EMBLEMS

# BIEMS DILECTION

GLOBAL DEVELOPMENT BROCHURE - MAY 2025

# THE BRAND

EMBLEMS

#### We are the Emblems Collection

We are timeless, elegant and understated.
Our words resonate with a quiet yet powerful presence.
Our style emanates a sense of aura and thoughtfulness.

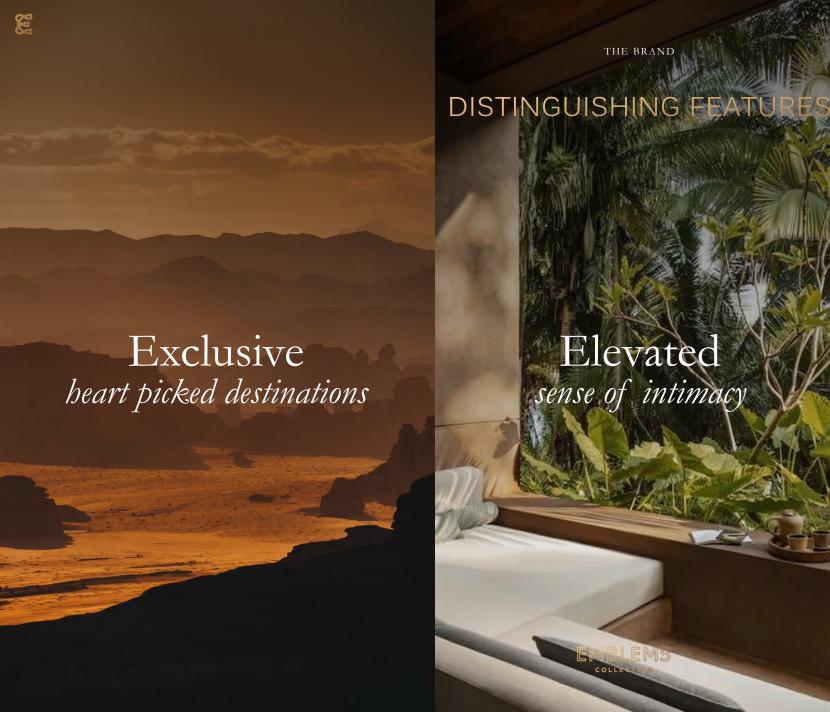
From emblematic Heritage mansions, to secluded nature Retreats, and awe-inspiring architectural Signatures, we curate addresses of exceptional character.

#### Crafting tomorrow's legacy,

Our commitment lies in the preservation of these treasures, ensuring that their essence and character endure.

Our art of hospitality is a privileged invitation to all those who step through our doors; to access exclusive and rare experiences and become immersed in living history.

Emblems Collection, artisans of the extraordinary.









