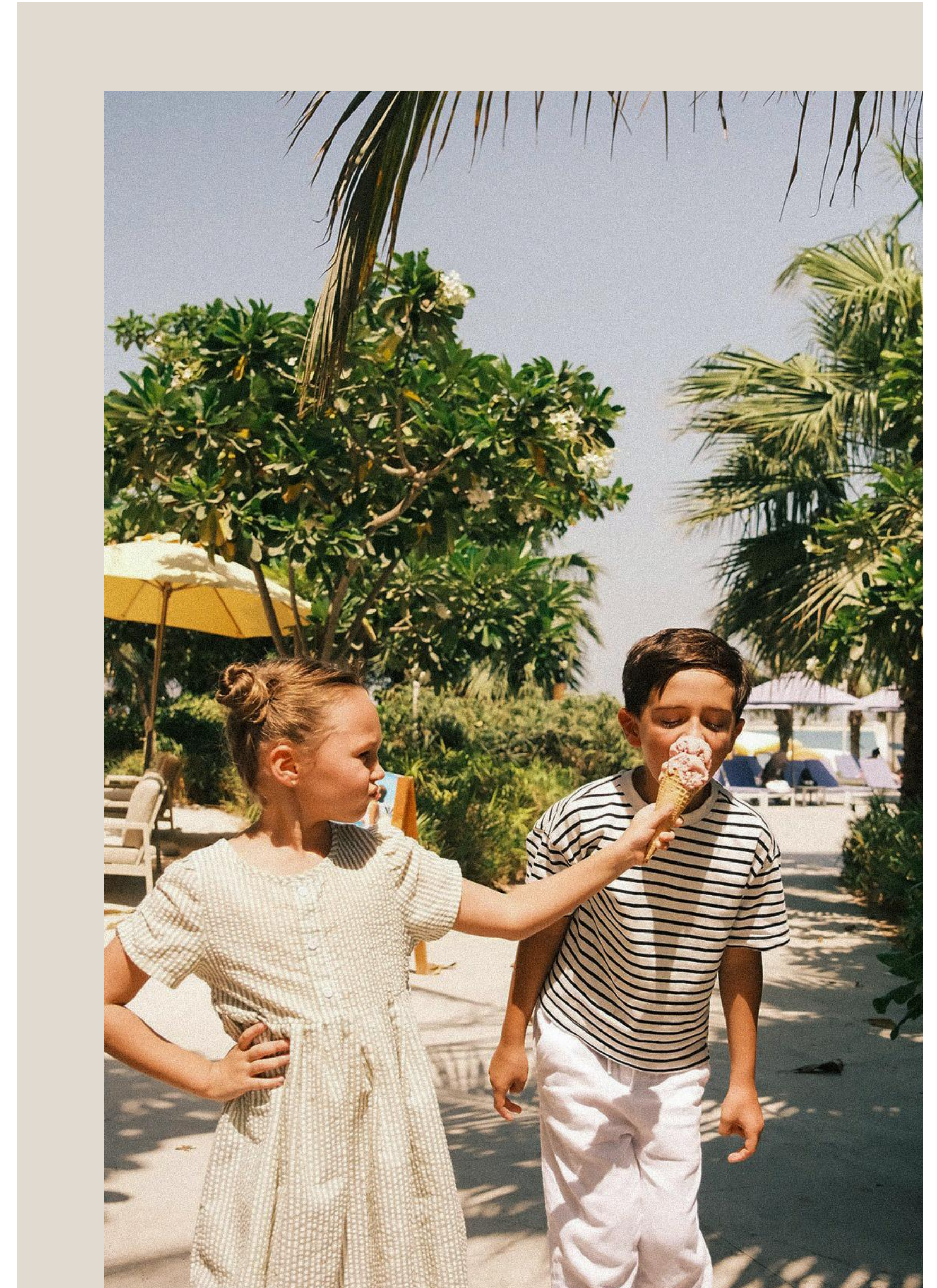
*Proposition  
Heritage  
Top USPs*



## PROPOSITION

# Characterful hospitality fostering human connections

Mövenpick enables meaningful family moments, and curates consciously inviting food and drink experiences for business, leisure and family guests.



## TOP USPS

# Why Mövenpick?

1

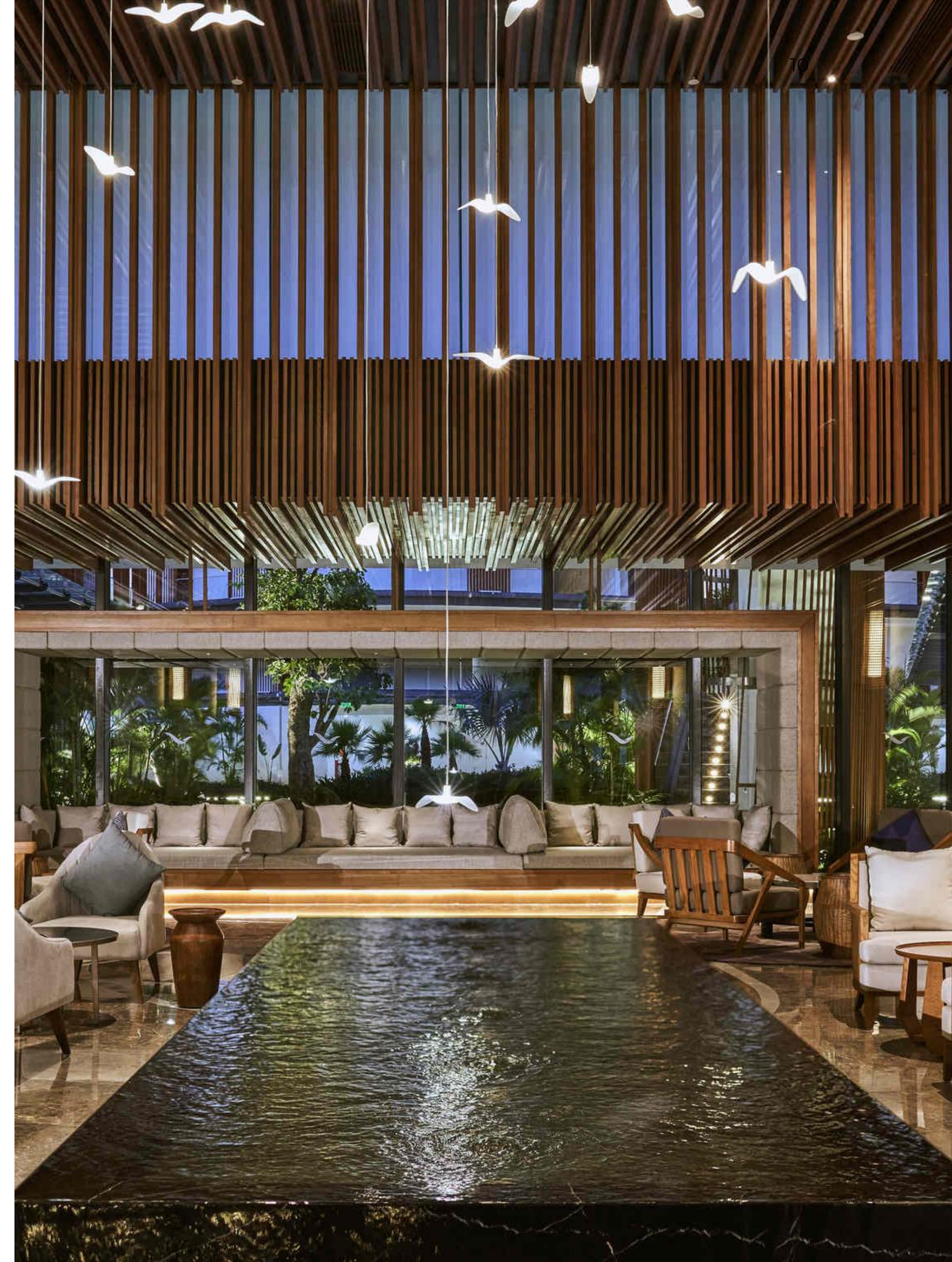
Mövenpick is a leader in social food and drink experiences, with a rich culinary heritage

2

Mövenpick is loved by families for its dedication to creating heartfelt moments

3

Mövenpick is committed to the environment and local communities





Mövenpick is a leader



in social 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.

### #1 for Dining Experiences

Sentiment Score: 86  
(competition between 82-85)\*



USP #1

# Mövenpick is a leader in social food and drink experiences

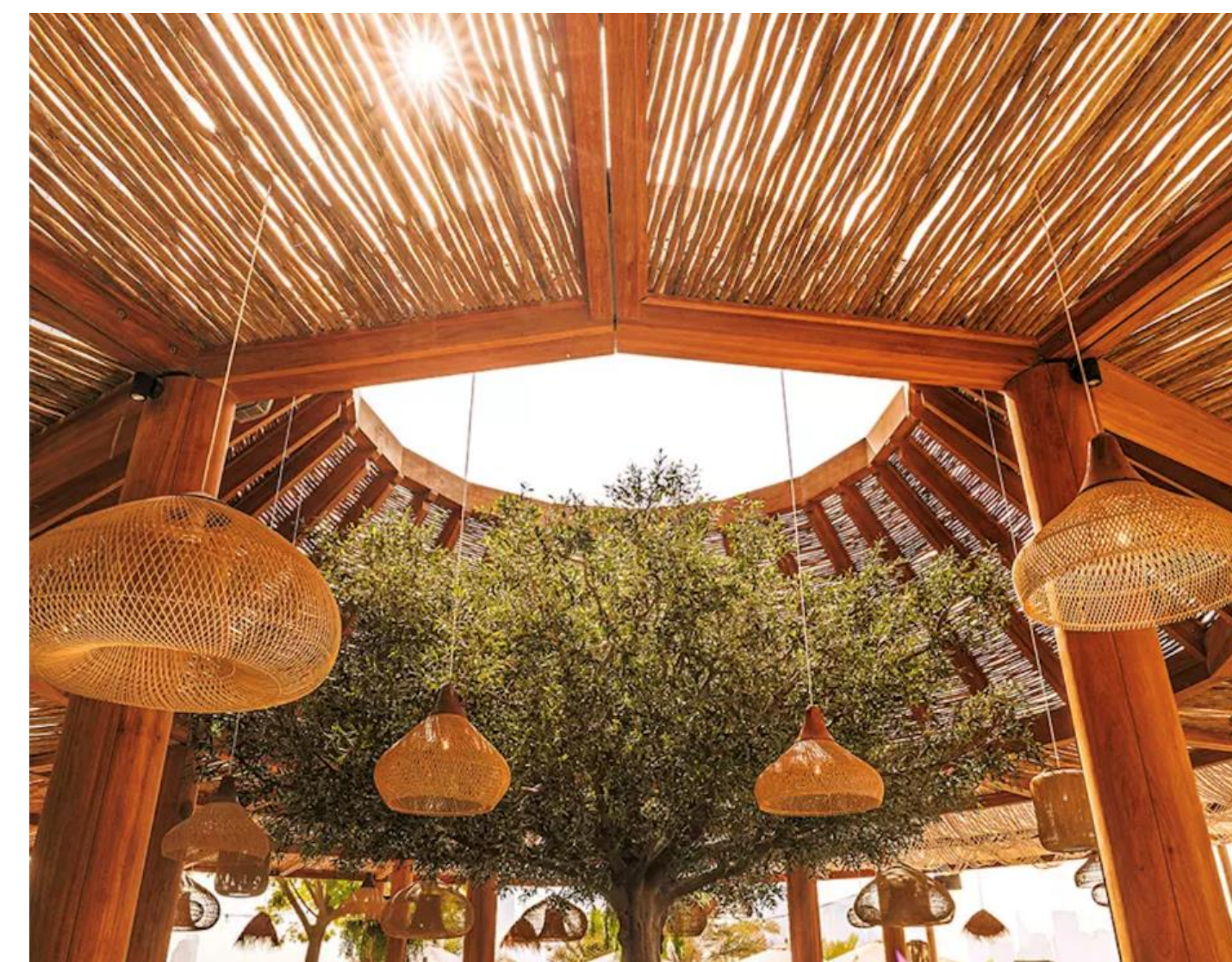
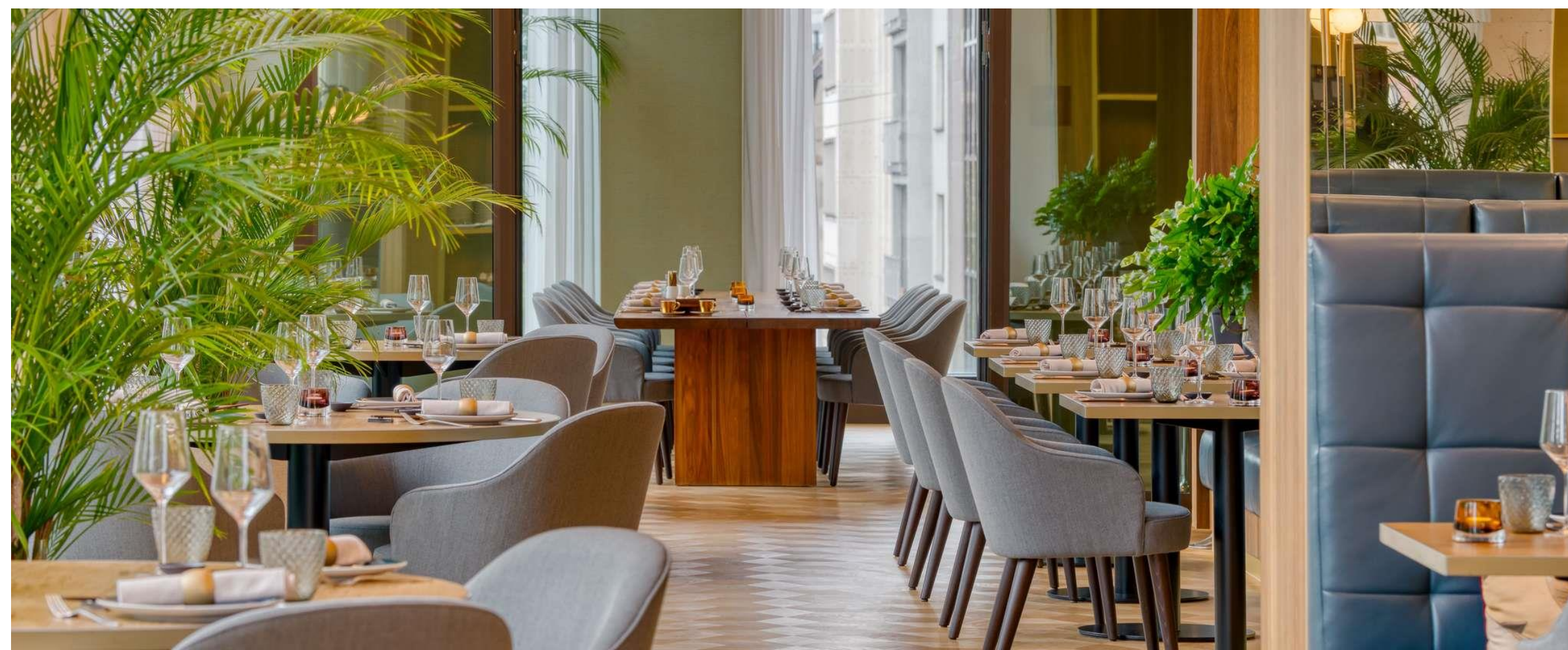


