

雅高瑞享品牌介绍

M VENTPICK BY ACCOR BRAND PRESENTATION

MÖVENPICK

HOTELS & RESORTS

雅高瑞享酒店及度假村

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POSITIONING AND PRODUCTS



BRAND BACKGROUND

集团背景



全球拥有最多样化品牌组合的酒店集团
THE LARGEST COLLECTION OF BRANDS IN THE WORLD

全球最大的奢华和生活方式酒店集团之一
ONE OF THE WORLD'S LARGEST LUXURY AND LIFESTYLE HOSPITALITY GROUP

全球市值位居前列的酒店集团（巴黎 纽约）
THE WORLD'S TOP MARKET CAPITALIZATION HOTEL GROUP (PARIS, NEW YORK)

进入中国最早的国际酒店集团之一
ONE OF THE PIONEERING INTERNATIONAL HOTEL GROUPS IN CHINA

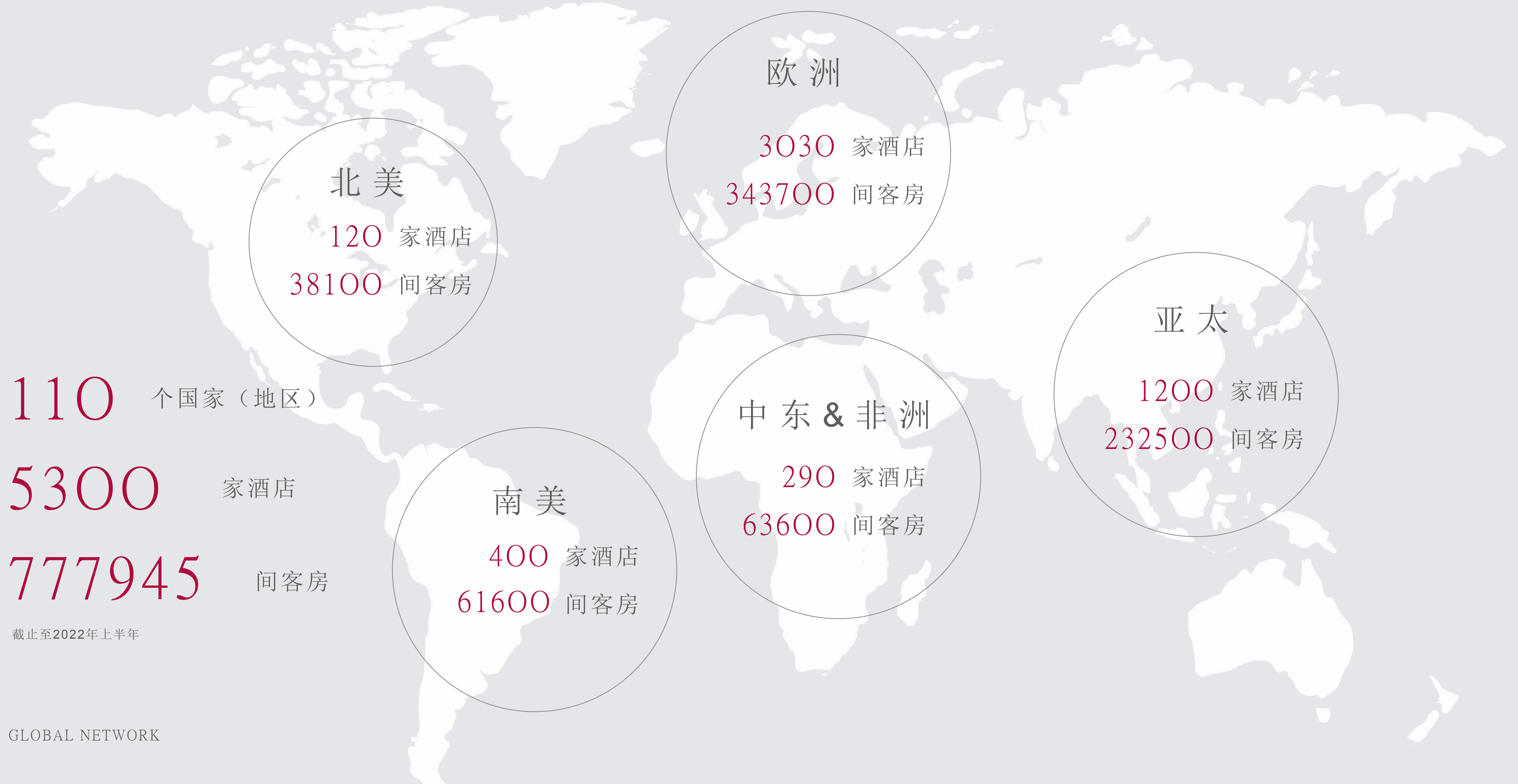
欧洲及亚太地区规模最大的酒店集团
THE LARGEST HOTEL GROUP IN EUROPE AND ASIA PACIFIC