#### HERITAGE

ADDRESSES







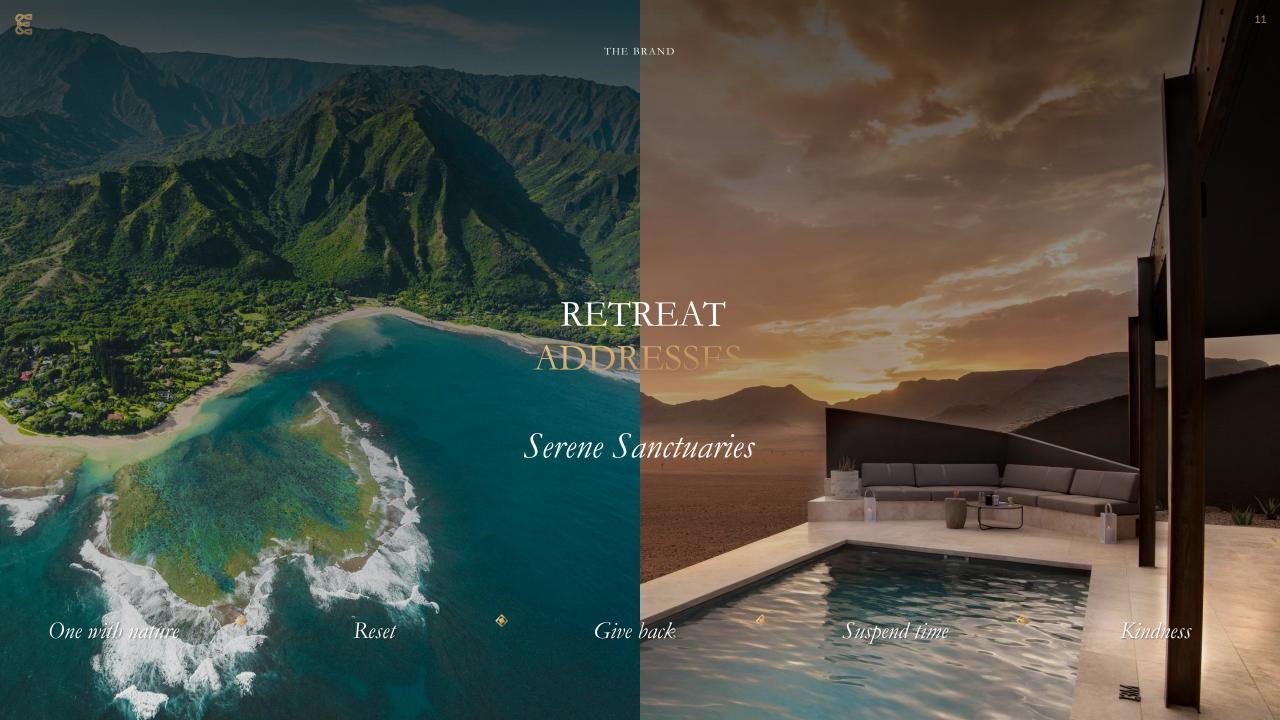


### SIGNATURE







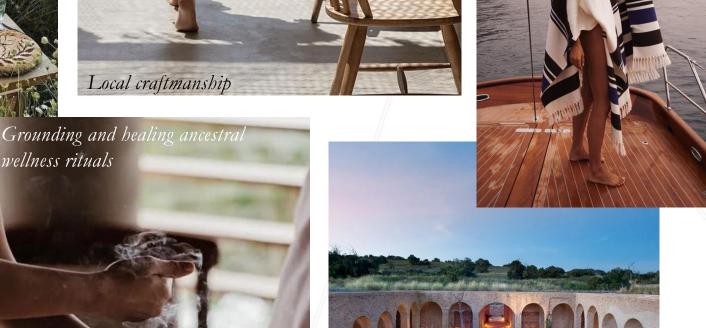


### RETREAT ADDRESSES









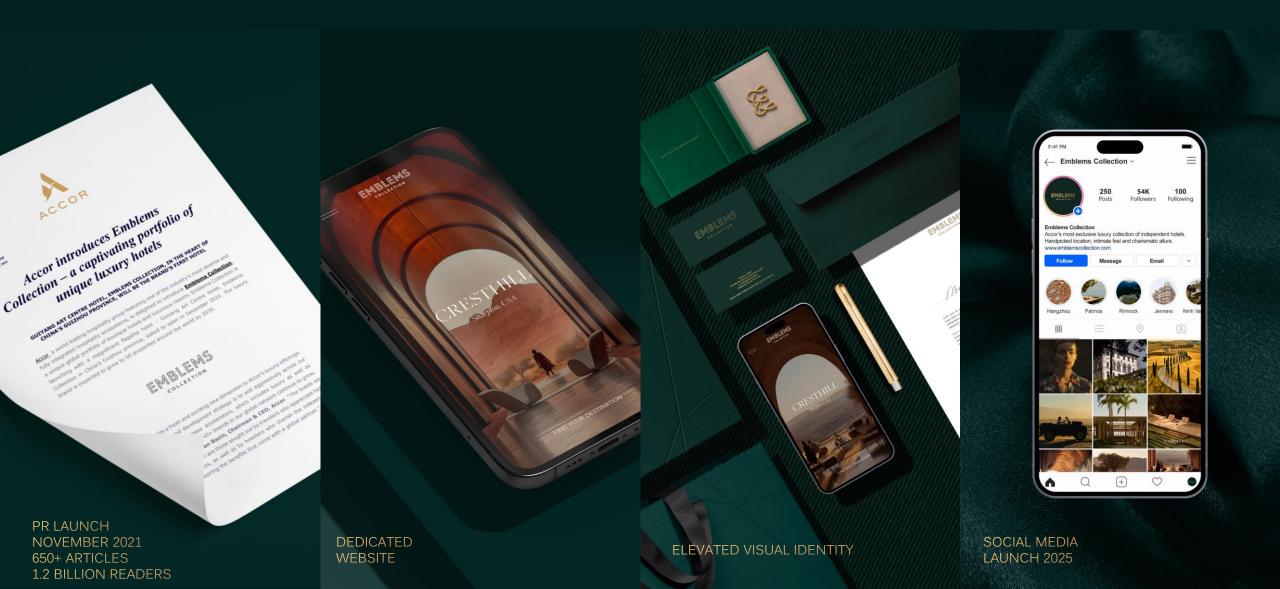


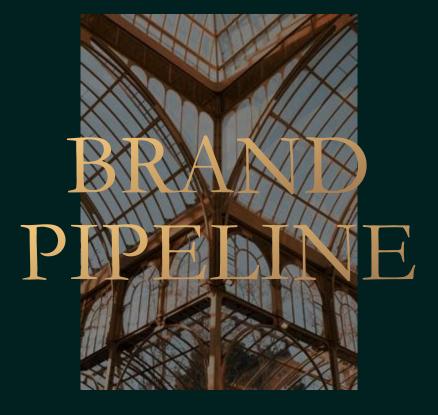


wellness rituals



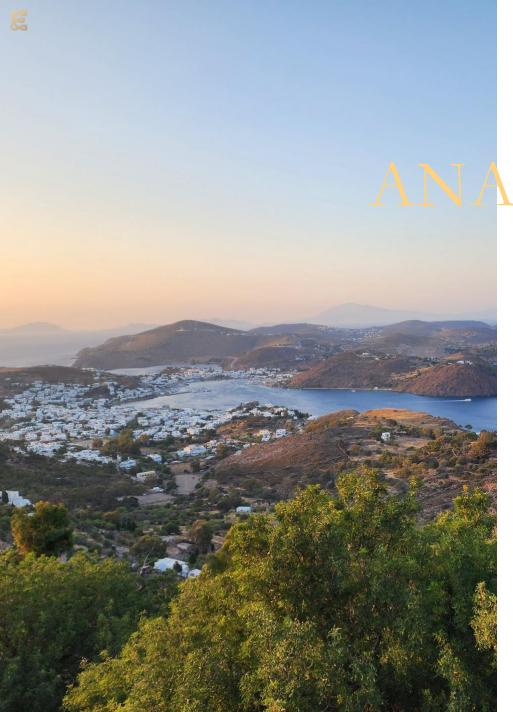
#### BRAND COMMUNICATION MAIN HIGHLIGHTS





#### A SELECT & CURATED DEVELOPMENT STRATEGY





## ANARO PATMOS

PATMOS, GREECE

An exclusive sanctuary nestled on the sacred and idyllic island of Patmos.

49 ROOMS 20% SUITES OPENING 2026





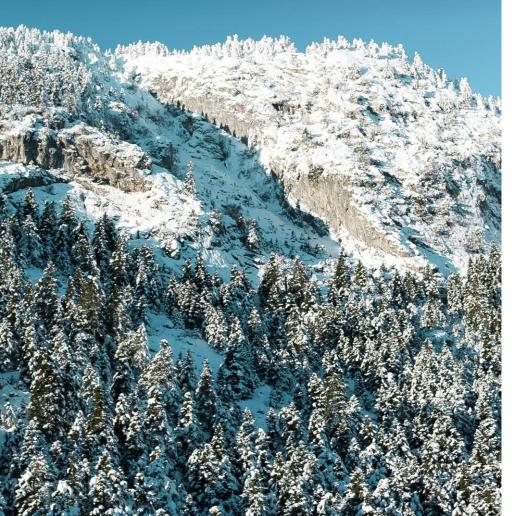
IMROCK RESORT