*Thailand* | Nourish | Mövenpick BDMS Wellness Bangkok  
| 5-star Rating, *Trip Advisor*



*Australia* | Miss Mi | Mövenpick Hotel Melbourne on Spencer  
| Hotel Restaurant of the year, 2023 *Victorian accommodation awards for excellence*

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



*UAE* | Ula | Mövenpick Resort Al Marjan Island  
| Favourite Culinary Staycation,  
*Fact Dining Awards 2023*



USP #1

# Dining experiences offering something for every taste



## 1. Mövenpick's own Swiss Gourmet Products

Loved by consumers around the world. They are featured across hotels in the guest journey.

Mövenpick coffee, ice cream & wine

## 2. 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





## USP #2

Mövenpick is loved by



families for its dedication to  
creating heartfelt moments



Mövenpick Family Programme  
makes travel hassle-free for families:

Special rates  
Family amenities  
Little Birds Kids Club

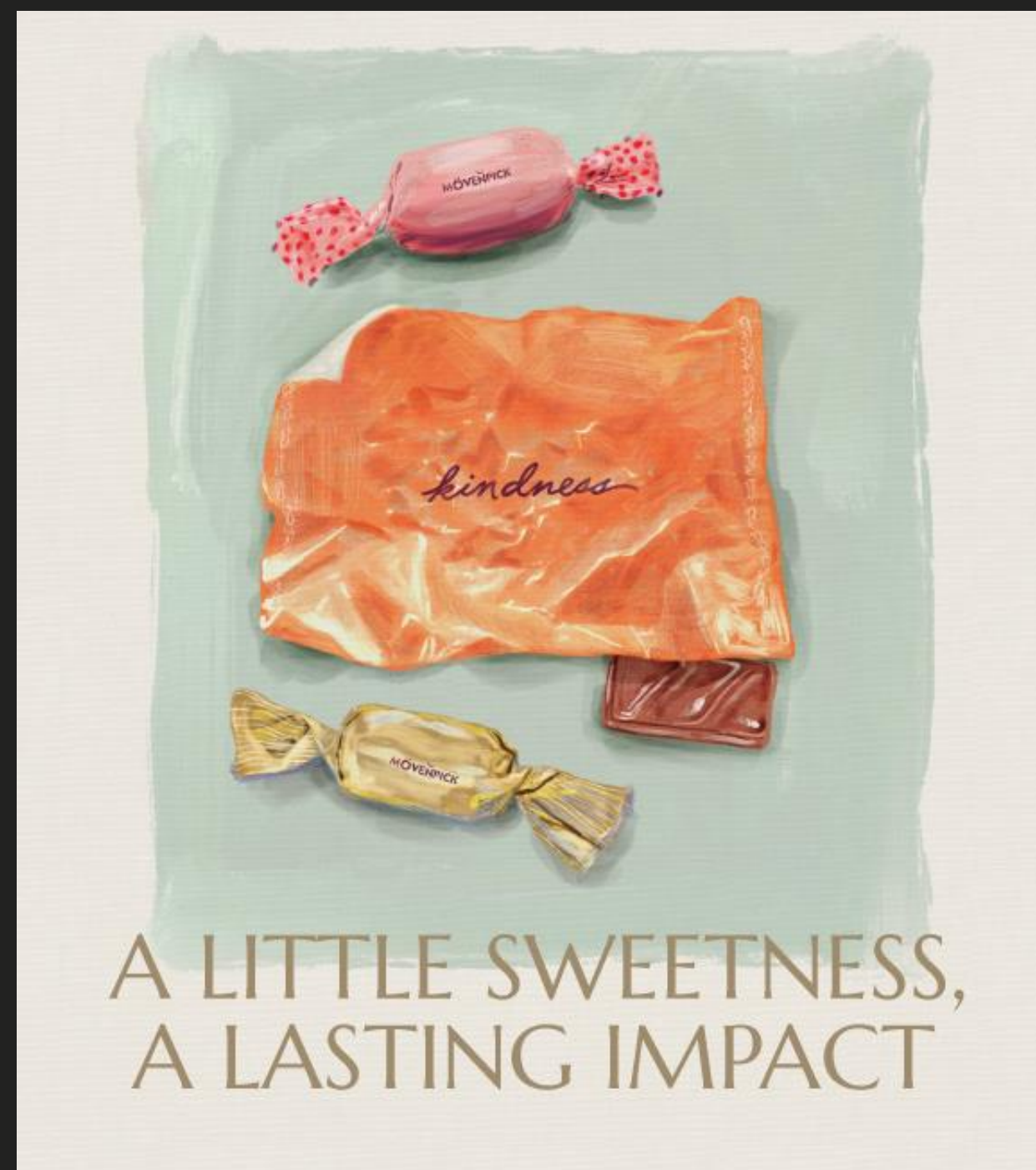
#1 for kids facilities

Sentiment Score: 88  
(competition between 84-86)



## USP #3

# Mövenpick is committed to



## the environment, and local communities



### Green Globe Certified



Mövenpick has been named the world's most sustainable hotel group by Green Globe every year since 2017. All Mövenpick hotels must be Green Globe certified

### Kilo of Kindness

Now in its ninth year, the Kilo of Kindness initiative invites guests, Heartists, and local communities to contribute food items, clothing, and educational supplies, which are be distributed to local charity partners across our destinations worldwide.

### #1 eco-friendly hotels

GSS Score: 90  
(competition between 76-84)

60% of portfolio eco-certified  
(100% by 2025)



TOP USPS

Guest journey & key signatures standards

Arrival & Departure	Public Spaces	Guest Room	Food & Beverage	Wellness Facilities	Leisure Facilities	Meetings & Events
Mövenpick Music	Market-Inspired Lobby Concept	Mövenpick Bed	Mövenpick Breakfast	Fitness	Little Birds Kids Club (Resorts)	Inspiration Hub
Signature Scent	Co-working spaces	YUNI Wet Amenities	Signature Recipes	Swimming	Executive Lounge	
Welcome Drink (Resorts)	Interactive Stations		Healthy Shots			
	Retail		Chocolate Hour			
			Grab & Go			

# Powerful distribution eco-system

Chapter

03



*Accor Sales,  
Distribution & Loyalty  
Mövenpick Digital Scale*



# 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

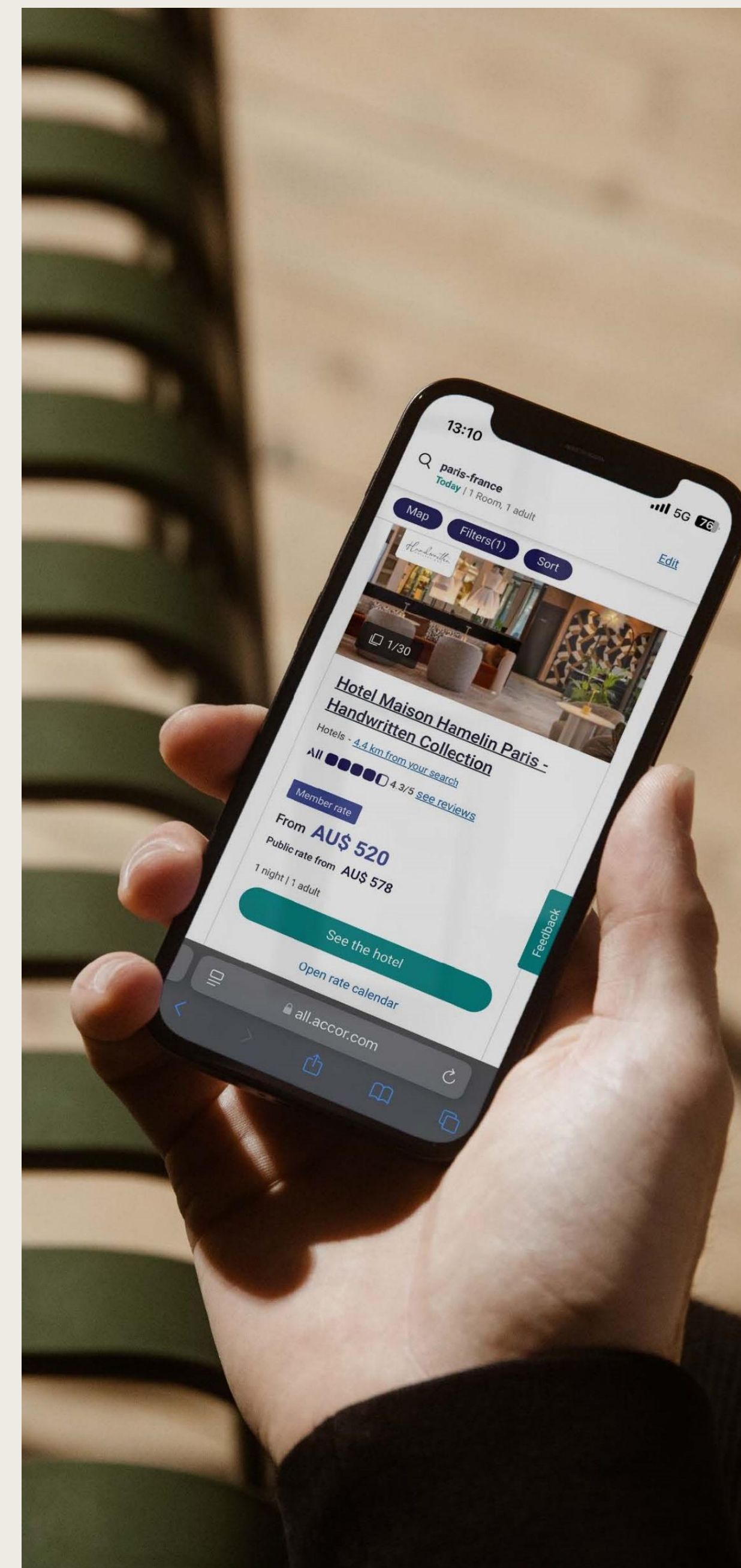
### Robust and powerful distribution system

