MOXY IS A NEW WAY OF TRAVELING IN WHICH ‘SMALLER’ IS CONCENTRATION, NOT REDUCTION.

THE PRICE DOES NOT DEFINE OUR OFFERING; IT’S A PLEASANT SURPRISE.
SMART
FUN
UNEXPECTED
SURPRISING
THOUGHTFUL
UNCLUTTERED
SEAMLESS
SPIRITED
VIBRANT
ATTITUDE
UNCOMPROMISING
PLAYFUL
COMMUNAL
CONSCIENTIOUS
YOUNG-AT-HEART
IN THE BOOK

MAKING OF MOXY
- MOXY BEGINNINGS
- WHY MOXY NOW
- GUEST PROFILE
- PHILOSOPHY
- CORE VALUES

WHAT’S INSIDE OF THE HOTEL
- THE NOW
- PUBLIC SPACE
- PUBLIC SPACE LAYOUT
- ZONES
- B&F EXPERIENCE
- B&F LAYOUT
- GUEST ROOM & BATHROOM
- GUEST ROOM & BATH LAYOUT
SUBJECT MATTER
TOOLS & RESOURCES

POWER OF MARRIOTT
POWER OF MARRIOTT
WHERE MOXY FITS INTO MARRIOTT
WE HAVE DONE IT BEFORE

MOXY ON THE MAP
MOXY ON THE MAP

MOXY IN THE PRESS

GET MOXY!
MOXY BEGINNINGS

Once upon a time
Moxy is our newest brand and is a combination of two powerful forces, Marriott International and Inter Hospitality Holding. Marriott international has 4000 open hotels and a proven history of growing some of the most successful hotels. Inter Hospitality Holding brings its rich construction experience. The brand was developed in response to a clear opportunity in the economy sector in Europe which is highly fragmented and largely driven by independent players. Moxy now breaks the compromise between style and value.
A NEW TARGET HAS FORMED | THEY HAVE UNCOMPROMISING EXPECTATIONS
The expectations of the Millennial traveler have evolved greatly in recent years - they do not believe in compromises, requiring not only distinctive style, but memorable value. They are keenly aware of their choices, gravitating towards experiences that are not only rich in vibrancy and attitude, but also great value.
THEY’RE FIERCELY INDEPENDENT
Millennial customers are confident and self-aware - well versed in how to travel in today’s tech enabled world. They appreciate the idea of hospitality over service: they want to be welcomed, and to help-themselves. They realize that self-service is the best service.
THEY’RE FUN AND ENERGETIC
Despite their independent flair, these travelers like to connect to fellow free spirited travelers on their own terms; they are independent tribesmen. They draw energy from vibrant places. They see hotels less as a place to rest, and more as an opportunity to engage.
WHY MOXY NOW | RISE OF LIFESTYLE ECONOMY

THESE BRANDS OFFER A GREAT EXPERIENCE (NOT JUST PRODUCT) AT A GREAT PRICE.

ZARA

ZARA COMING SOON www.zara.com

H&M MAGAZINE SUMMER 2012

BOHO LOVE THE NEXT CHAPTER BEST IN SHOW
WORLD ECONOMY DRIVEN BRANDS

CE (NOT JUST PRODUCT) AT A GREAT PRICE.
GUEST PROFILE
They choose a brand that personally resonate with – fun and youthful in spirit, fashion forward in design, and ahead of the curve in technology - one that allows them to move through the world without borders - Moxy.
PHILOSOPHY
Moxy offers a new way of traveling in which smaller is concentration, not reduction. In which affordability is not a sacrifice of style, nor a loss of comfort. When we say ‘less is more’, we accentuate more. Not less.
CORE VALUES
Moxy’s brand essence is best captured in **Now & Wow**.

Moxy is **thoughtful**. Every detail has been executed with the costumer’s needed in mind.

Moxy is **spirited** - always buzzing with high energy, interesting people and an energetic crew.

Moxy is **fun**. Until now what the competition offered was tired and basic – stripped of personality. Inclusive and young at heart, we challenge the status quo to shows the world what “moxie” really means.
WHAT’S INSIDE OF THE HOTEL
From the top of its ribboned façade to the bottom of its concrete polished floors, from the floor-to-ceiling art walls to the iconic guest lift, Moxy design and style is seriously considered and playfully executed. As an extension of Moxy’s youthful and uncompromising voice, design is crisp, earthy and fun. Moxy materials are natural and interesting, lighting is always appropriate and occasionally inventive.
INDIVIDUAL / PERSONAL

ZONE 1
Also known as the peace and quiet zone, this area is designed for undisturbed solo or mellow small-group pursuits. Think introvert: engaging mind, quiet voice.