BANFF NATIONAL PARK, CANADA

A captivating mountain retreat seamlessly woven into the natural and cultural heritage of the Rockies.

333 KEYS CONVERSION JUNE 2026 AFTER ENTIRE RENOVATION





## ELATOS

MOUNT PARNASSOS, GREECE

A prestigious mountain destination near Athens, for a one-of-a-kind cabinonly luxurious eco wellness mountain retreat.

42 CABINS OPENING 2026





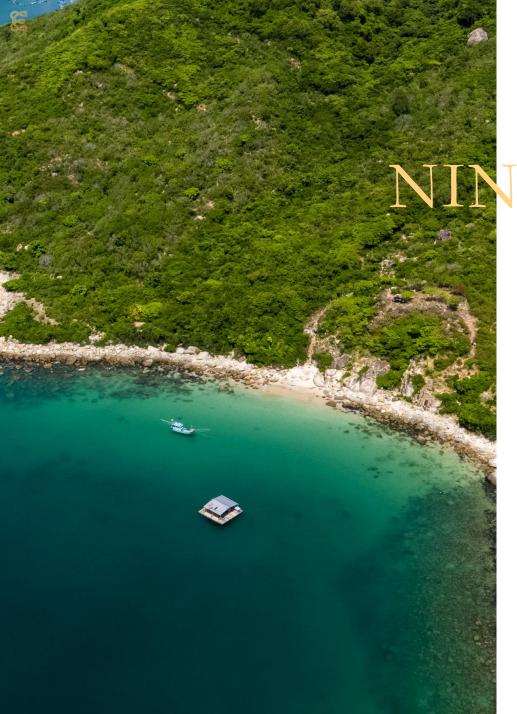
## NA BELLEVUE

CORTINA D'AMPEZZO, ITALY

A social alpine elite club in Italy's most prestigious mountain destination. The rebirth of an icon for an all year long glamourous immersion.