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

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## REVENUE MANAGEMENT

# 100+ local certified experts

Managing performance and optimisation  
of revenue and profitability

# Powerful data-driven RMS

Resulting in +1 to +5% RevPAR

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MÖVENPICK DIGITAL SCALE

Boost direct sales  
with Mövenpick  
digital scale

CRM

344k  
Contacts in CRM  
Mövenpick  
database in 2024

SOCIAL MEDIA

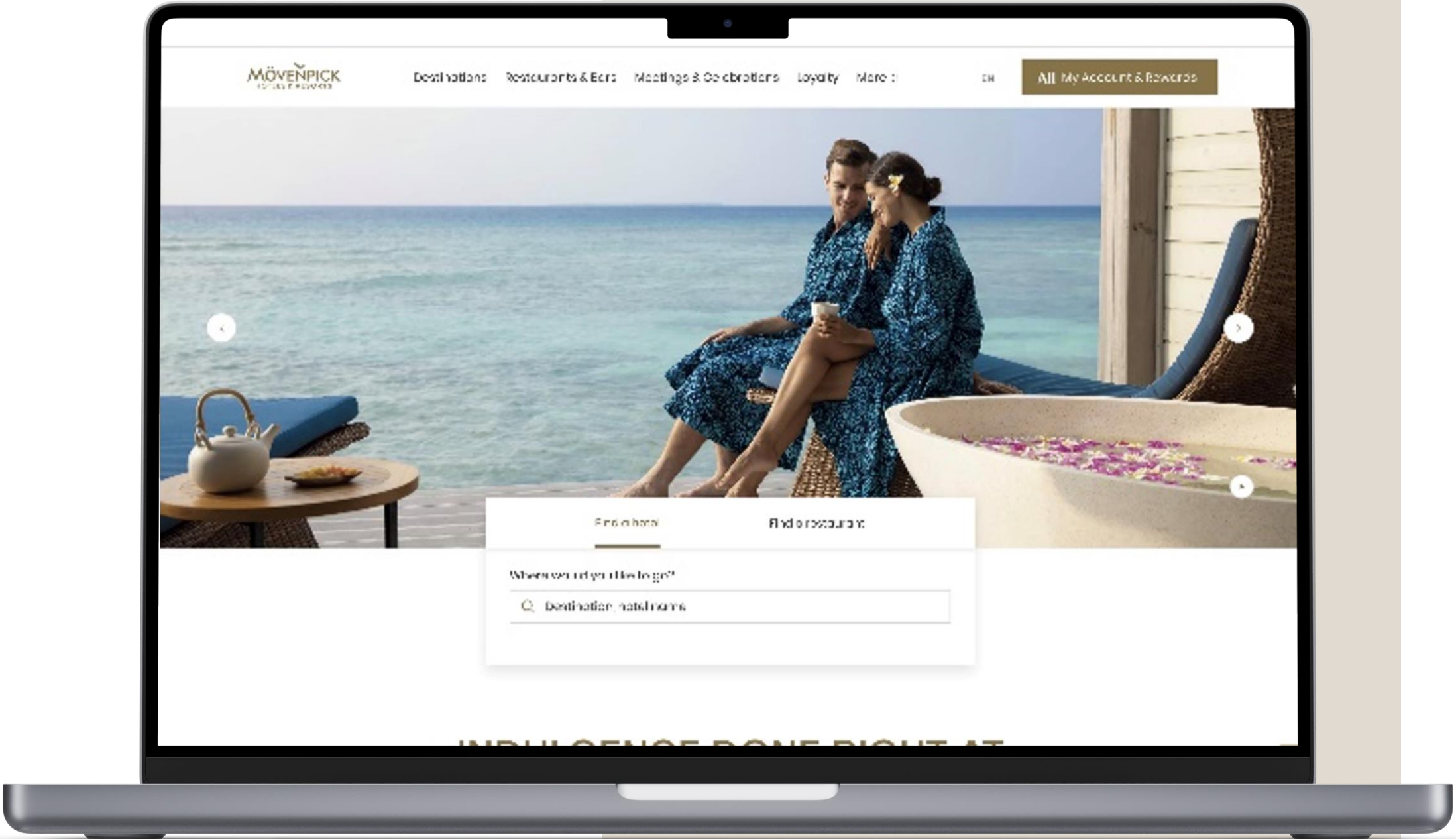
 +56k  
Followers

 +184k  
Followers

 +335k  
Followers

MOVENPICK.COM

+270k  
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 <sup>(1)</sup>	WW
NUMBER OF KEYS	120+	150+
ROOM SIZE	24-34 SQM	28-38 SQM
TGFA	50-90 SQM	70-110 SQM

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

MUST-HAVES	NICE-TO-HAVES
Restaurant	Additional Bespoke Bar
Lobby Bar	Wellness Area or Spa
Breakfast Buffet	Swimming Pool
Fitness	Sports Facilities
Grab & Go	Co-working Dedicated Area
Work in the Lobby	Ballroom
Meeting Room	Board Room
Concierge Station	Executive Lounge
Car Park	Laundry Room
Retail Shop	Entertainment Facilities
Kids Corner	
Family Room or Connecting Room	



MÖVENPICK RESORT EL OUSEIR  
EGYPT

LEISURE & RESORTS

# Leisure & Resorts Development Criteria

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

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

MUST-HAVES	NICE-TO-HAVES
Restaurant & Bar Breakfast Buffet Second Bespoke Bar Fitness Spa & Swimming Pool Concierge Station Laundry Room Kids Corner Kids Club Outside Space Entertainment Facilities Car Park Retail Shop	Second Restaurant Sports Facilities Ballroom Work in the Lobby Executive Lounge Grab & Go Business Center Executive Lounge or Club House



MÖVENPICK LIVING ISTANBUL CAMLIVADI  
TÜRKİYE

EXTENDED STAY

# Extended Stay Development Criteria

WW		
NUMBER OF KEYS	200+	
ROOM SIZE	Guestroom (Standalone Living)	25 SQM
	Studio	30 SQM
	1 bed	45 SQM
	2 beds	70 SQM
TGFA	47 SQM	

MUST-HAVES

- Restaurant & Bar
- Breakfast Buffet
- Grab & Go
- Fitness
- Work in the Lobby
- Laundry Room
- Kids Corner
- Kids Club
- Car Park
- Retail Shop

NICE-TO-HAVES

- Spa & Swimming Pool
- Event & Meeting Space
- Co-Working Dedicated Area
- Business Center
- Board Room
- Ballroom
- Executive Lounge or Club House
- Concierge Station
- Outside Space

# Mövenpick Network

Chapter

05

*Urban  
Leisure & Resorts  
MICE  
Extended Stay – Mövenpick Living  
Mövenpick Residences*





## URBAN

### Mövenpick Hotel Basel, Switzerland



16 meeting rooms  264 rooms





## URBAN

### Mövenpick Hotel The Hague, *The Netherlands*



3 meeting rooms  78 rooms

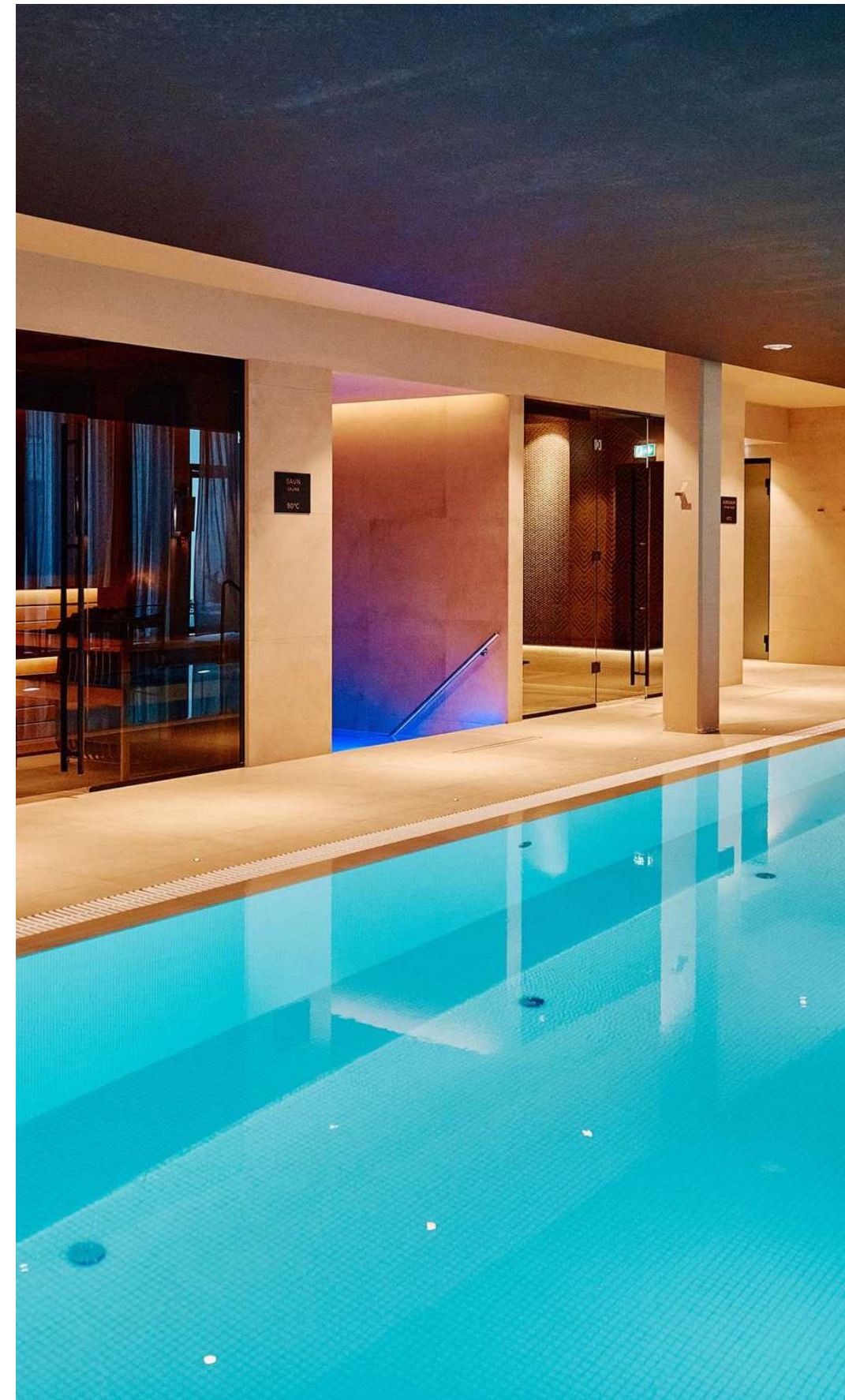
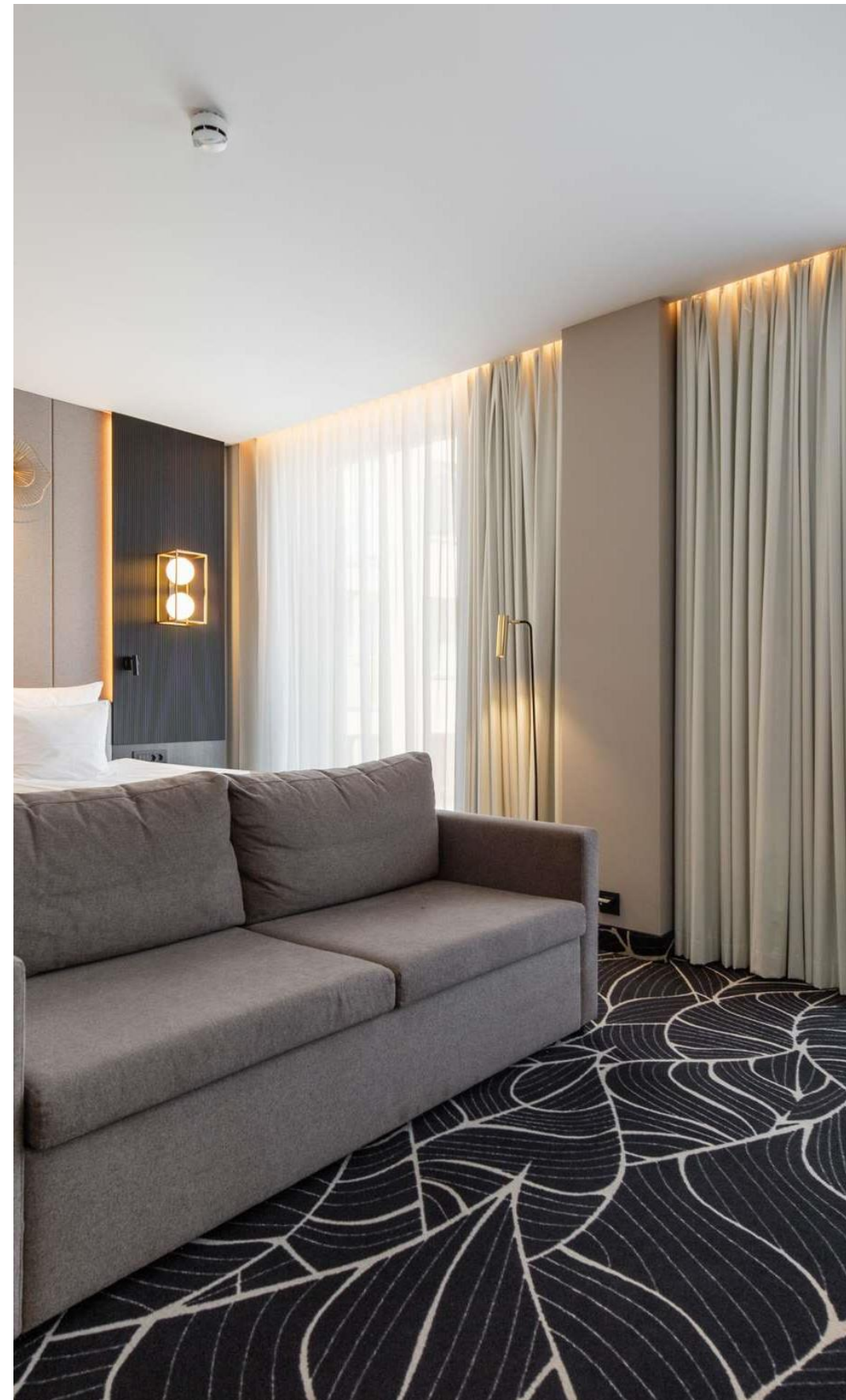