ZONE 2
A little more active, the Welcome zone, which incorporates entry and living room features balances which need to happen now with what might happen next. Check-in, check-out, hang on.
ZONE 2
A little more active, the Welcome Zone incorporates entry and living room features balances which need to happen now with what might happen next. Check-in, check-out.

ZONE 3
Now things are starting to heat up. The color pops, lights sparkle and so does the mood.

ZONE 4
This is where the buzz lives. The ultimate conversation pit mashes with the high energy DJ-driven party space.
The Moxy B&F Strategy was thoughtfully designed with the target in mind - seamless, smart and fun. Our 24/7 self-service concept gives our guests access to what they want, whenever they want it. The layout allows guest to hang at their own pace - on a couch with mobile device in hand or in the scene at the bar with beverage in hand. Regardless of which path they choose, you can always sense the energy - morning, noon or night. Moxy is a fun place to be.
THE NOW | B&F LAYOUT
GUEST ROOM & BATH
When it’s time to get away from it all, the Moxy guest retreats to private quarters designed for luxurious downtime. Here, comfort meets style with natural, organic materials in rich, neutral tones, high-thread-count bedding, upscale bath amenities, flat-screen televisions and convenient USB ports. A vibrant, signature “art wall” makes a surprising statement in each room. Recharged and refreshed with their moxy once again intact, guests are grateful for the small oasis of The Quarters and ready to face the world anew.
SQUARE METERS
17 (Bathroom is 3 SQ Meters; Living Space is 14)

AMENITIES
42 inch TV
Queen-size bed
High-thread count bedding
Spacious shower
Wicked fast Wi-Fi and it’s free throughout the hotel
USB ports
Leather chair and ottoman
Motion activated lights under bed
Air play technology to connect your device
SUBJECT MATTER
BRAND STANDARDS
   Technology – Total Hotel
   Guest Room and Bathroom
   Guest Room and Bathroom – Amenities
   Bedding and Linen
   Rooms and Public Space – Services
   B&F – Product

STANDARD OPERATING PROCEDURES
   Beverage & Food
   Front Office
   Front Office – Total Hotel
   Housekeeping and Engineering

TURNKEY PROGRAMMING
   Music
   Lighting
   Scent
   Food & Beverage
POWER OF MARRIOTT
POWER OF MARRIOTT
The World's largest full service hotel operator in the World.

Over 4,000 hotels in 73 countries.

**Marriott.com** is the World’s 9th largest consumer retail site.

**Marriott Mobile** is the 3rd largest m-commerce site in the world (behind Amazon and iTunes)

**Marriott Rewards** is the industry’s most preferred loyalty program with 44 million members.
POWER OF MARRIOTT

Marriott is recognized as one of the best companies to work for and by Newsweek as one of the biggest green companies.
ADDITIONAL SERVICES INCLUDE:

**Customized Brand and Service Training Program** delivering relevant and leading-edge platforms

**Modern Marketing Programs, Social Media and PR Campaigns** focused on brand strategy

**Marriott Business Services** providing a shared services organization to transform HR and finance capabilities

**Regional/Property Marketing** eCommerce, including cluster marketing programs to supplement global campaigns

**Revenue Management** offering cluster revenue-management support for General Managers
WHERE MOXY FITS INTO MARRIOTT
WHERE MOXY FITS INTO MARRIOTT

FULL SERVICE

SELECT SERVICE

EXTENDED STAY
WE HAVE DONE IT BEFORE
Marriott has a long and proven history of establishing and successfully growing global brands. Our experience and rich history enables owners and operators to seamlessly tap into a turn key infrastructure and instantly turn on revenue, ecommerce and reservation engines that are the best in its industry.

Our formula for establishing new brands is tried and tested and our success in the select service sector is particularly renowned. Using our decades of experiences, we have a rapidly establishing scale and turning our brands into global platforms.
MOXY ON THE MAP
MOXY ON THE MAP

MILAN  Malpensa, 05.2014
MUNICH  Airport, 12.2014
BERLIN  East Station, 2015
LONDON  Royal Docks, 2015
LONDON  Stratford, 2015
LONDON  Heathrow, 2015
FRANKFURT  Airport, 2015
FRANKFURT  Eschborn, 2015
MOXY IN THE PRESS
Inter IKEA Plans a Hotel

IKEA has made a booming business out of cheap, stylish prefabricated furniture, much of it designed for tight spaces. Now, an affiliate and Marriott International Inc. are looking to create hotels in the same mold—joining a race by hotel companies to saturate Europe with low-cost rooms.