集团旗下机场酒店规模全球第一
THE AIRPORT HOTEL SCALE RANKS FIRST IN THE WORLD



全球领先的酒店集团
A WORLD LEADING HOSPITALITY GROUP

雅高旗下酒店遍布全球



全球最多元的品牌阵容



酒店入住

奢华

RAFFLES

ORIENT **EX** EXPRESS

BANYAN TREE

SO F I T E L
LEGEND

Fairmont

EMBLEMS

SO F I T E L

RIXOS

onefinestay

高端

MÖVENPICK by ACCOR
HOTELS & RESORTS
雅高奢华酒店及度假村

mantis

M
GALLERY

Art Series

pullman

swissôtel

ANGSANA

GRAND MERCURE

PEPPERS

THE
SEBEL

中高端

mantra

NOVOTEL

MERCURE

adagio

ANGSANA

GRAND MERCURE

PEPPERS

THE
SEBEL

经济

BreakFree

ibis

ibis
STYLES

greet

ibis
budget

hotelF1

共享办公

W@J@

PARIS SOCIETY

POTEL CHABOT

商业助推计划

ASTORE

JOHN PAUL

d-edge

ResDiary

GEKKO

VERYCHIC

ENNISMORE

遍布全球的生活时尚品牌系列

深受当地人喜爱的魅力酒店

城中知名的标志性酒店

创新联合办公空间

21c
MUSEUM HOTEL

MONDRIAN

working from _

25h
twenty five hours hotels

MORGANS
ORIGINALS

MAMA
SHELTER

the hoxton

融合全球精髓的体验式酒店

心神向往的下榻之所

让人流连忘返的华丽庄园

DELANO

JO & JOE

GLENEAGLES

HYDE

TRIBE

SLS

SO

与雅高强强联手深耕中国市场



战略合作

尚美数智科技集团与雅高集团签署战略合作协议
成为雅高瑞享品牌在华的独家战略合作伙伴

Sunmei Digital Intelligence Group signed strategic cooperation agreement with Accor, becoming the exclusive strategic partner of Mövenpick by Accor in China.

发展规划

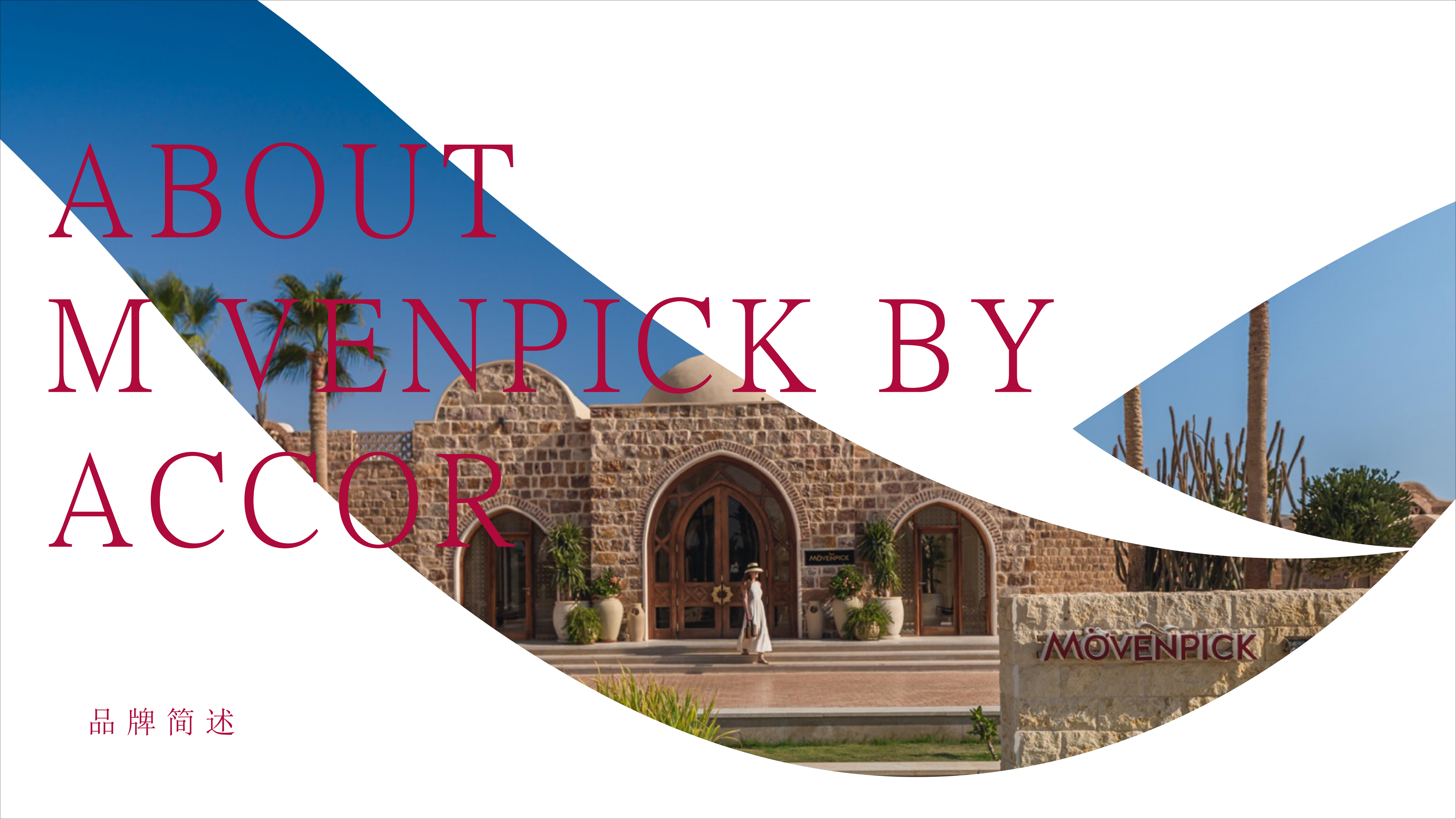
未来计划开设超400家酒店，60000间客房
首家直营店将于2023年落地山东青岛

More than 400 hotels, 60000 rooms to be opened, the first property will locate in Qingdao, Shandong Province in 2023.