Why invest - Mövenpick

URBAN

Mövenpick Hotel Tallinn, *Estonia*



 125 rooms

6 meeting rooms



Why invest - Mövenpick

URBAN



Mövenpick Network

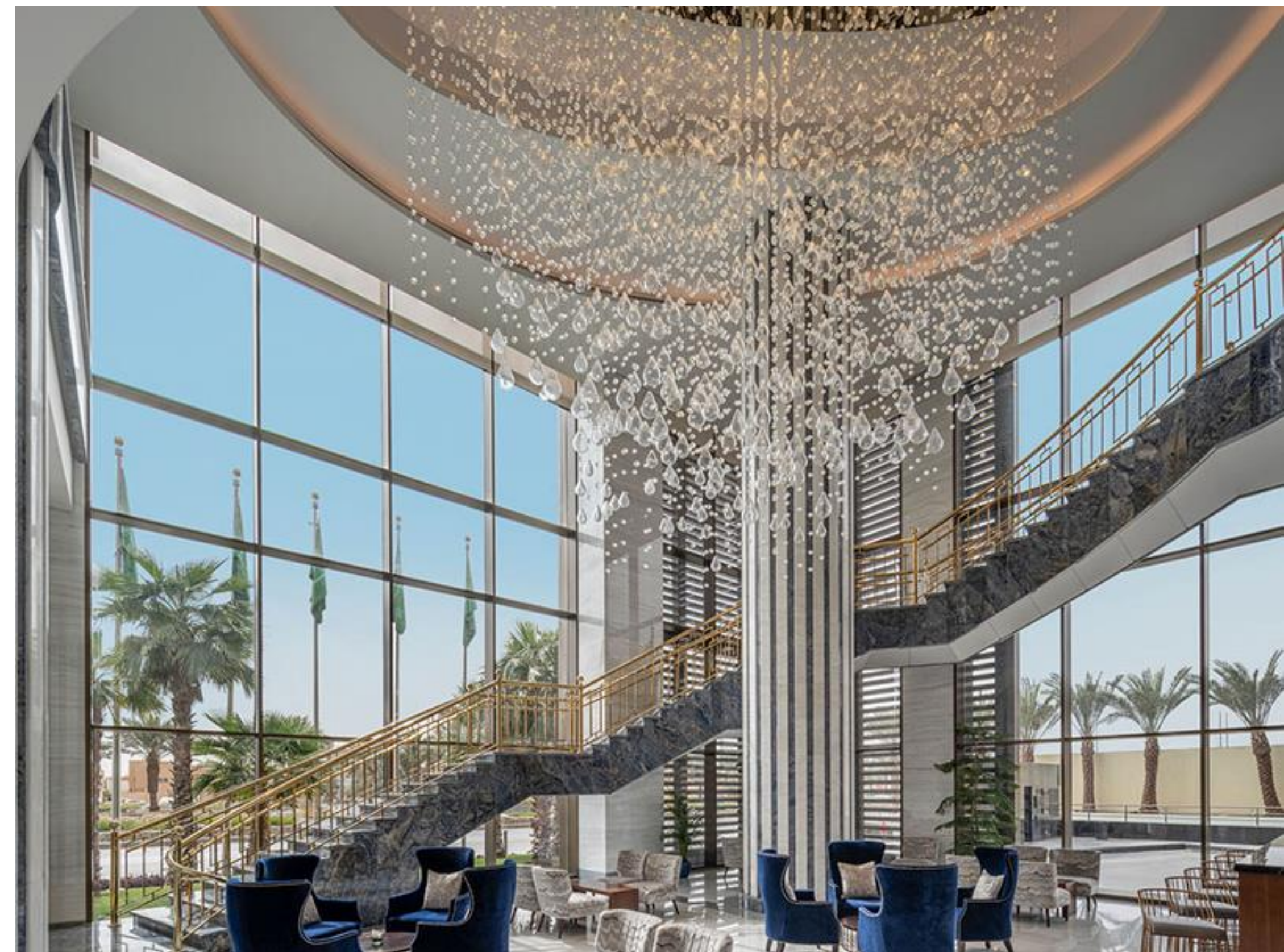
P29



12 meeting rooms

 359 rooms

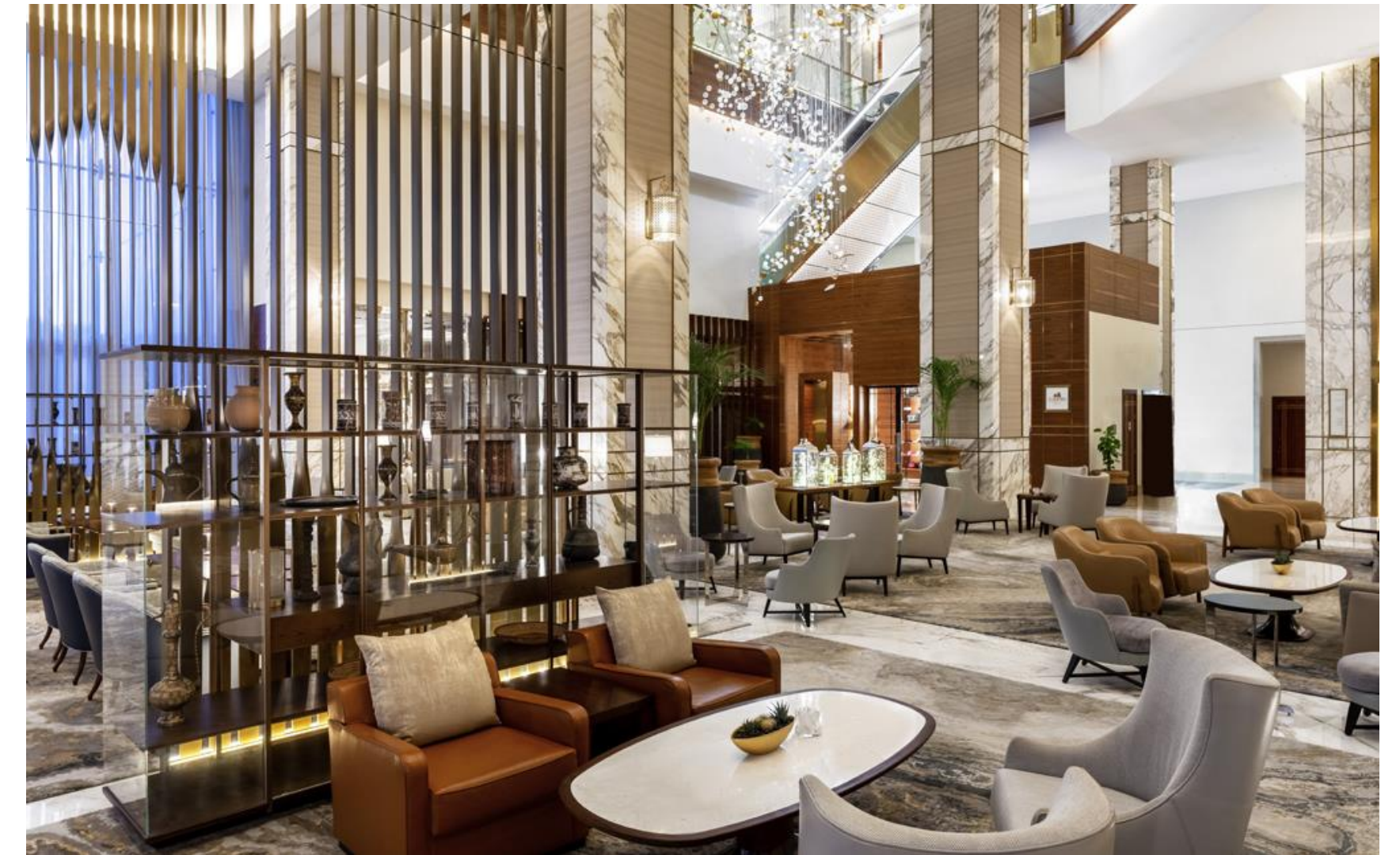
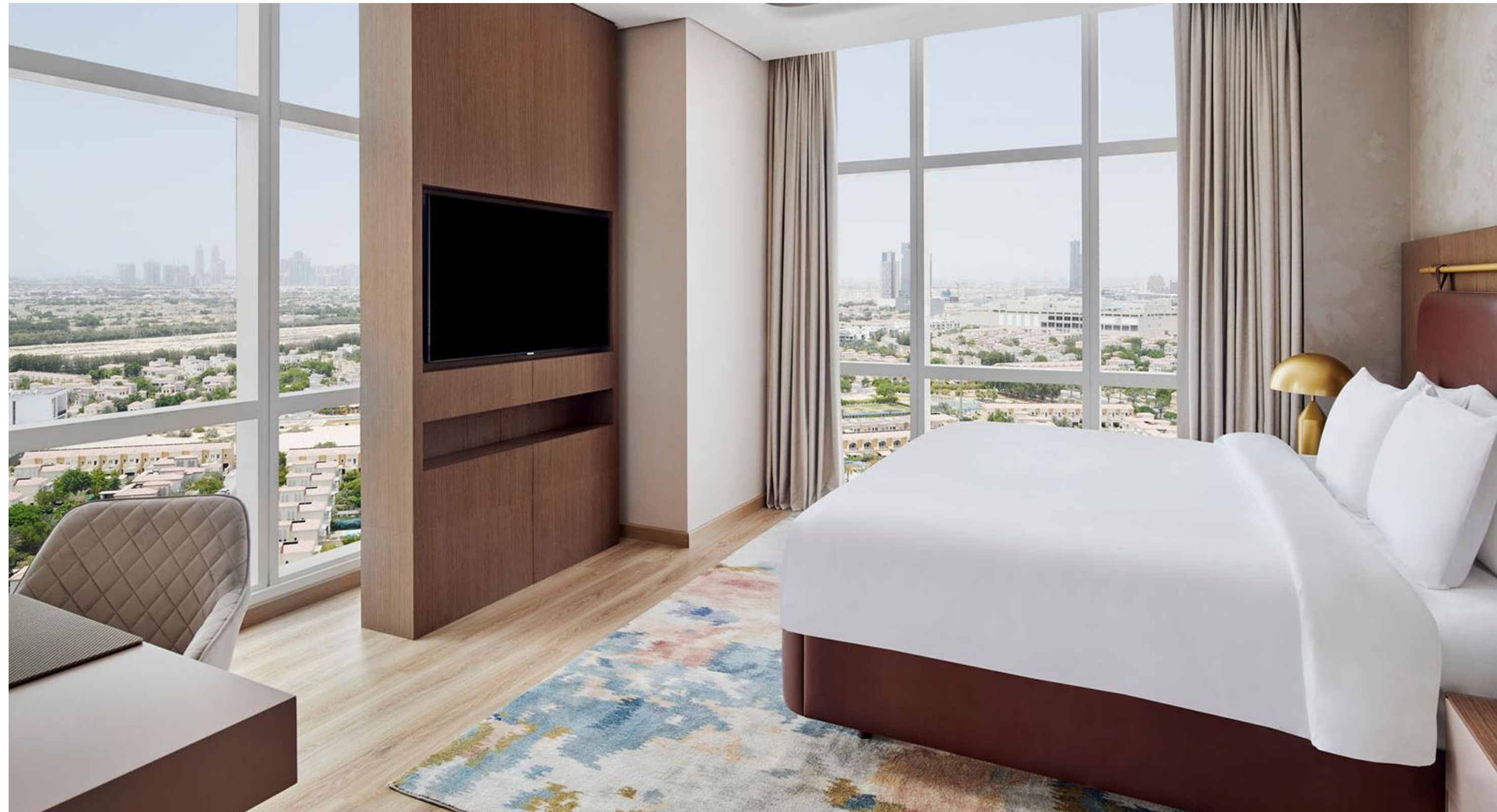
Mövenpick Hotel & Residences Riyadh, *Saudi Arabia*