80 KEYS OPENING 2026





**SIGNATURE** 

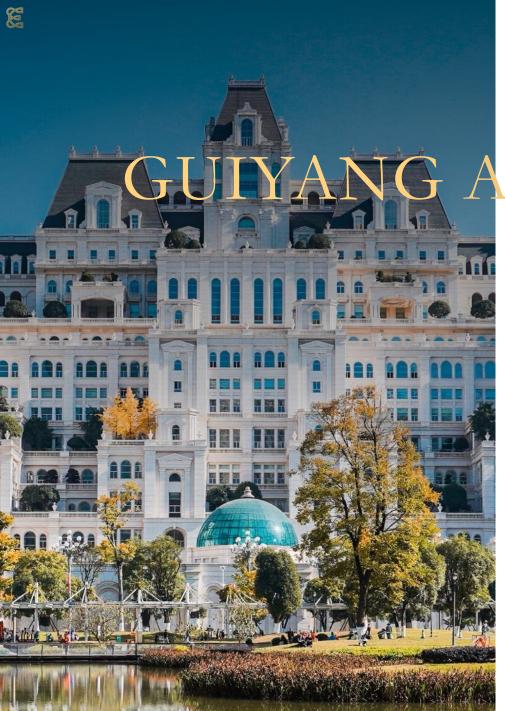
## NINH VAN BAY

NINH VAN PENINSULA, VIETNAM

A modern architectural marvel, consciously woven into its natural spectacular surroundings.

80 SUITES & VILLAS OPENING 2028





HERITAGE

NG ART HOTEL CENTRE

GUIYANG, GUIZHOU PROVINCE, CHINA

A magnificent private mansion. The crown jewel of one of China's leading tourism hotspot for luxury travelers

64 SUITES OPENING 2028





## **CLARK**

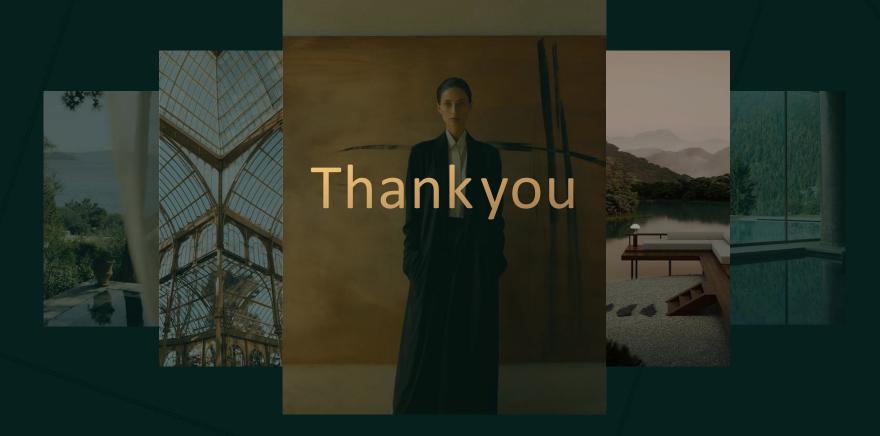
NEW CLARK CITY, PHILIPPINES

A futuristic destination hotel within the sprawling 450-hectare Hann Reserve pioneering project.

200 KEYS TBC OPENING 2030







EMBLEMS





PIONEERING THE ART OF
RESPONSIBLE HOSPITALITY,
CONNECTING CULTURES,
WITH HEARTFELT CARE.

This is our Purpose.



## A GLANCE AT ACCOR PORTFOLIO

Open & in the pipeline

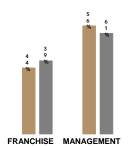
+7000 +1,083,000 **HOTELS ROOMS** 

Accor network\*

+5,600 +850,000 HOTELS **ROOMS** 

Accor pipeline\*

+233,000 +1,300 HOTELS **ROOMS** 



**EUROPE & NORTH AFRICA** 

NETWORK **PIPELINE** 466 H. 3,123 H. 357,346 R. 59,565 R.

11%\* 13%\*

#### MIDDLE EAST AFRICA

**PIPELINE NETWORK** 140 H. 364H. 31,156 R. 91,276 R.

+ 2,400 Hotels under management contract

+ 3,300 Hotels under franchise contract

14%\* 25%\* **GREATER CHINA** 

NETWORK PIPELINE 354 H. 736 H. 57,406 R. 121,062 R.

#### **ASIA & PACIFIC**

PIPELINE NETWORK 283 H. 65,361 R.

**AMERICAS** 

**NETWORK** 

103,728 R.

558 H.

**PIPELINE** 

138 H.

19,711 R.