ABOUT MÖVENPICK BY ACCOR

品牌简述



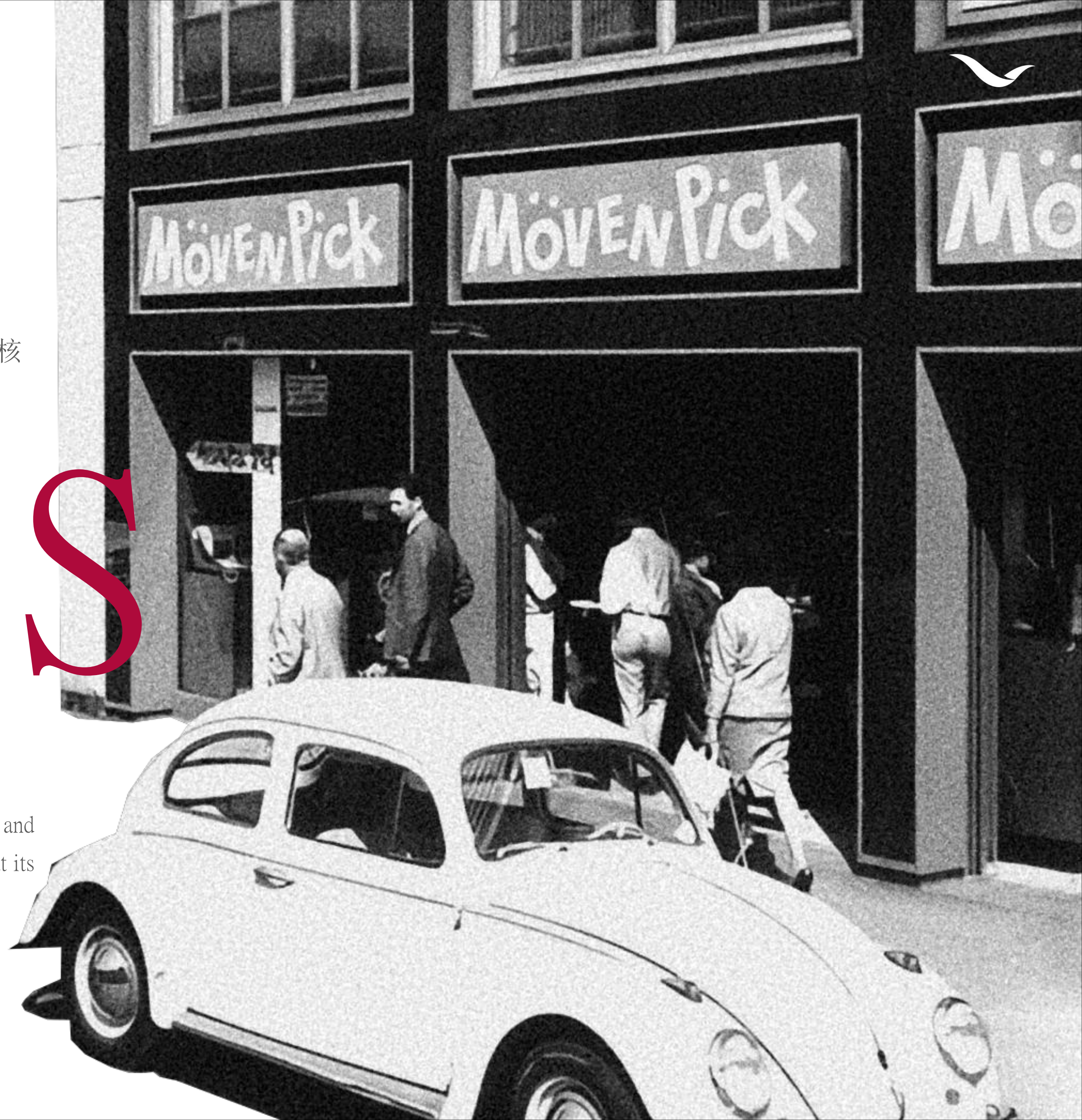
品牌起源

瑞享Mövenpick由创始人Ueli Prager于1948年创立。

瑞享Mövenpick是瑞士餐厅场景的先驱，以卓越创新的美食灵感为核心，逐步发展为广受赞誉的国际酒店品牌。

ROOTS

Founded in 1948 by Ueli Prager, Mövenpick was a pioneer on the Swiss restaurant scene and evolved into a premium international hotel brand, with inventive culinary excellence at its heart.



发展历程

- 1948 首家瑞享餐厅在苏黎世开业
- 1962 瑞享葡萄酒商店开业
- 1963 瑞享咖啡开启精致美食服务
- 1969 瑞享冰淇淋首次亮相
- 1973 瑞士苏黎世瑞享酒店及度假村开业
- 1976 首家国际瑞享酒店在埃及开罗开业
- 1996 瑞享酒店在中东约旦开业
- 2020 瑞享度假村在越南开业
- 2022 尚美数智与雅高集团战略联盟，雅高瑞享品牌合作签约
- 2023 青岛尚美雅高瑞享酒店开业

- 1948 The first Mövenpick restaurant opened in Zurich
- 1962 The first Mövenpick Wein store is uncorked
- 1963 Mövenpick Fine Foods began like many good things with coffee
- 1969 Mövenpick Ice Cream made its debut
- 1973 Mövenpick Hotels & Resorts established in Zurich, Switzerland
- 1976 The first international hotel opens in Cairo
- 1996 Mövenpick Hotels arrive in the Middle East for the first time in Jordan
- 2020 The brands first resorts are opened in Vietnam
- 2022 Sunmei and Accor Strategic Alliance
- 2023 Mövenpick by Accor Qingdao Sunmei to open

BRAND HISTORY

HISTORY



品牌基因



愿景

我们相信真正的待客之道
是把微小举动变成温暖人心的动人瞬间



VISION

We believe true hospitality is about turning small gestures into heartwarming moments.

