



Press release

22 AUGUST 2024

Accor to open new Mövenpick hotel in Armenia



**THE UPSCALE PROPERTY WILL LAUNCH IN 2026 IN THE RESORT TOWN OF
TSAGHKADZOR**

Accor, a world leading hospitality group, today announces the signing of an agreement with 4A Capital LLC to open a new Mövenpick hotel in Armenia. Located in Tsaghkadzor, the country's most popular ski and resort town, the 198-room newly constructed hotel, **Mövenpick Resort Tsaghkadzor**, is expected to open in 2026. Guests will enjoy the best of Swiss hospitality, high-end food and beverage concepts, and access to rewards through the global loyalty programme, ALL - Accor Live Limitless.



Founded in 1948, Mövenpick pioneered the Swiss restaurant scene and evolved into a premium international hotel brand with inventive culinary excellence at its heart. Today that same generous and creative hospitality lives on in each of its 125+ hotels around the world, where cuisine serves as the cornerstone for fostering meaningful human connections, igniting creativity, and driving positive change. The destination-inspired hotels allow guests to enjoy meaningful family moments, inspiring business interactions, and moments of indulgence all over the world.

Alexis Delaroff, Chief Operating Officer of Accor New East Europe, commented: *"Armenia offers rich culture, stunning nature and world-class hospitality, which makes it the perfect destination to expand our Mövenpick brand, as it continues to make impressive strides in the wider region. This latest addition reaffirms our commitment to expanding in Armenia and highlighting its full potential to travellers around the world."*

4A Capital LLC is a fast-growing property development company with a portfolio of residential and commercial properties. As part of the development project, property investors will be able to buy some of the hotel rooms operated by a professional management company under the renowned known Movenpick brand, which will set a new investment opportunity in the Armenian real estate market.

Davit Sokhakyán, Owner of 4A Capital LLC, added: *"The signing of Mövenpick Resort Tsaghkadzor represent a significant milestone for us as we enter the hospitality market, but also a great opportunity to share experiences and synergies with a renowned international hotel partner like Accor. The new hotel will feature an elegant design and an excellent range of services to surprise and delight every guest. Not only this project will create new jobs in the local community, but will also foster new investments into the Armenian real estate market through a bespoke investment proposition, while also delivering new standards in the Armenian tourism industry."*

Thanks to its location in the heart of Armenia's most popular ski and health resorts, the new hotel will become a focal point for tourists and residents. Situated at 52 Saralanj street, the hotel will be a seven-minute drive from Tsaghkadzor Ski Resort, which offers 15 pistes and five ski lifts to sports enthusiasts of all levels. Mövenpick Resort Tsaghkadzor will be located within walking distance from the famous medieval Kecharis Monastery, and only a 40-minute drive away from the capital city of Yerevan.

The hotel will offer spacious and comfortable rooms of various categories, including standard double rooms and suites, elegantly designed and inspired by Mövenpick's Swiss



heritage. Facilities will include a high-end restaurant, a lobby bar, and rooftop lounge with panoramic mountains views. Guests will be able to enjoy the Mövenpick's renowned Swiss ice cream, finest chocolate treats and homemade sweets during the daily signature Chocolate Hour in the hotel lobby. The hotel will also feature a swimming pool, a spa centre offering an array of programmes for body relaxation and mental wellbeing, and a modern fitness centre. For business meetings and special events, Mövenpick Resort Tsaghkadzor will feature several conference facilities.

Mövenpick Hotels & Resorts is present in 38 countries with over 125 hotels. The network continues to expand, with over 80 committed projects set to debut over the coming years. Mövenpick is a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty programme providing access to a wide variety of rewards, services, and experiences.

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ABOUT ACCOR

Accor is a world-leading hospitality group offering experiences across more than 110 countries with 5,700 properties, 10,000 food & beverage venues, wellness facilities and flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 45 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor is focused on driving positive action through business ethics, responsible tourism, environmental sustainability and community engagement. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit group.accor.com.

ABOUT 4A CAPITAL LLC

4A Capital LLC is a fast-growing property development company with distinct focus on sustainable practices and green construction. The company owns a portfolio of residential and commercial properties raised in strict conformity with highest international standards by using cutting edge technologies. 4A capital brings together the best-in-class industry experts to create added value for beloved customers. This is the vision and the eternal promise of '4A' brand, which stands 'For Armenia', symbolising care and dedication. In 2023 4A Capital decided to enter the hospitality market with its new project – Mövenpick Resort Tsaghkadzor – to elevate the domestic and inbound tourism landscape with international best practices and expertise.

Press Contacs

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