## A GLIMPSE INTO OUR LUXURY

PORTFOLIO

Open & in the pipeline

+119,000 +550 **HOTELS** ROOMS

**Luxury & Lifestyle network\*** 

85,668 382 HOTELS **ROOMS** 

Luxury & Lifestyle pipeline\*

168 33,730 HOTFLS **ROOMS** 

16%\*

**AMERICAS** 

**NETWORK PIPELINE** 72 H. 14 H. 24,983 R. 5,332 R. N°2 Accor is the second global player in the world

40% Pipeline represents 40% of existing network in rooms

WELL balanced footprint

#### **EUROPE & NORTH AFRICA**

**NETWORK** PIPELINE 36 H. 121 H. 17.263 R. 4,636 R.

32%\* 50%\*

#### **ASIA PACIFIC & GREATER CHINA**

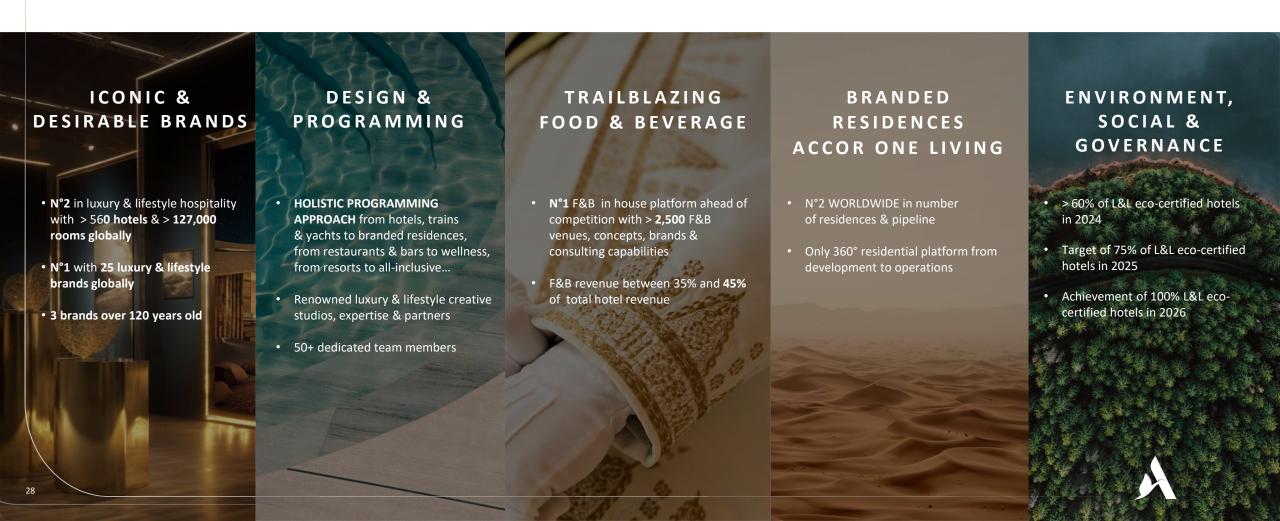
**PIPELINE NETWORK** 78 H. 27.127 R. 16,828 R.

#### MIDDLE EAST AFRICA

PIPELINE **NETWORK** 73 H. 40 H. 16.295 R. 6.934 R.



## OWNER VALUE PROPOSITION



## LUXURY BRAND PORTFOLIO

The Accor Luxury division offers an unrivaled opportunity for partners to invest in a diverse portfolio of iconic and desirable brands covering a broad range of options, from luxury to ultra-luxury, from finely adaptive to perfectly defined or highly curated brands.

#### THE CULTURAL VOYAGE

Elevate ultra-luxury travel to culture

#### THE LANDMARKS

A world of elegance and enchanted glamour

#### **SOCIAL EPICENTERS**

Turning moments into special memories

#### THE FRENCH ZEST

Heartfelt hospitality with a French Zest

#### THE COLLECTIONS

Charismatic collections of boutique-style hotels offering one-of-a-kind experiences

Ultra Luxury









Entry Luxury

29

Highly Curated Perfectly Defined

Finely Adaptive

## THE ART OF DESIGN & PROGRAMING

200+ Luxury & Lifestyle hotel and residential projects

**50+** Luxury & Lifestyle D&TS experts worldwide in 10 countries

1+ Luxury & Lifestyle opening per week

Our dynamic, brand-led teams deploy their great savoir-faire to ensure the highest quality of craftsmanship at each stage of the project, through a global Hotel Consultancy Services Agreement (HCSA).

We work with the most renowned creative studios to conceive innovative, highly curated, interior designs.