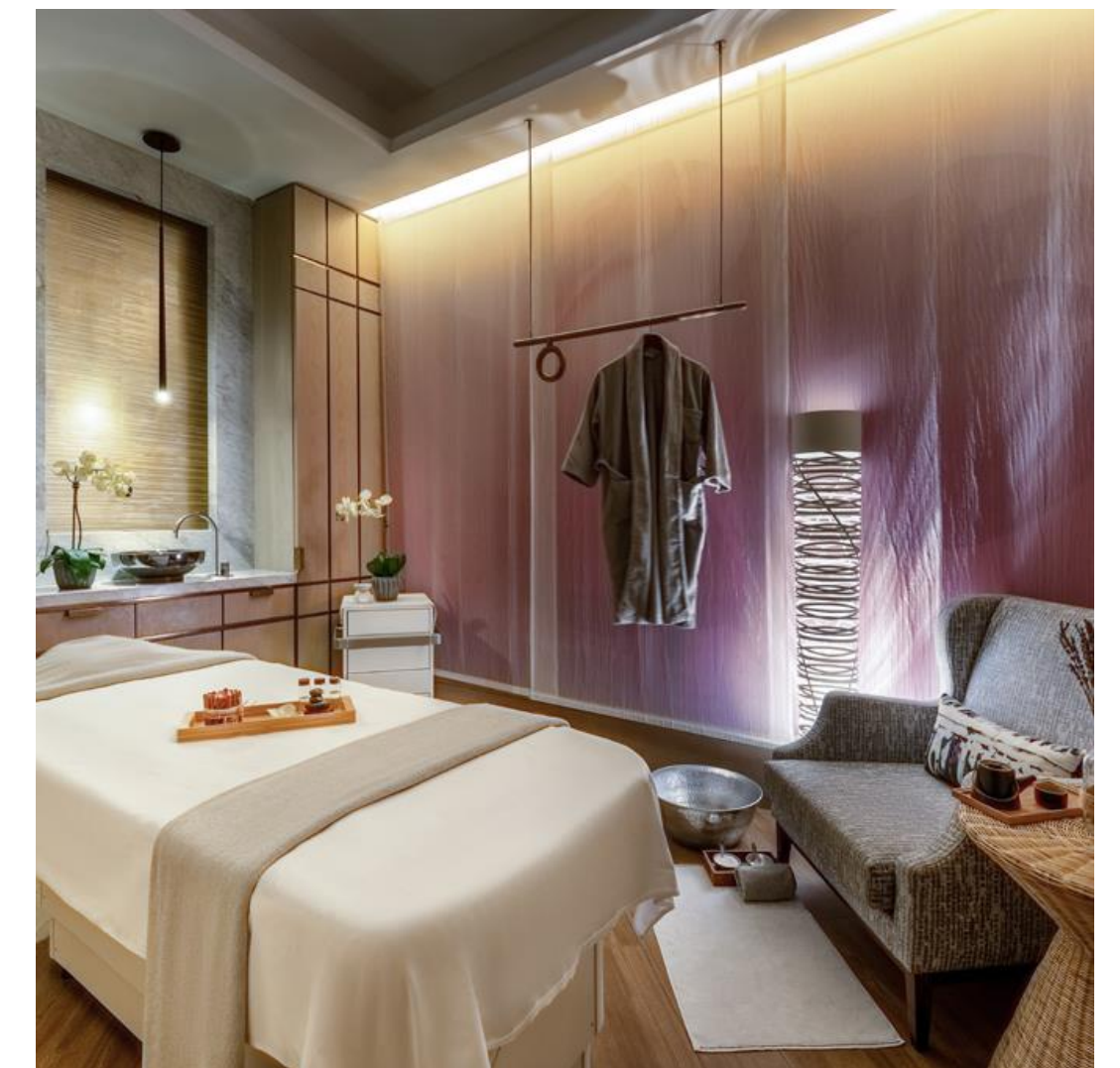


## URBAN

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



9 meeting rooms  235 rooms





URBAN



3 meeting rooms

 166 rooms

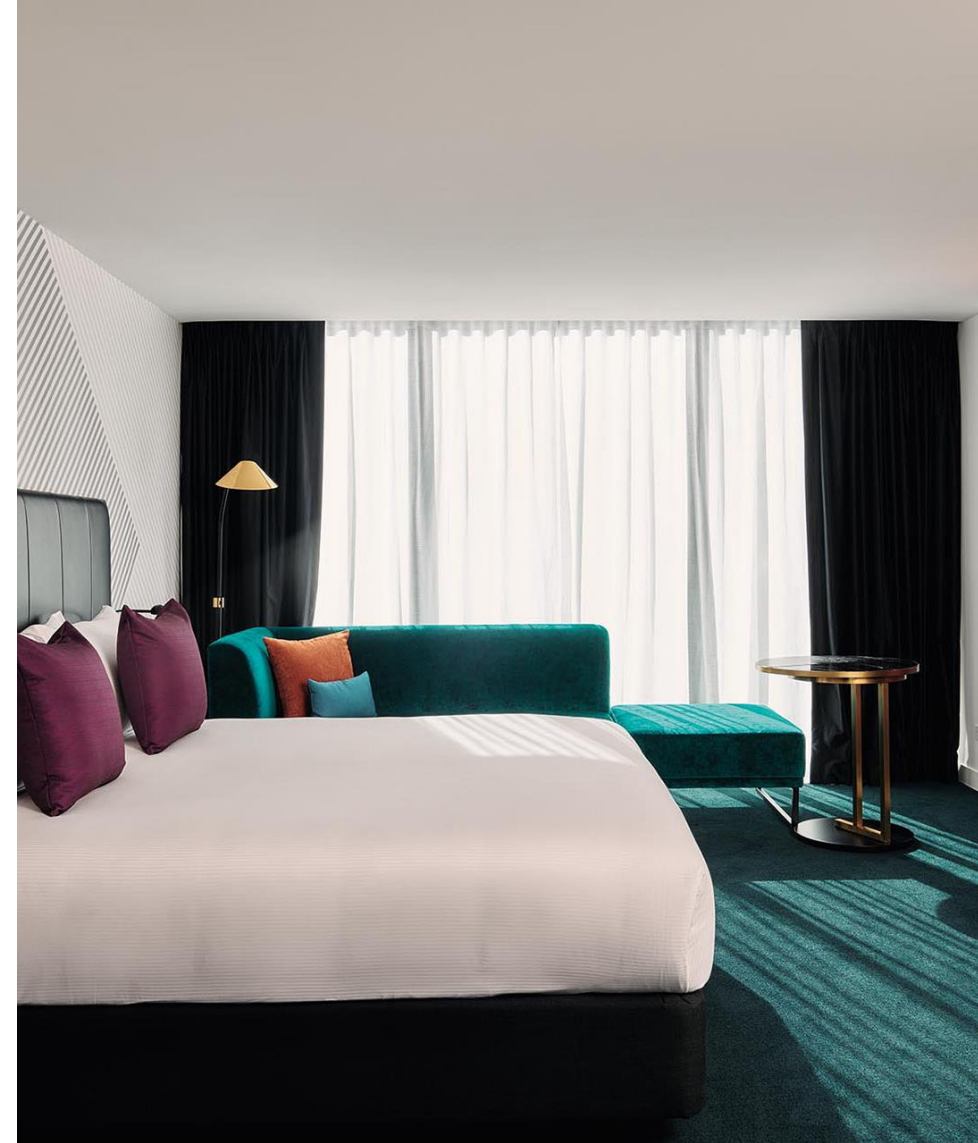
Mövenpick Hotel Istanbul Bosphorus, *Türkiye*