目标

让我们的客人找回生活真谛
传递经典瑞士生活方式



PURPOSE

Enable our guests to savour the flavour of life, balancing small indulgences with delivering the classical Swiss lifestyle

展望

满怀真诚，信守承诺，追求卓越



AMBITION

Be the hotel brand that truly cares, combining a commitment to excellence with a genuine, unpretentious approach.

品牌主张



品牌个性

BRAND
CHARACTER

创意

INVENTIVE

真诚

GENUINE

情感关联

EMOTIONAL
BENEFITS

满足

CONTENT

放松

RELAXED

品牌精神

BRAND
PASSIONS

瑞士灵感烹饪

SWISS INSPIRED
GASTRONOMY

诚挚的服务

HEARTFELT
SERVICE

关注可持续发展

MINDFUL
SUSTAINABILITY

受众人群

ASPIRATIONAL TARGET

热爱美食和探索文化

LOVE FOOD AND EXPLORE CULTURE

竞争品牌

GLOBAL COMPETITIVE SET

希尔顿 / 万豪 / 喜来登 / 皇冠假日

HILTON / MARRIOTT
SHERATON / CROWNE PLAZA

品牌概念及标志

BRAND CONCEPTS AND MARKERS

瑞士美食 / 瑞享市场 / 特色风味
巧克力时光 / 瑞享家庭

SWISS GOURMET FOODS / M VENPICK MARKET
SIGNATURE FLAVOURS / CHOCOLATE HOUR
M VENPICK FAMILY

设计理念

DESIGN DIRECTION

当代的 / 温暖的
有魅力的 / 平易近人的

CONTEMPORARY / WARM