#### PROGRAMMING

Feasibility Studie

Brand & Design
Standards Introduction

Facilities Area Program

Key Consultants recommendations – Scope of work advise

Design Brief(s)

Budgets & Timeline alignment

**Procurement Strategy** 

#### DESIGN

Project kick-of

Brand & Design Standards Immersion

Operational Planning FoH/HoH zoning, staffing guide

Architecture & Interior Desigr Lighting/Graphics/Art

**Engineering & Sustainability** 

Food & Beverage Sanqueting & Events

Wellness Gym & Spa

OS&E / FF&E / EQS / EQT\*

Value Engineering

#### CONSTRUCTION

Samples & Mock-up Reviews

Supplier & Manufacturer visits

Design Development
Package reviews

Tender & Procurement

Site Inspections

Quality Control

Testing & Commissioning ~

#### HAND-OVER



CapEx\*\* planning

Asset Repositioning

Continuous Relationship



**Pre-Opening support** 

All figures as of end of September 2024 \*Operating Supplies & Equipment / Fixtures, Furniture & Equipment / Specialized Equipment (IT) / Technical Equipment (Fit out)

\*\* Hotel Capital Expenditures

## IN HOUSE FOOD & BEVERAGE PLATFORM BOOST LUXURY & LIFESTYLE HOTELS' REVENUE

2,500+ Restaurants and bars in Luxury & Lifestyle brands

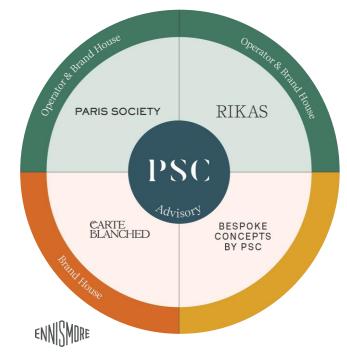
Between 35% to 45% F&B contribution to total hotel revenue

#### Luxury Brands' Original F&B Concepts

Our mission is to make F&B the heart and soul of our luxury hotels by thinking like restaurateurs and delivering an experience that is excellent, relevant and authentic.

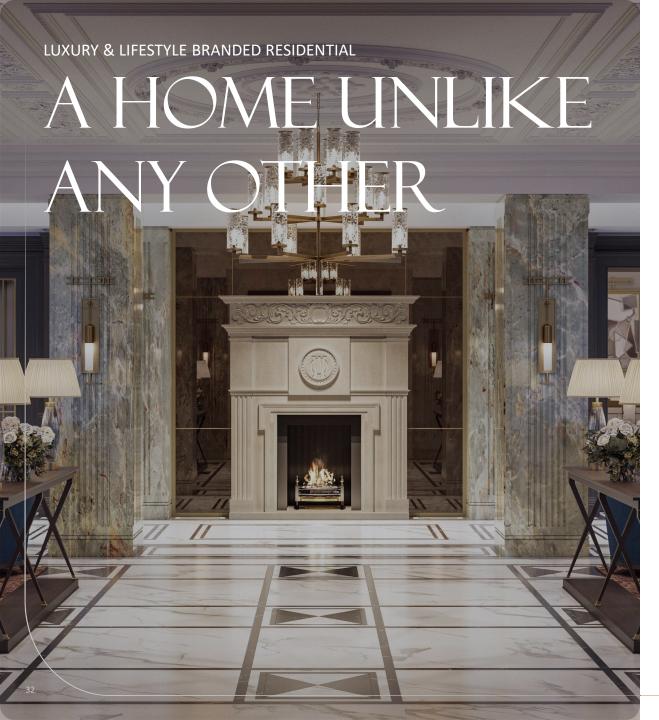
#### POTEL CHABOT

Legendary French cuisine for contemporary events. Potel et Chabot has been reinventing the art of gastronomic catering since 1820.



Ennismore has created an F&B Platform through targeted acquisitions and in-house development to bring together a unique collection of brands with industry-leading advisory and operating capabilities.





#### ACCOR ONE LIVING

## OUR EXPERTISE IN LUXURY & LIFESTYLE BRANDED RESIDENTIAL LEVERAGES HOTEL DEVELOPMENT PROFITABILITY

#2 global operator & developer worldwide\*

c.\$2B residences sold annually under Accor brands\*

40 Luxury & Lifestyle Branded Residences

120 Luxury & Lifestyle Branded Residences open & in the pipeline\*\*

19,000 Luxury & Lifestyle Branded Residences units open & in the pipeline\*\*

5,000 Luxury & Lifestyle owners\*\*

Industry-first residential expertise brings iconic brands and legendary service to private home ownership, offering 360° turnkey solution: from project planning and development to sale and operating.