Why invest - Mövenpick

URBAN

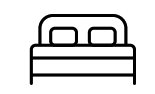


Mövenpick Network

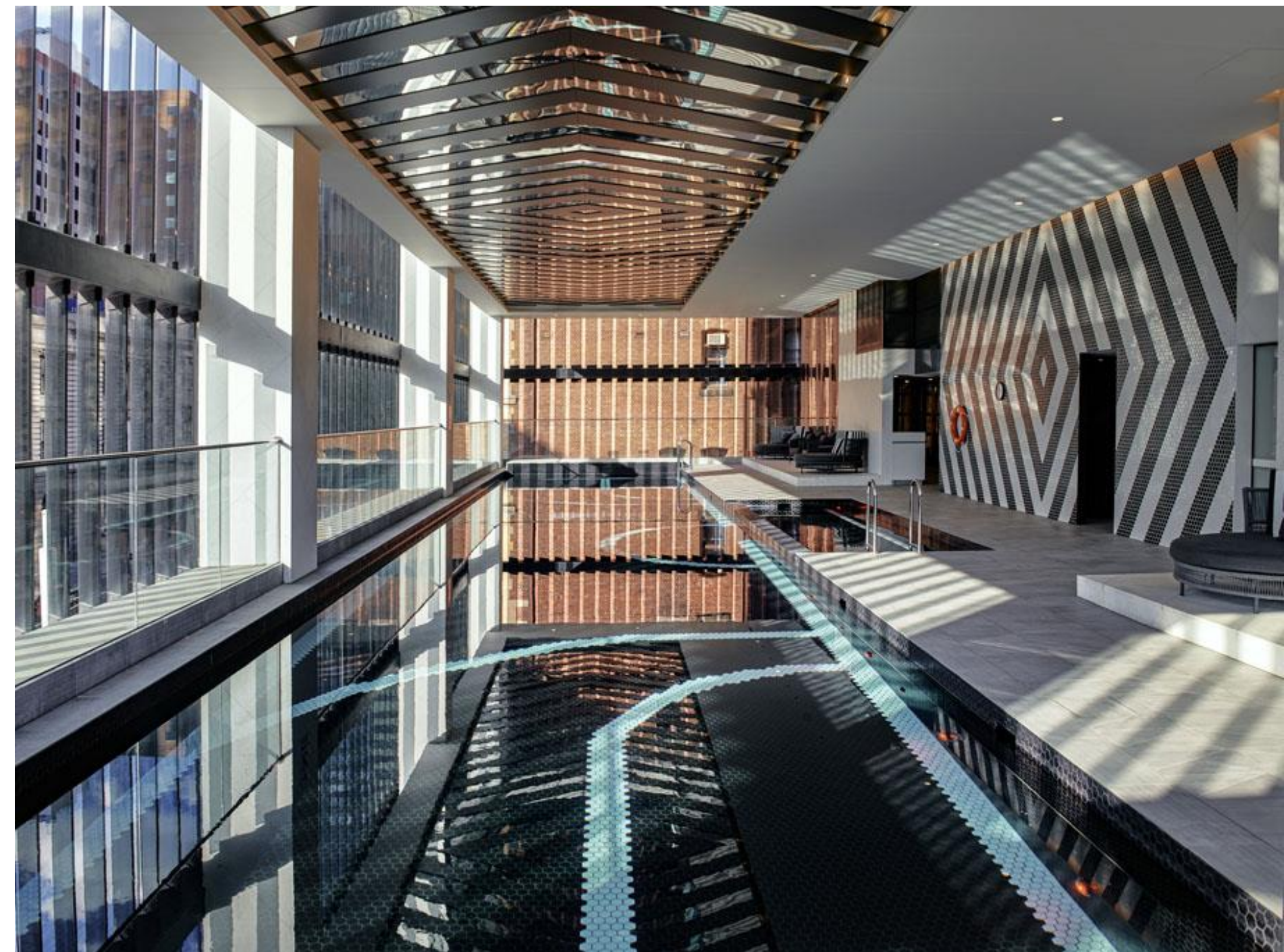
P32



2 meeting rooms

 172 rooms

Mövenpick Hotel Melbourne On Spencer, *Australia*





URBAN

Mövenpick By Accor Qingdao Sunmei, *China*



 88 rooms

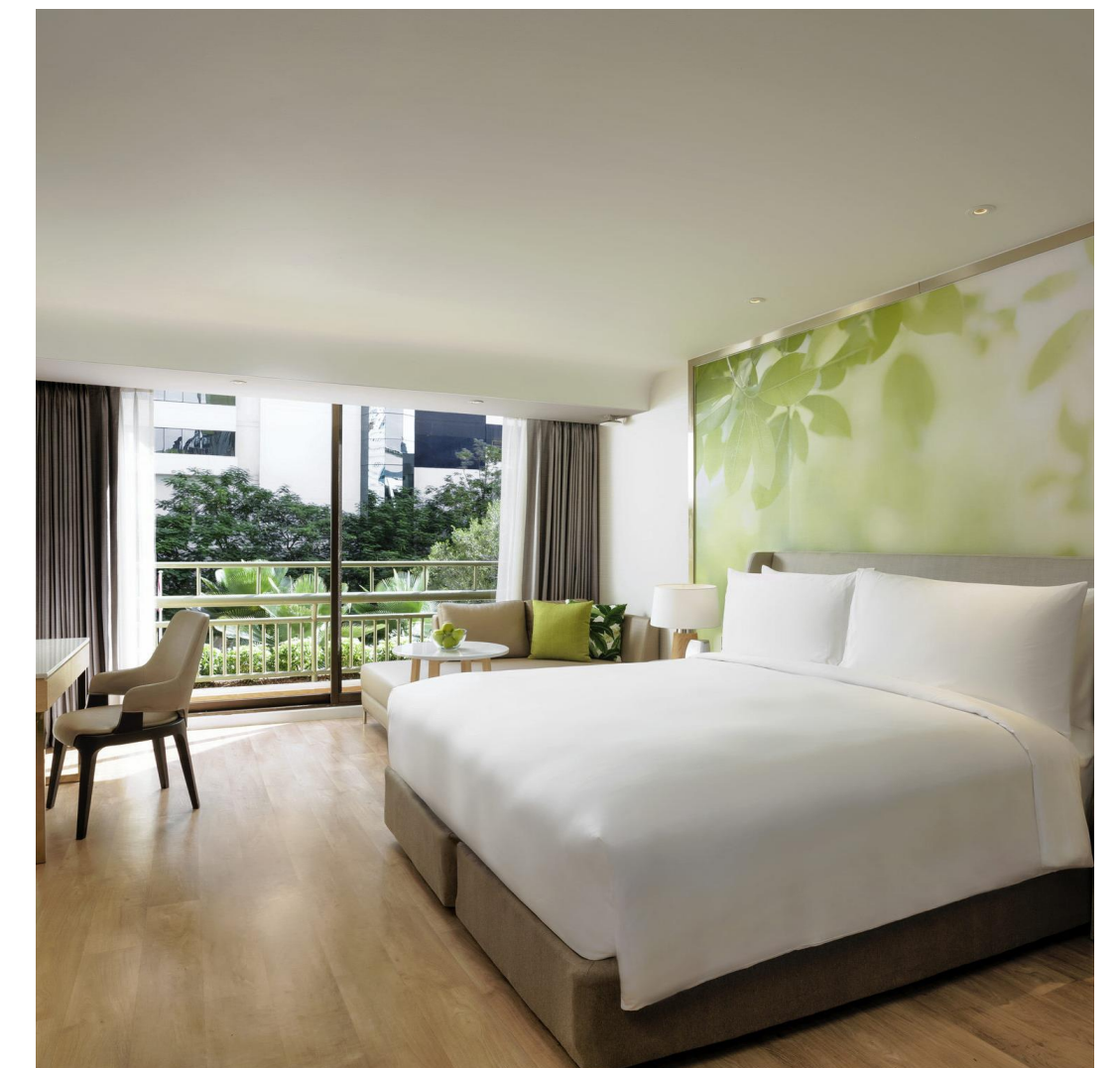


## LEISURE & RESORTS

### Mövenpick BDMS Wellness Resort Bangkok, *Thailand*



14 meeting rooms  293 rooms



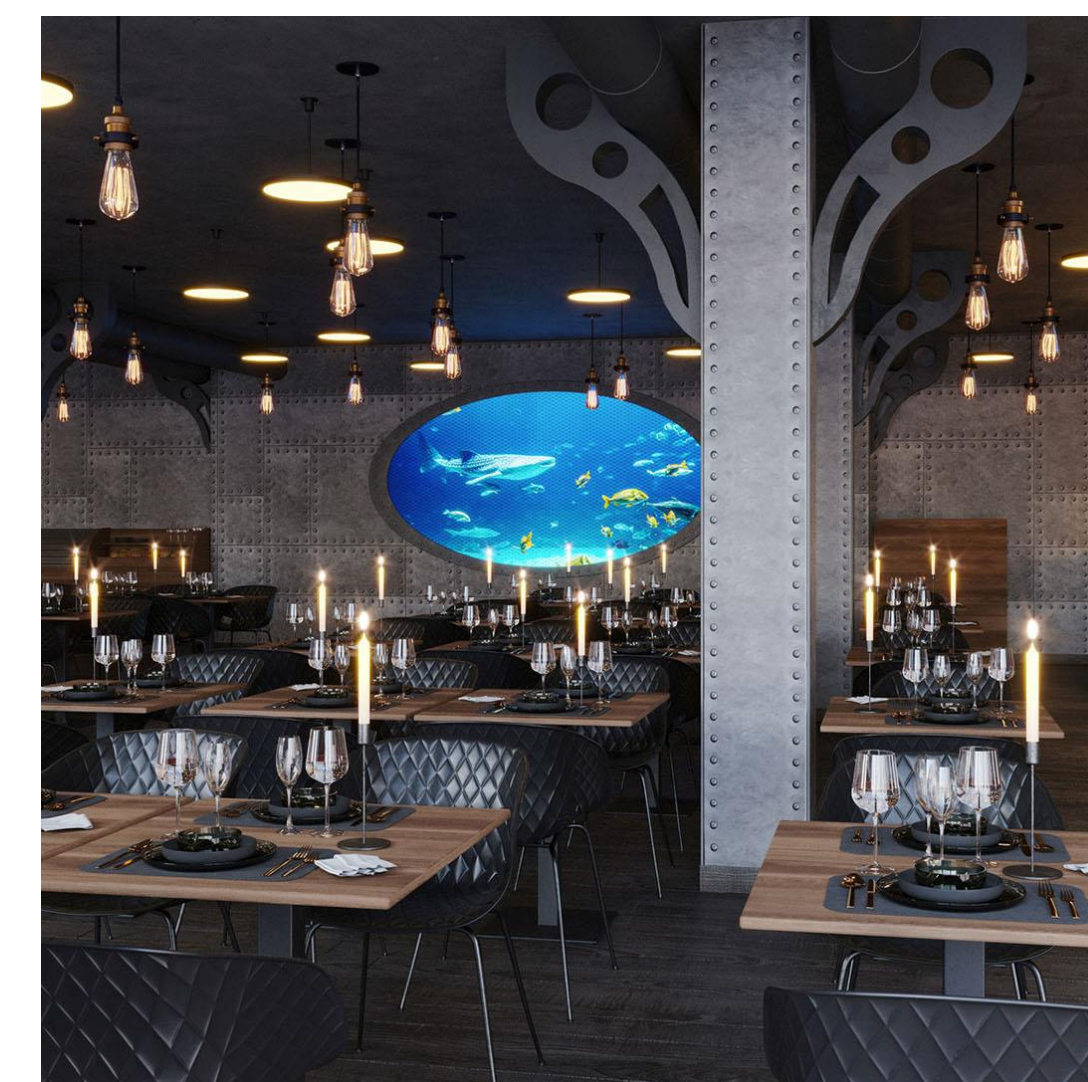


## LEISURE & RESORTS

### Mövenpick Balaland Resort Lake Balaton, *Hungary*



 109 rooms





URBAN



4 meeting rooms

 119 rooms

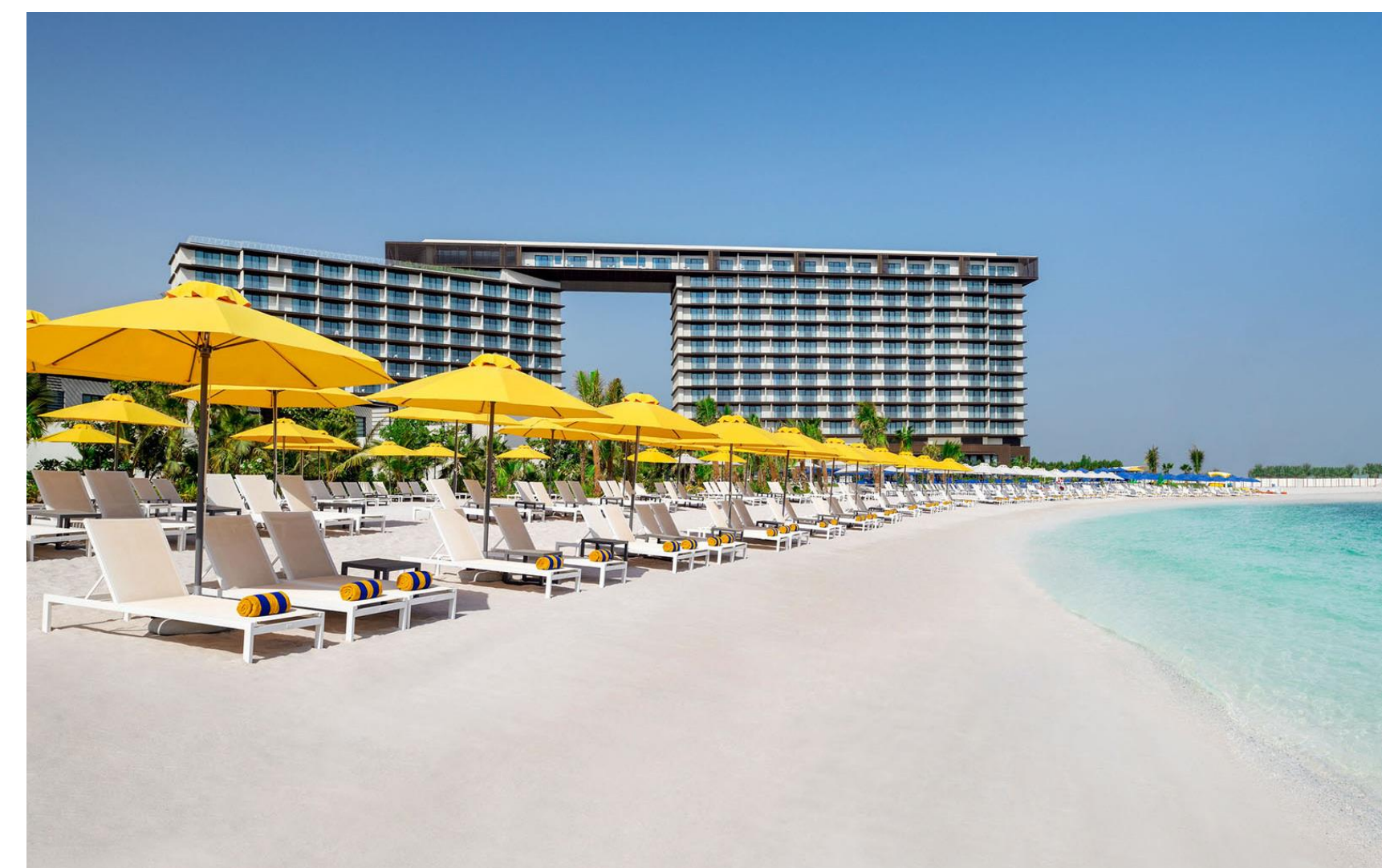
Mövenpick Resort Gammarth Tunis, *Tunisia*