INVITING / APPROACHABLE

POSITIONING & PRODUCTS



定位与产品

商务酒店产品定位



MÖVENPICK

雅高瑞享酒店

M VENPICK BY ACCOR

全服务五星级豪华
FULL SERVICE FIVE-STAR

雅高瑞享酒店·甄选

M VENPICK BY ACCOR

精选服务豪华
SELECTED SERVICE

设计理念



豪华

DELUXE

现代

MODERN

经典

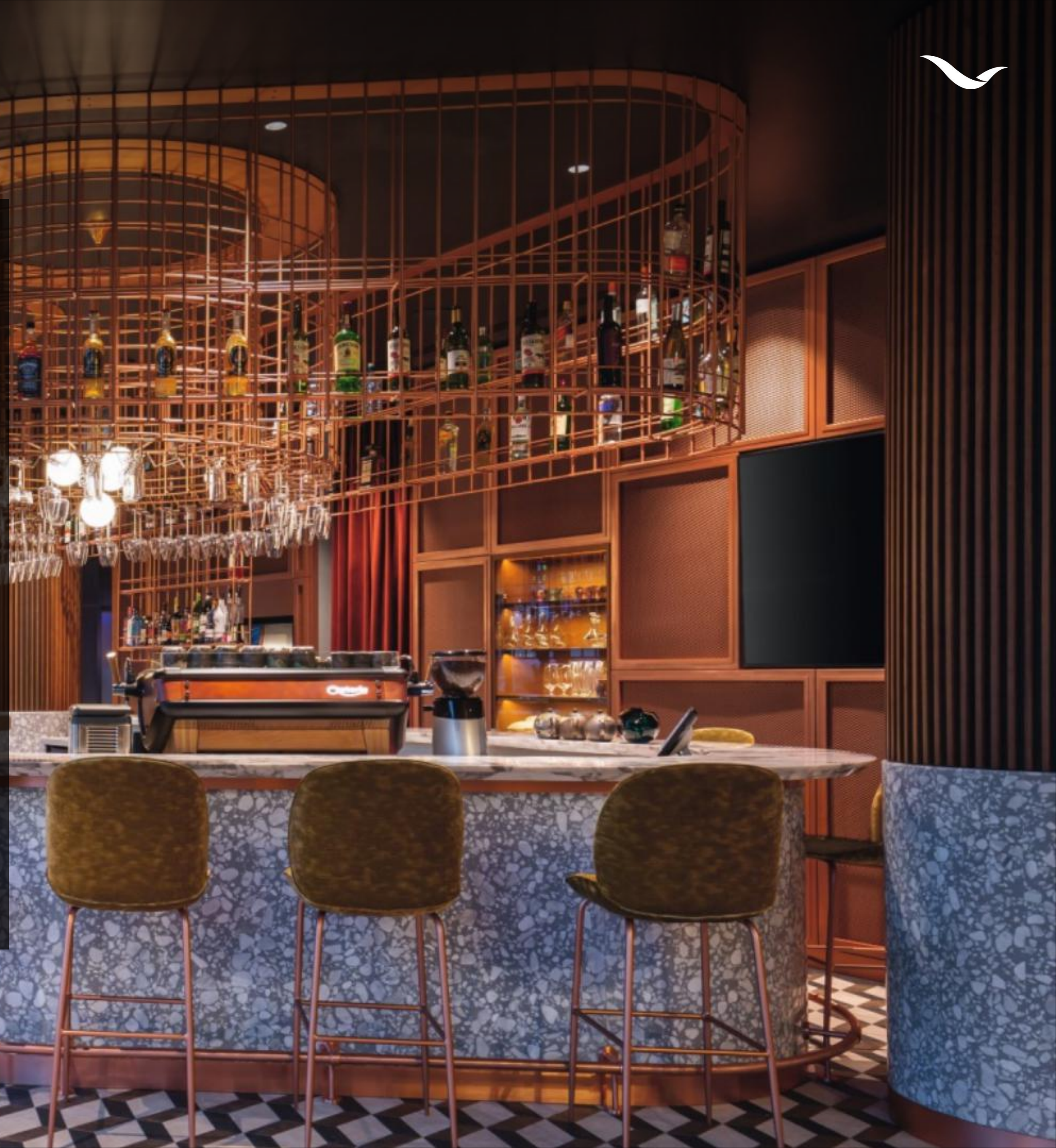
CLASSIC

时尚

FASHIONABLE

瑞享品牌的设计理念是温馨的、现代的，但不盲从跟风，提供了一种经典时尚和轻松亲密的氛围。设计感和功能性的大胆结合，使用现代家具，丰富的纹理和动感的材料。

Mövenpick design is warm and contemporary - but not trendy - providing a modern, timeless feel and a friendly atmosphere. A bold combination of design and function using modern furniture together with rich textures and dynamic materials.





可持续发展典范

A UNIQUELY HOLISTIC SUSTAINABILITY APPROACH

2017年，瑞享酒店被绿色地球评为全球最具可持续性发展的酒店品牌。所有的瑞享酒店必须通过绿色地球认证。可持续性发展的原则需要成为酒店设计过程中的一部分，体现品牌对环境，对人，以及当地社区的承诺。

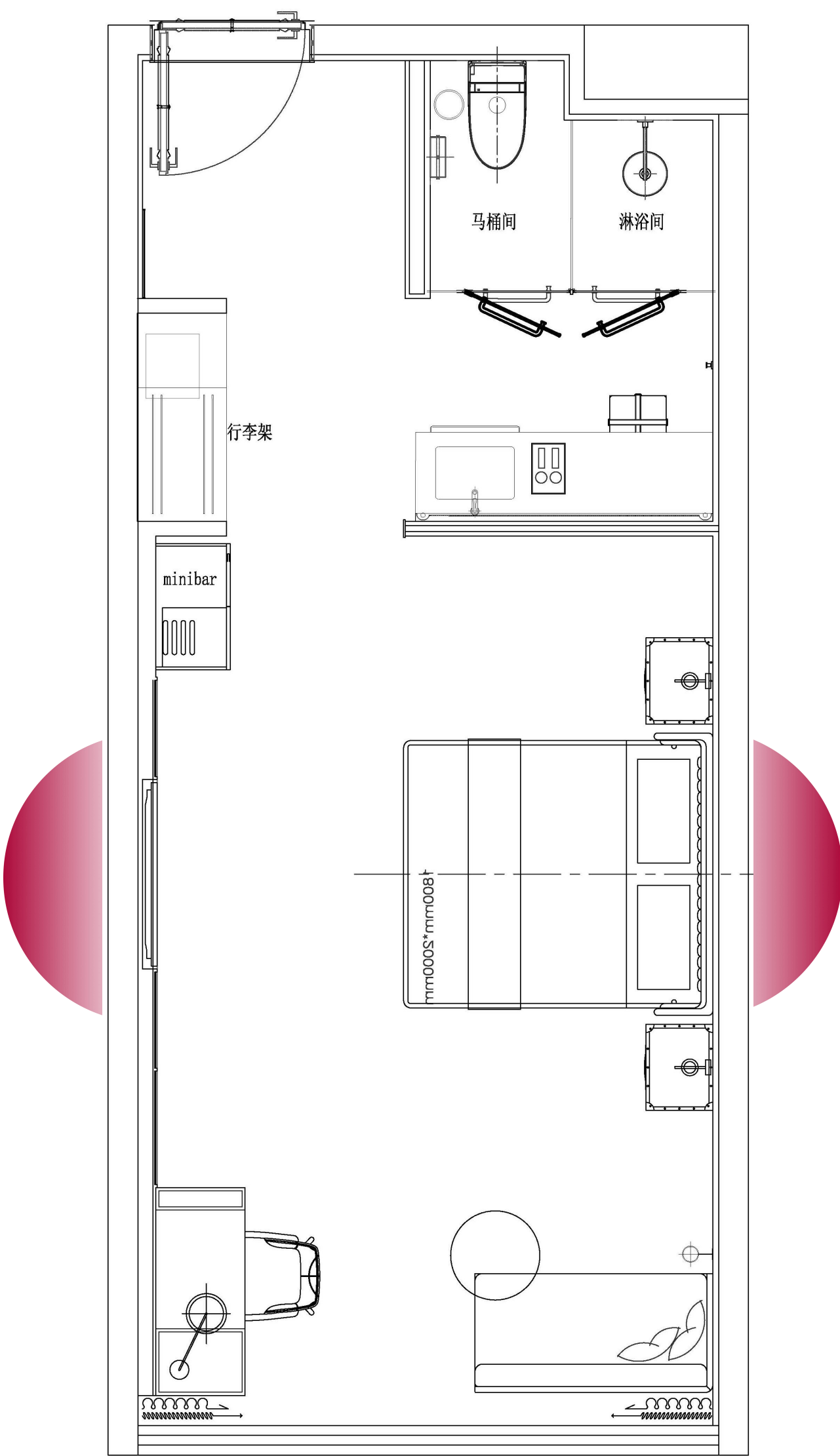
Mövenpick was named the world's most sustainable hotel group by Green Globe in 2017. All Mövenpick hotels must be Green Globe certified.