Marriott on Tuesday is expected to unveil its designs for Moxy, a new hotel brand it is developing with a subsidiary of Sweden’s Inter IKEA Group, the parent company of the IKEA furniture brand.

Inter IKEA is investing around $500 million for about 50 budget hotels in Europe in the next five years, Marriott executives say, in a partnership with the Bethesda, Md.-based hotel company and a European hotel operator.

The hotels won’t use IKEA furniture or its designers. Instead, Inter IKEA came up with novel construction techniques to keep construction costs down. Many of the hotels will use rooms prefabricated offsite and then assembled like IKEA furniture, a modular type of construction that is new for Marriott. The first hotel, in Milan, is supposed to open in a year.

Inter IKEA has been scouting for sites and thinks it will start construction on a few hotels this year, said Peter Andrews, who directs the company’s hotel business. The venture aims to build its hotels in or near office parks, airports and train and subway stations. They will cost $60 to $100 million each.

Moxy is Marriott’s first bid for younger, stylish travelers on a budget.

“This is a fresh new take on the economy segment,” said Marriott Chief Executive Arne Sorenson. “I think it will benefit from being new and combining value with style. Too much of the value product you see in Europe is devoid of style.”

Instead the rooms, with a price point around $60 ($76), were designed in Amsterdam and elsewhere by a hotel operations company called Nordic Hospitality A/S, which would operate the hotels. Marriott is the franchiser, contributing.

IKEA’s Parent Plans a Hotel Brand

Marriott Is Bringing Some Moxy to the Brand

March 5, 2013 at 6:00 PM | by Chanize | Comments (3)
Marriott and Ikea team up to chase thrifty hipsters

Barbara Delollis, USA TODAY  |  8:43 a.m. EDT March 19, 2013

Ikea has been filling college dorms, apartments and starter homes for years in the U.S. and around the world. Now, the Swedish company's teaming up with Marriott to give younger, price-conscious travelers a place to rest their heads.

UPSTART business journal

Marriott's New Partnership With IKEA: Is It Genius

Marriott International (MAI) has long been associated with its four-star and five-star hotel properties. The hotel chain, which is suing to expand its international base, is now offering economy tier three-star hotels in Europe. The offerings come through a joint venture with IKEA, the large European retailer.

Ikea Hotels will be opening in early 2014 with the first location coming to Milan. Mass call for 150 franchised locations in the first ten years of the program. Other locations listed on the new Moxy Hotels site include Berlin, Florence, and London. The company's goal is to use Moxy as a way to expand its European presence in countries including: Germany, Austria, United Kingdom, Ireland, Belgium, Italy, Denmark, Netherlands, Finland, Norway, and Sweden.

President of Marriott International Europe Tony McMahon had this to say about the new hotel chain, "We are a great opportunity to expand our market share in Europe with Moxy Hotels. The economy tier in Europe represents nearly half of total room supply, yet only 20 percent of these hotels are branded. 1 year McMahon's 50th anniversary at Marriott's entry into the economy tier. Marriott will still keep all the prices with its traditional hotel standards."

Mooxy Hotels: Ikea's Spice, But Marriott Is the Substance

MAR's new European budget hotel brand has a shot
By WS Ashworth, Travel Pulse Contributor | Mar 7, 2013, 12:47 am EDT

What do you get when you mix Marriott International (MAR) and IKEA? Hipster heaven?

Moxy notes, apparent.

This week, Marriott announced at the Berlin International Hotel Investment Forum that it is launching a three-star hotel brand in Europe in partnership with the one-stop Swedish furniture retailer. In its press release, Marriott described the new brand as

Take Marriott, mix in Ikea, target millennials and out comes Moxy Hotels

Marriott International is a lot of things: a big (800 hotels),ubo-competitive (18 brands across all lodging segments globally) 74 countries), a financial behemoth ($12 billion in 2012 revenue) and nicely profitable (60% after taxes in 2012).

According to Moe, Marriot will "not only surprise and delight" its guests but also "build a strong brand and grow the business for years to come."