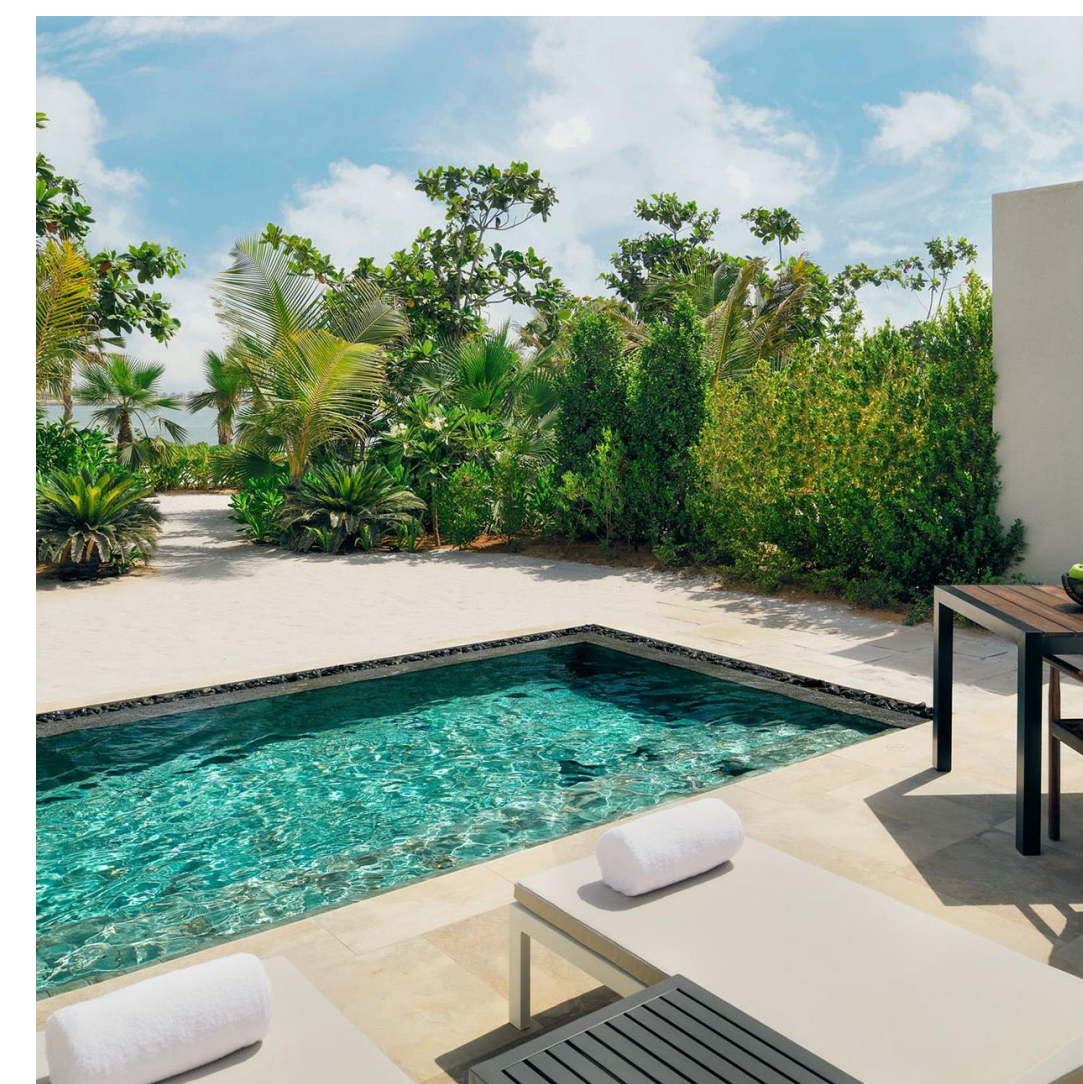


## LEISURE & RESORTS

### Mövenpick Resort Al Marjan Island, *United Arab Emirates*



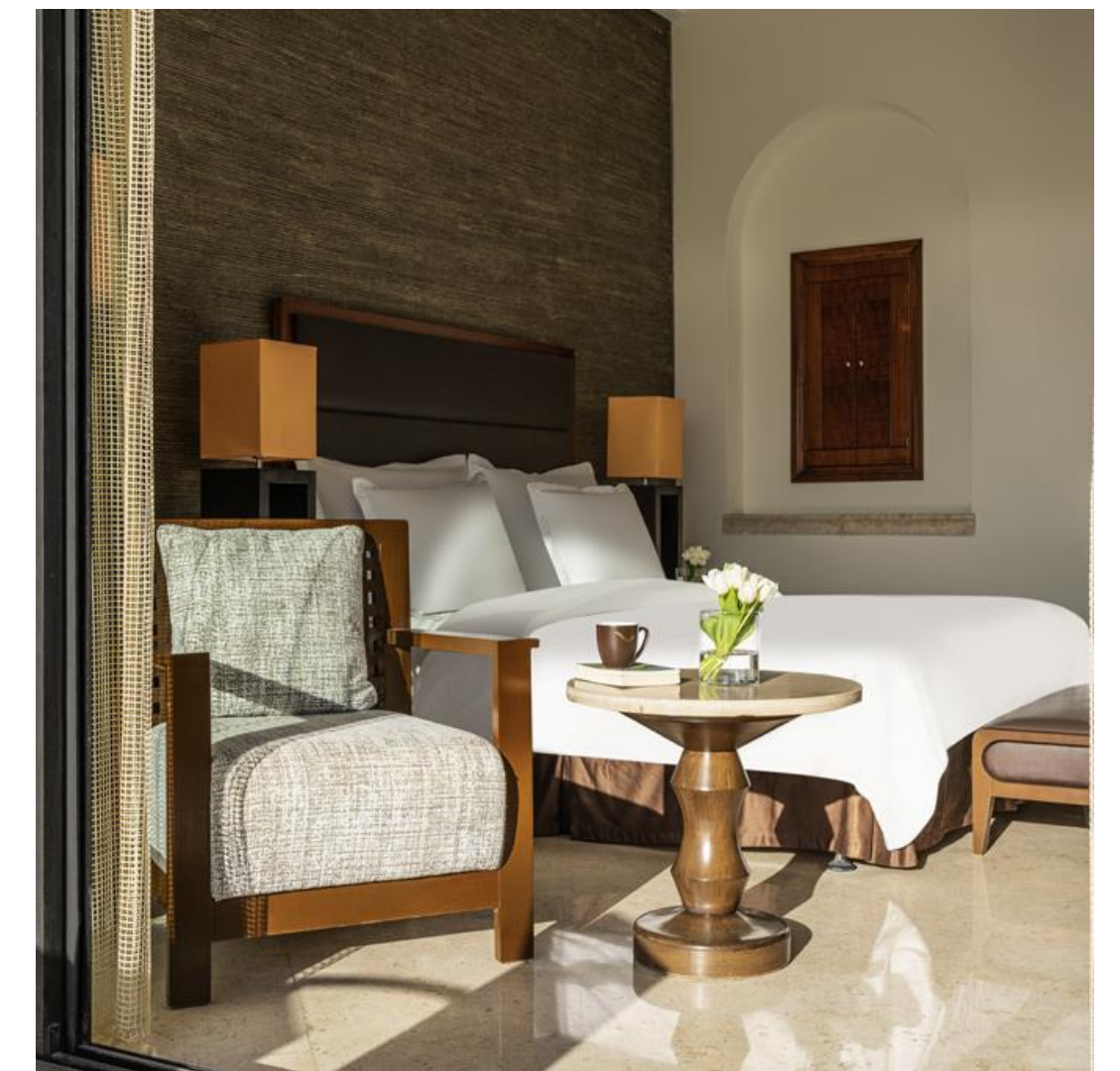
3 meeting rooms  418 rooms



## LEISURE &amp; RESORTS

Mövenpick Resort & Spa Dead Sea, *Jordan*

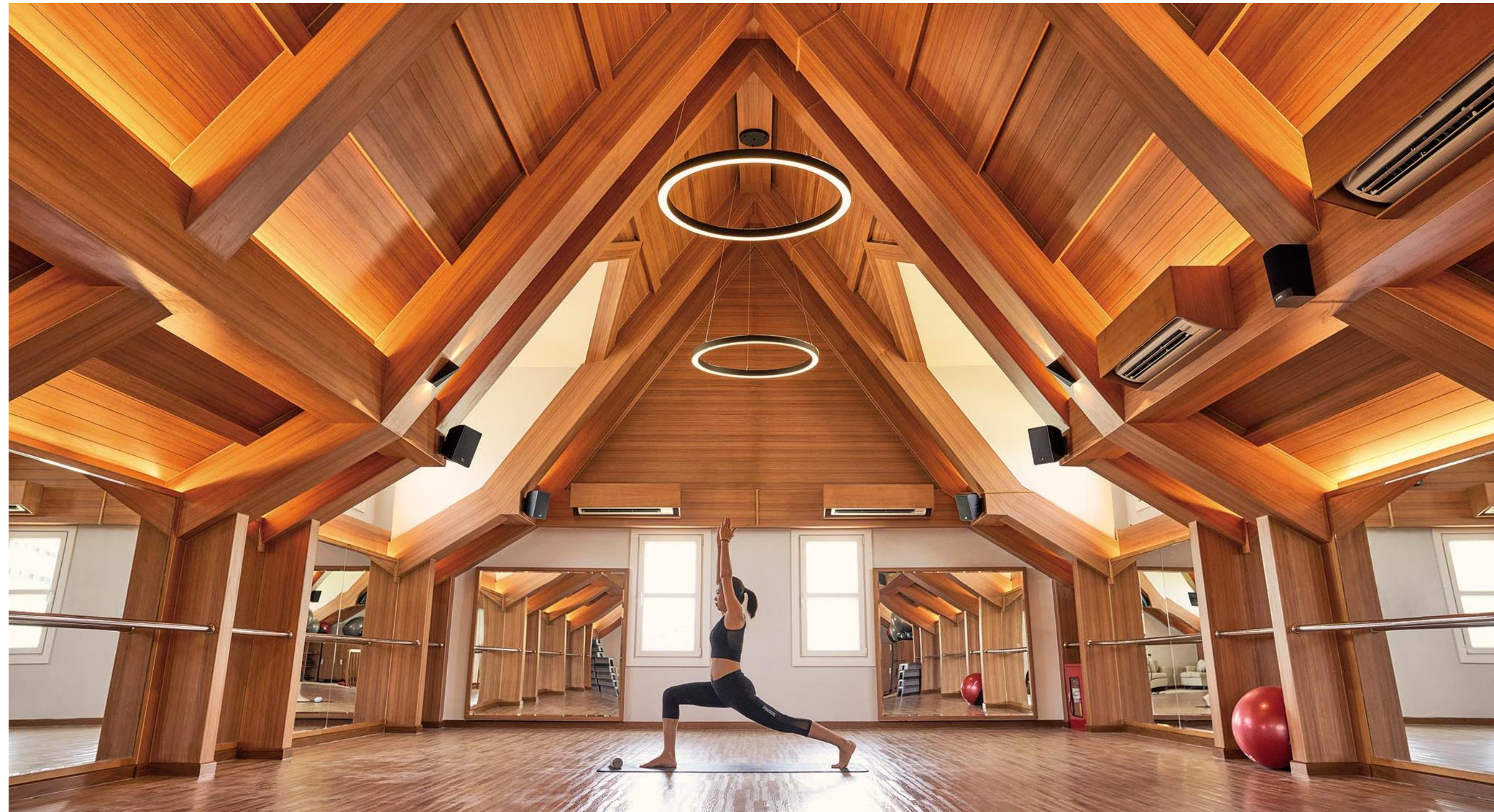
10 meeting rooms  346 rooms





## 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 Jimbaran Bali, *Indonesia*



3 meeting rooms  297 rooms

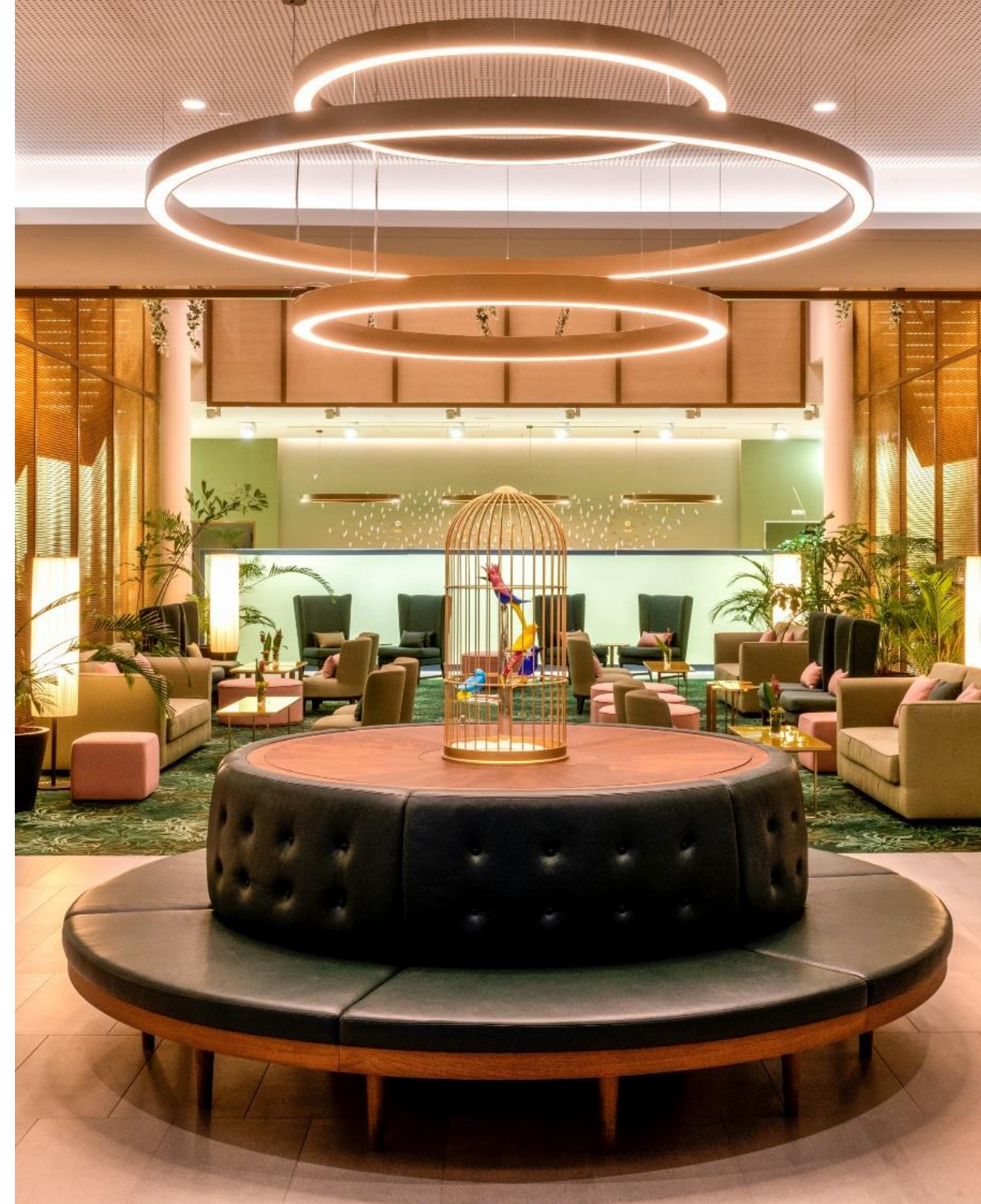


MICE

# MICE hotel flagships

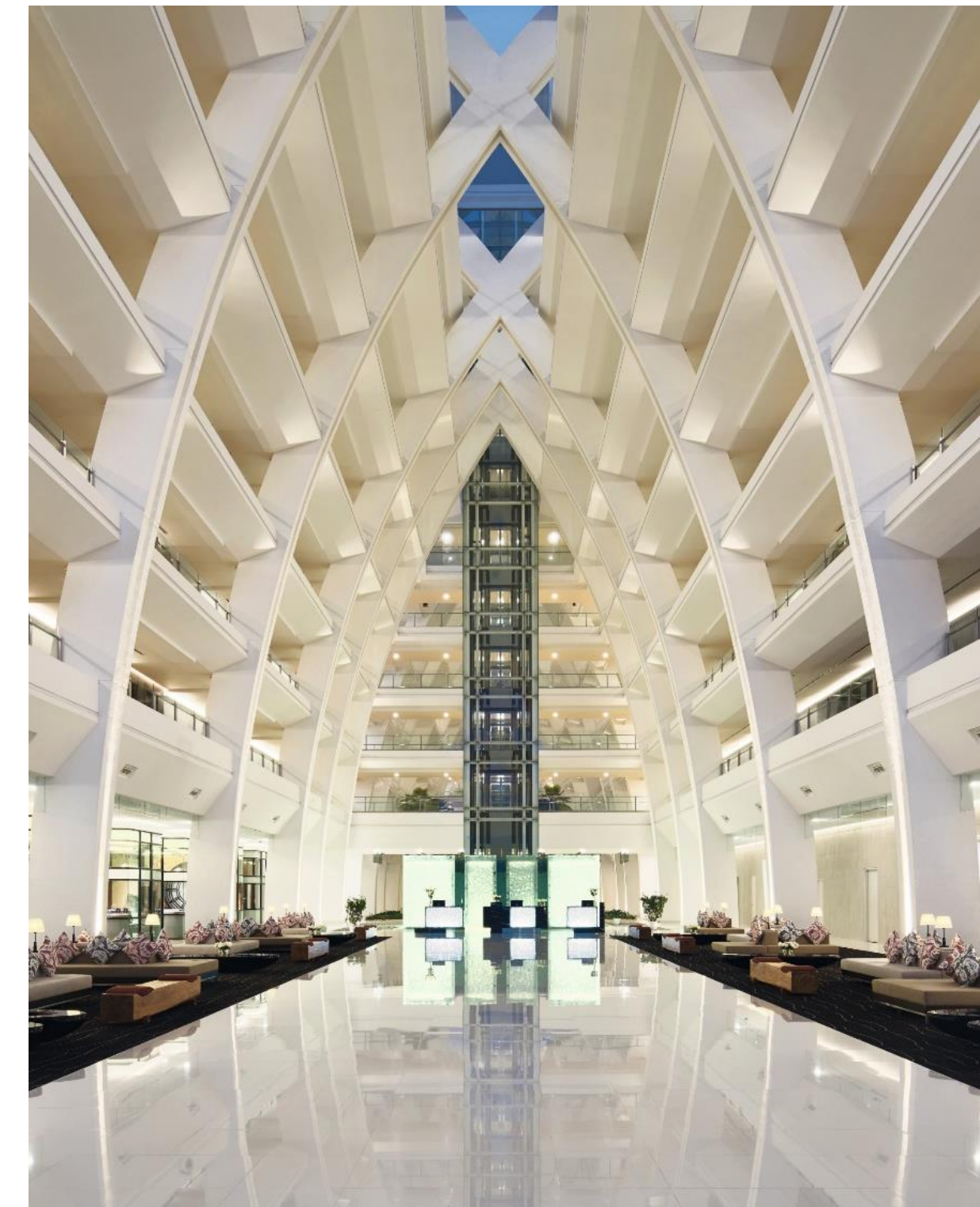


Mövenpick Hotel Mansour Eddahbi Marrakech, *Morocco*  
| 503 rooms | 20 meeting rooms