Sustainability principles must be integral to the design approach, showcasing the brand's commitment to the environment, people and local communities.

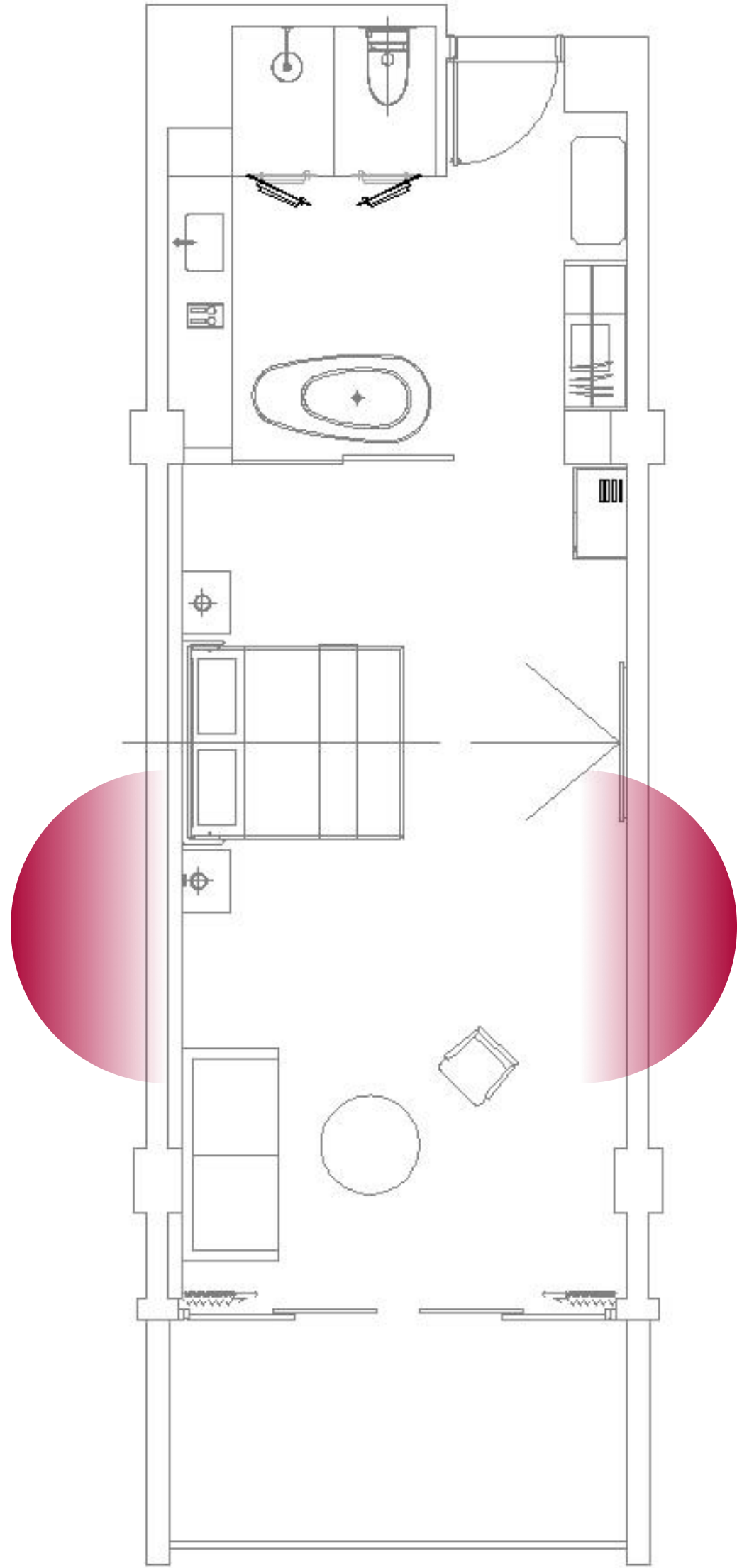
GUEST ROOMS DESIGN CONCEPT

客房设计概念

客房设计-城市商务型



客房设计-休闲度假型



软装设计



CON
TEMPO
RARY

PUBLIC AREA
DESIGN
CONCEPT

公共区域设计概念

设计概念



大堂
LOBBY

抵达

迎宾

办理入住

咖啡

酒吧

休闲

相互渗透
INTERPENETRATION

探索

地标

社交

工作

学习

聚会

市场
MARKET

零售

品尝

属地文化

购物

美食

盛宴

繁华中心

公共区域 | 大堂会客厅



大堂旨在打造一个本地生活会客厅，宾客在此工作，社交，亦或是在欢乐的氛围中放松。同时，也是集零售、Mövenpick美食产品和当地文化为特色的复合型空间。

Lobby is designed to be a local living room where guests can work, socialize, or relax in a convivial atmosphere. It is also a complex space featuring retail, Mövenpick food products and local culture.