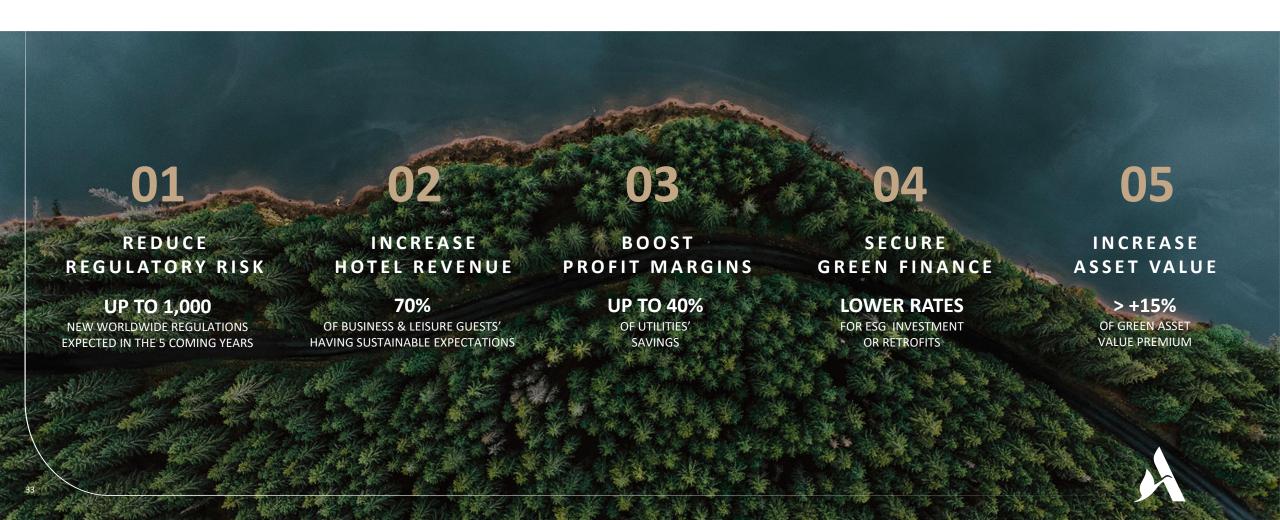
All figures as of end of December 2024



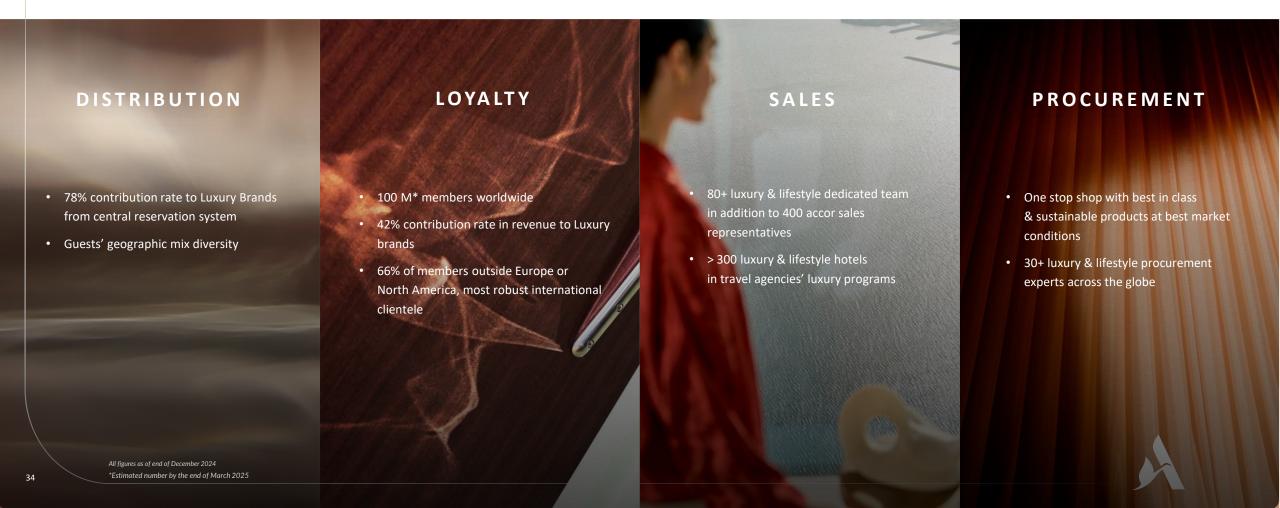
<sup>\*</sup>Based on branded residences for Luxury & Lifestyle and Premium , Midscale and Economy brands : 4. Network and 131 Pipeline worldwide across 26 brands.

<sup>\*\*41</sup> Luxury & Lifestyle Branded Residences and 5,900units & owners in the Network, 81 Luxury & Lifestyle Branded Residences and 12.900 units & owners in the Pipeline.