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*

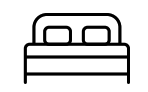


 196 rooms





## EXTENDED STAY – MÖVENPICK LIVING



65 rooms

## Mövenpick Living Camlivadi Istanbul, *Türkiye*





## MÖVENPICK RESIDENCES

### Mövenpick Residences Nairobi, *Kenya*



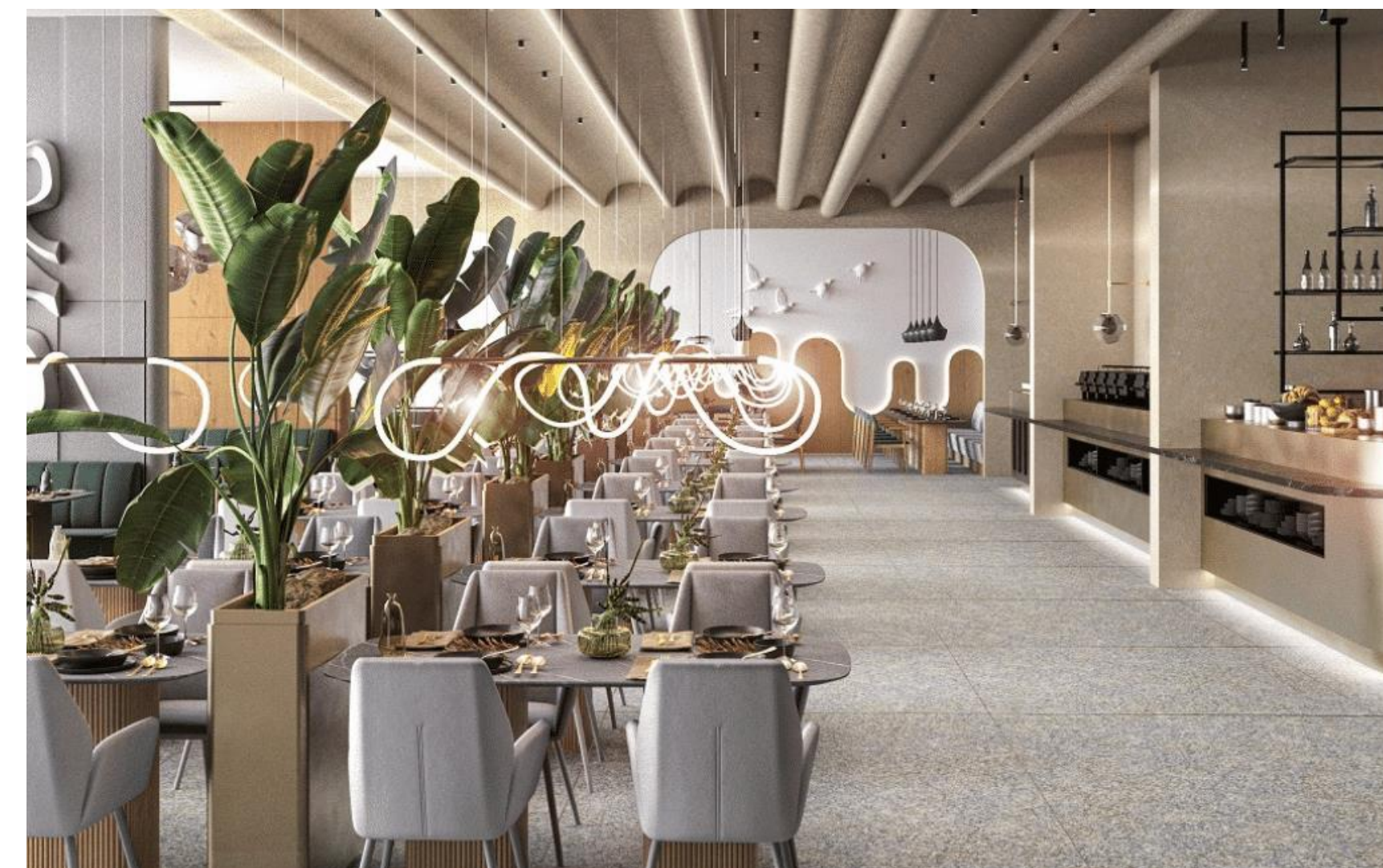
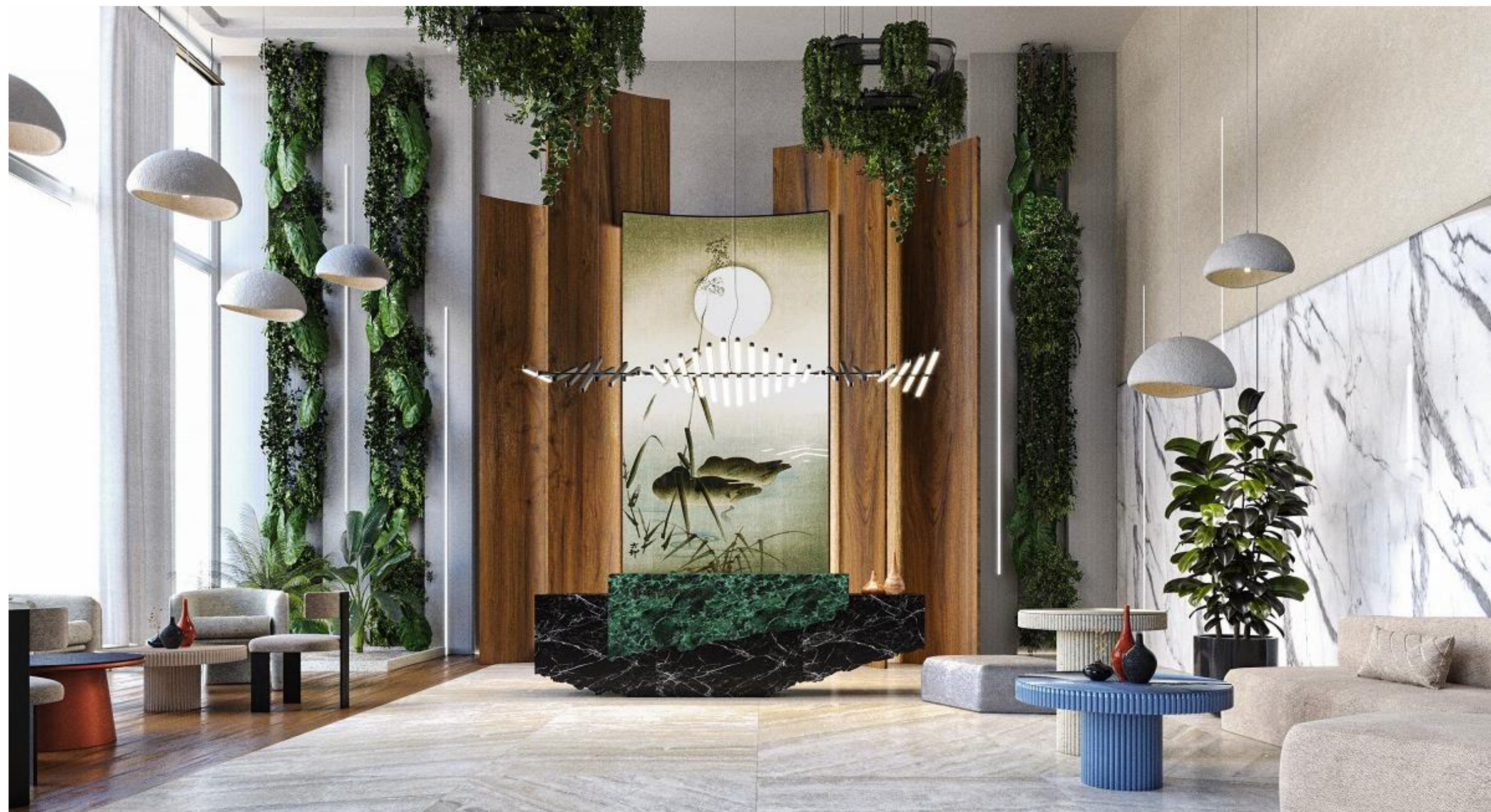
 90 residences



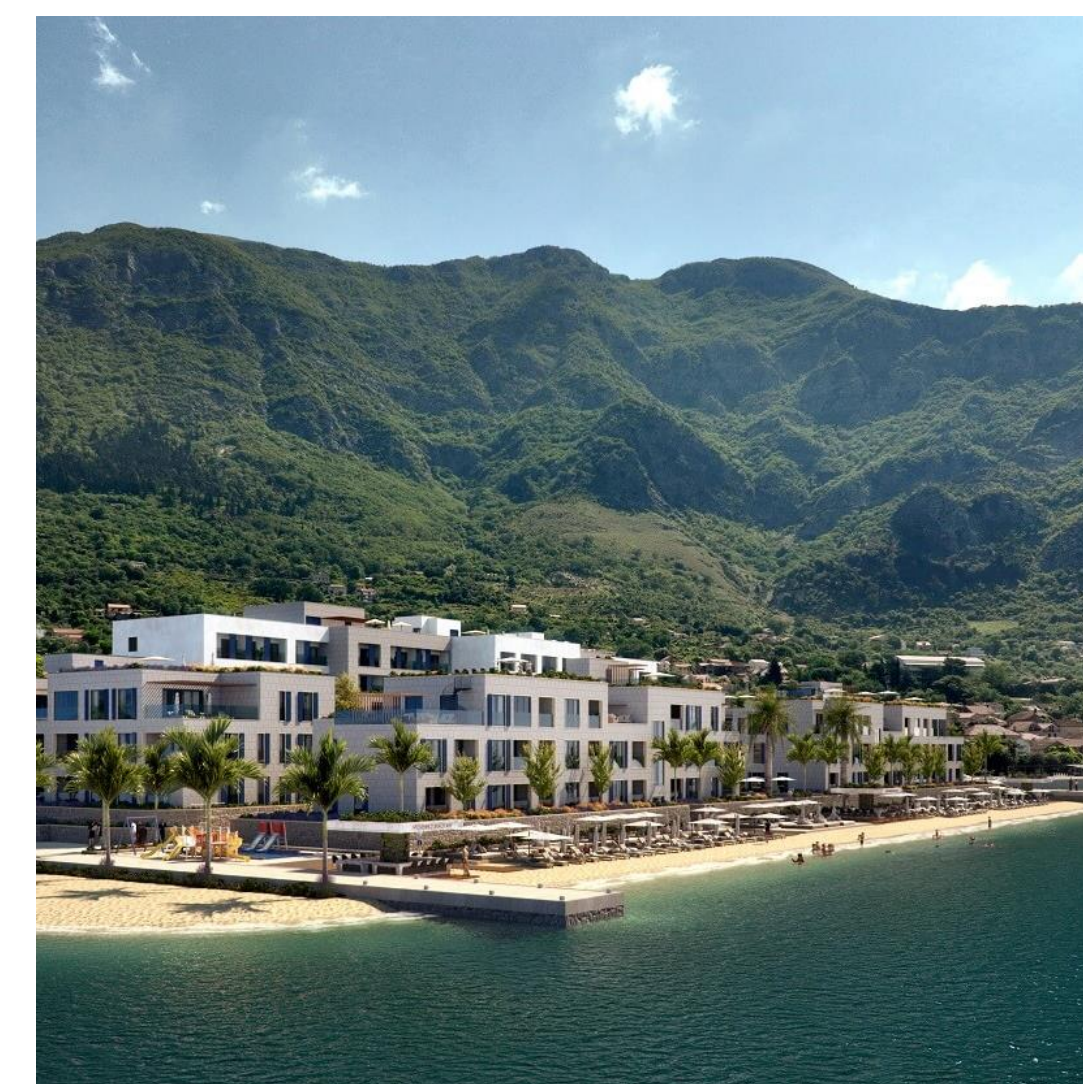


## MÖVENPICK RESIDENCES

### Mövenpick Residences Teuta Kotor Bay, *Montenegro* | Opening 2025



66 residences





Why invest - Mövenpick

## MÖVENPICK RESIDENCES

### Mövenpick Villas & Residences Phu Quoc, Vietnam



79 residences

Thank  
*you*