LIVING LOBBY ROOM

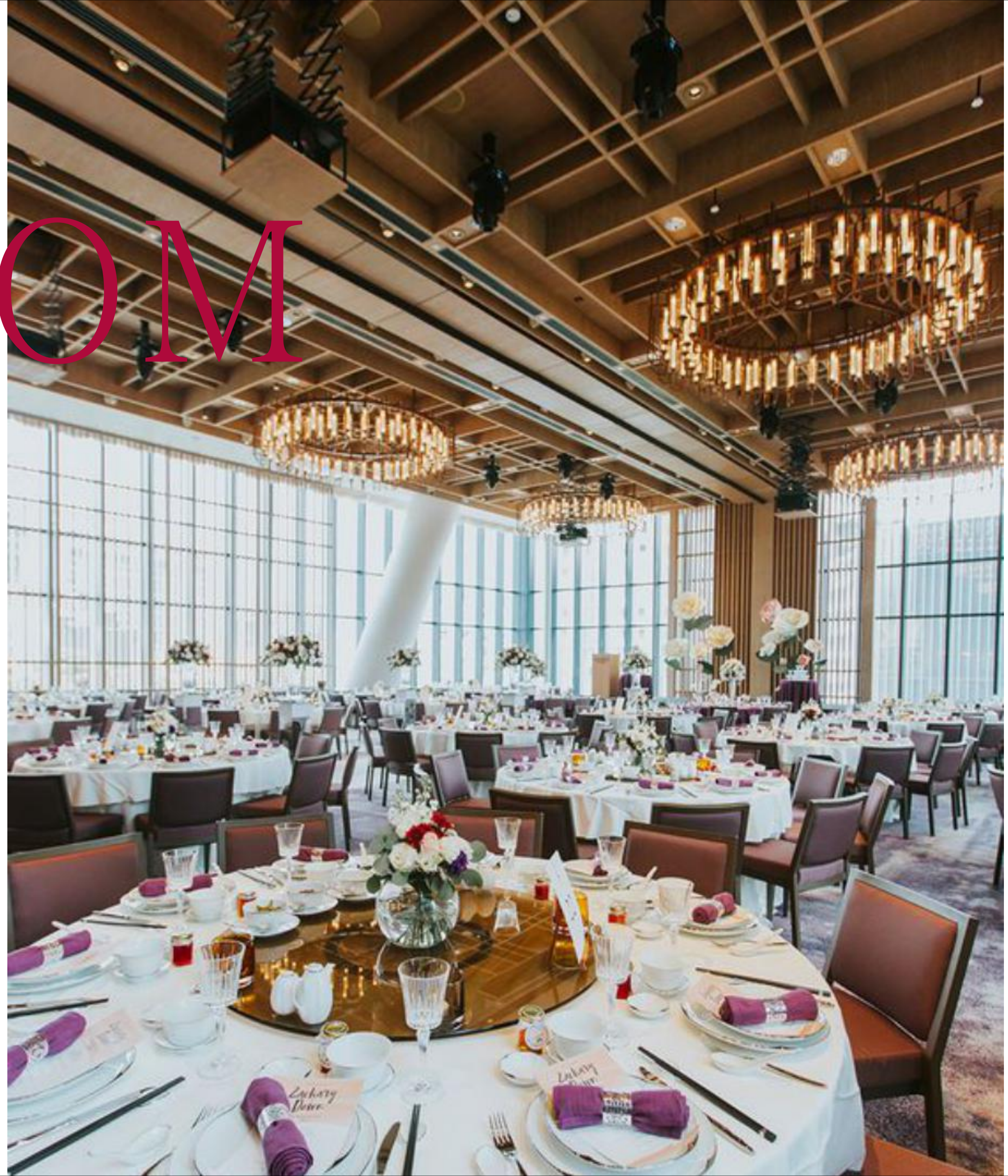
公共区域 | 宴会厅

BALLROOM

凭借完备妥帖的宴会服务和别出心裁的活动设计，以及经验丰富的厨师团队创意的精致美食，为宾客打造丰富而多元化的感官盛宴。无论是优雅的宴会还是私密聚会，无论是传统中式婚礼还是浪漫的西式婚礼，都将唤启难忘回忆的甜蜜时刻。

With complete and appropriate banquet service and innovative event design, as well as the creative delicate food of the experienced chef team, to create a rich and diverse sensory feast for guests. Whether it is an elegant banquet or a private party, whether it is a traditional Chinese wedding or a romantic Western wedding, it will evoke unforgettable memories and sweet moments.

BALLROOM DESIGN





从简约现代的建筑规划入手，采用独特的设计手法营造一种温馨而自然的氛围，通过体验式餐饮概念和互动技术让客人获得会议灵感。

Starting from the simple and modern architectural planning, the unique design techniques are adopted to create a warm and natural atmosphere. Through the experiential dining concept and interactive technology, guests are inspired by the meeting.



MEETING ROOM



KIDS CLUB



儿童专用的娱乐区充满了欢声笑语，各类互动及开拓思维的游戏，提供一个充满智慧的趣味天地，让儿童尽情享受欢乐时光。

A dedicated area for amusement and entertainment will be available for children to enjoy themselves in a stimulating environment full of laughter, various interactive and mind-opening games.

七十年的卓越厨艺



优质瑞享零售食品产品
冰淇淋 / 巧克力 / 咖啡 / 葡萄酒

PREMIUM QUALITY M VENPICK RETAIL FOOD PRODUCTS
ICE CREAM / CHOCOLATE / COFFEE AND WINE

概念新颖的餐饮项目屡获殊荣：设有食品零售的大堂吧，咖啡及葡萄酒酒廊，提供瑞士特色和在地特色菜肴的餐厅。

Innovative and award winning food and drink concepts: the Lobby Lounge concept with food product retail, the coffee & wine lounge, restaurants serving Swiss and local signature dishes.