## SUSTAINABILITY BY NARRATIVE



## UNRIVALED SCALABILITY



## TEL BUSINESS DEVELOPMENT OPPORTI INITIES

#### **ACCOR DIRECT WEB**

18

Brands.com

websites

**MAXIMIZES HOTEL** DIGITAL NET REVENUE

300M +

Visits per year

ACCOR LIVE LIMITLESS

#### LOYALTY

DRIVES INCREMENTAL STAYS AND RETAINS DEMAND

42%

100

100M+\*

loyalty contribution rate in revenue Local & global partnerships

Members

#### **SALES**

**DEVELOPS SALES REVENUE** 

160K+

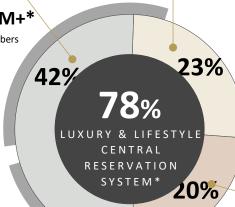
> 400+

> 80+

Managed accounts

Accor sales representatives spread all over the world

Luxury & Lifestyle sales experts



#### **REVENUE MANAGEMENT**

LEVERAGES REVENUE MANAGEMENT SYSTEMS POWER

+3%

1,200

Incremental revenue (independent hotels ioining Accor)

RM experts around the world

#### **OTAS**

**NEGOTIATES ATTRACTIVE** COMMERCIAL CONDITIONS

65M€

46%

international

flows

20

>35M

Investment in data in 5 years Partnerships with major OTAS **Room Nights** 

#### DIGITAL MARKETING

ATTRACTS & ENGAGES CUSTOMERS

1,6Bn

6Bn

Emails sent to

customers per year

SoMe Impressions

1,000 **17** 

**ACCELERATES BUSINESS** 

AND IMPROVES CUSTOMER SATISFACTION

**CONTACT CENTRES** 

**7M** Requests

People covering Languages all time zones over 12 locations



## ALL LOYALTY PROGRAM

100M\* OF ALL LOYALTY MEMBERS WORLWIDE

#### POWERFUL BUSINESS ALLY



X2

Members stay twice more than non-members



+10% ADR

Members spend more than non-members



>80%

of all.com bookings are from members

#### **AUGMENTED OPPORTUNITIES**

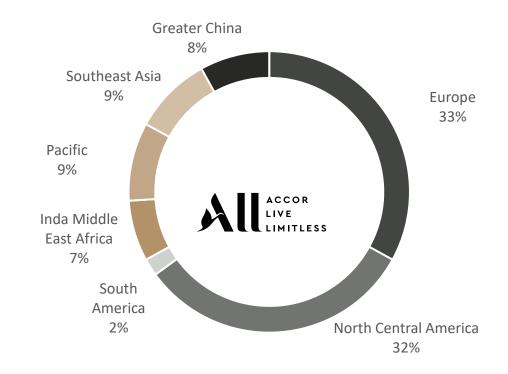
Earn & redeem points with global partnerships around our guests' three main passions: sport, F&B and entertainment.







#### MEMBERS' PLACE OF RESIDENCE





## GLOBAL SALES REACH LUXURY & LIFESTYLE

#### LUXURY PROGRAMS GATHERING PREFERRED LUXURY TRAVEL AGENTS

Luxury Programs, Prestigious Travel Networks & Partnerships with Credit Cards Travel Programs.

5,000

Luxury travel agencies

18

Luxury Programs

300+

Luxury & Lifestyle hotels in Luxury Programs











Hotels' Sales Teams



Global Sales Luxury & Lifestyle 80 experts



400 experts

#### NEW APPROACH OF STRATEGIC ULTRA LUXURY CLIENTS

Dedicated key account directors covering all the client's needs, worldwide management and business development.

#### **IDENTIFIED LUXURY COMPANIES**

LVMH, Kering, Chanel, Hermès... & the associated agencies

#### **BUSINESS DEVELOPMENT**

Law firms, private banking, jewelry, fine watchmaking...

#### **ENTERTAINMENT**

Film/Music production, artist, specialized agencies

#### STRATEGIC ACCOUNTS

**EXCOM and High-end Meetings & Events** (in collaboration with Accor Sales teams)



All figures as of end of December 2024

## ASTORE BY ACCOR IS A LEADING PROCUREMENT ORGANIZATION DELIVERING VALUE TO HOTELS AND OWNERS

3B€+ managed spend worldwide

5,000 suppliers' partners globally

250 category management experts in 20 countries

30+ dedicated Luxury & Lifestyles Procurement experts across the globe

Astore by Accor is a leading hospitality Group Procurement Organization and a one stop shop covering luxury & lifestyle hotel needs, OPEX and CAPEX, from daily purchasing of products & services to supporting construction and renovation projects.

Astore actively contributes to the achievement of Accor Sustainability Commitments.

Accor as well as Hilton, IHG, Marriott and Radisson are co-founders of HARP: Hospitality Alliance for Responsible Procurement.



NEW ORGANIZATION DEDICATED TO LUXURY & LIFESTYLE BRANDS & OWNERS

## LEADERSHIP OF PROCUREMENT



**RESTAURANT, BAR & ENTERTAINMENT** 



OS&E AND FF&E PARTNERSHIP



PROFESSIONAL SERVICES & IT



ENERGY



**TECHNOLOGY** 



PRE OPENING & REFURBISHMENT SUPPORT