瑞士特色的美食文化



瑞享巧克力
M VENPICK CHOCOLATE



瑞享果酱和蜜饯
M VENPICK JAM AND PRESERVES



瑞享红酒
M VENPICK WINE



瑞享咖啡
M VENPICK COFFEE



瑞享冰淇淋
M VENPICK ICE CREAM



瑞享酸奶
M VENPICK YOGURT



GLOBAL DEVELOPMENT



全球发展



120

家酒店
HOTELS

63

家新酒店
NEW HOTELS BY 2023

27

个国家
COUNTRIES

27569

间客房
ROOMS

12406

间客房
MORE ROOMS BY 2023

旗舰酒店



马来西亚吉隆坡国际机场及会议中心瑞享酒店

M VENPICK HOTEL AND CONVENTION CENTRE KUALA LUMPUR MALAYSIA



荷兰阿姆斯特丹市中心瑞享酒店

M VENPICK HOTEL AMSTERDAM CITY CENTRE NETHERLANDS



阿联酋迪拜媒体城瑞享酒店

GRAND PLAZA M VENPICK DUBAI MEDIA CITY UAE





摩洛哥马拉喀什曼苏尔爱达荷比瑞享酒店
M VENPICK MANSOUR EDDAHBI MARRAKECH MOROCCO



印度尼西亚巴厘岛金巴兰瑞享度假村

M VENPICK RESORT & SPA JIMBARAN BALI INDONESIA



埃及库塞尔瑞享度假村

M VENPICK RESORT EL QUSEIR EGYPT



越南越泰富国瑞享度假村

M VENPICK RESORT PHU QUOC VIETNAM



马尔代夫大圆盘岛瑞享度假村

M VENPICK RESORT KUREDHIVARU MALDIVES

BRAND EXPERIENCE



品牌体验

瑞享甜蜜链接



SWEET TOUCH- POINTS

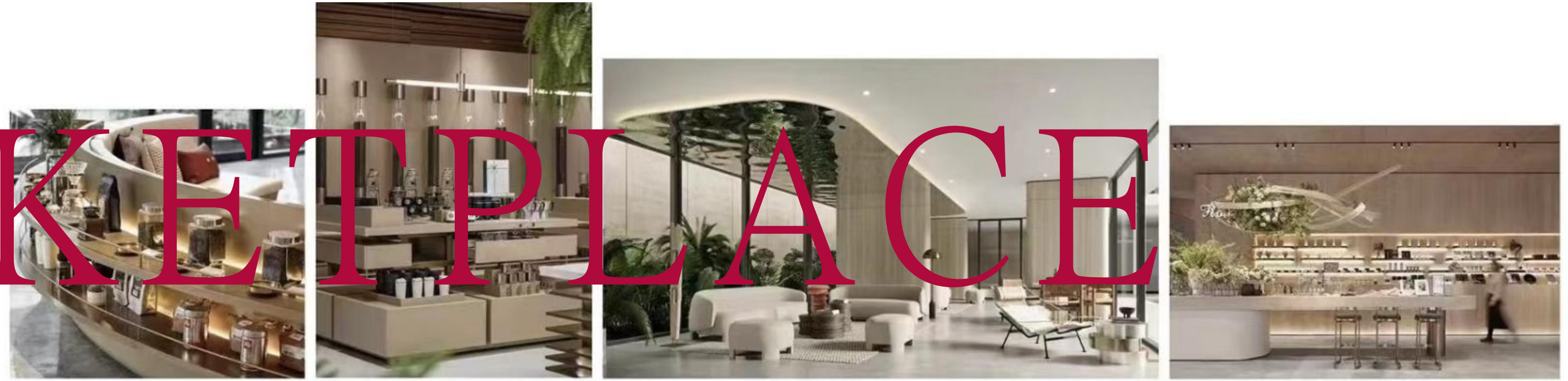
特别配备“冰淇淋热线”，一键连接至酒店“冰淇淋大使”，缔造甜蜜回忆与幸福瞬间。

Specially equipped with "Ice cream Hotline", a connection to the hotel "Ice cream Ambassador", aiming to create sweet memories and happy moments.

瑞享市集



MARKETPLACE



「瑞享市集」灵感源自瑞士城市广场，将传统大堂打造为酒店核心，为宾客提供于目的地和当地社区紧密相连的独特体验。



Inspired by the Swiss Town Square, My Mövenpick Marketplace is at the heart of the hotel, providing guests with a unique experience connected to the destination and local community.



MY MÖVENPICK MARKETPLACE

瑞享巧克力时光

瑞享巧克力时光打造巧思妙想、沉浸式的巧克力体验。凭借纯正地道的瑞士食材，颠覆对巧克力的传统概念，并将巧克力的想象发挥的淋漓尽致。

Chocolate hour creates a creative and immersive chocolate experience. With authentic Swiss ingredients, the traditional concept of chocolate is overturned and the imagination of chocolate is stretched to the limit.



CHOCOLATE HOUR

瑞享家庭概念



FAMILY



瑞享家庭概念 – 从育儿产品、儿童菜单，让父母和孩子都能轻松度过假期。

还有儿童俱乐部—小鸟俱乐部，甚至还创建了瑞享小鸟家庭，让一切变得更有趣!

Mövenpick family is a friendly brand to make holidays hassle-free for parents and children. We carry a full range of baby essentials and design a healthy - and visually appealing - kids' menu to enjoy in our restaurants.

There are also kids' clubs - little birds' clubs - and we've even created a Mövenpick bird family to make everything more fun!

WE MAKE

MOMENTS

缔造非凡时刻 纵享瑞士甜蜜