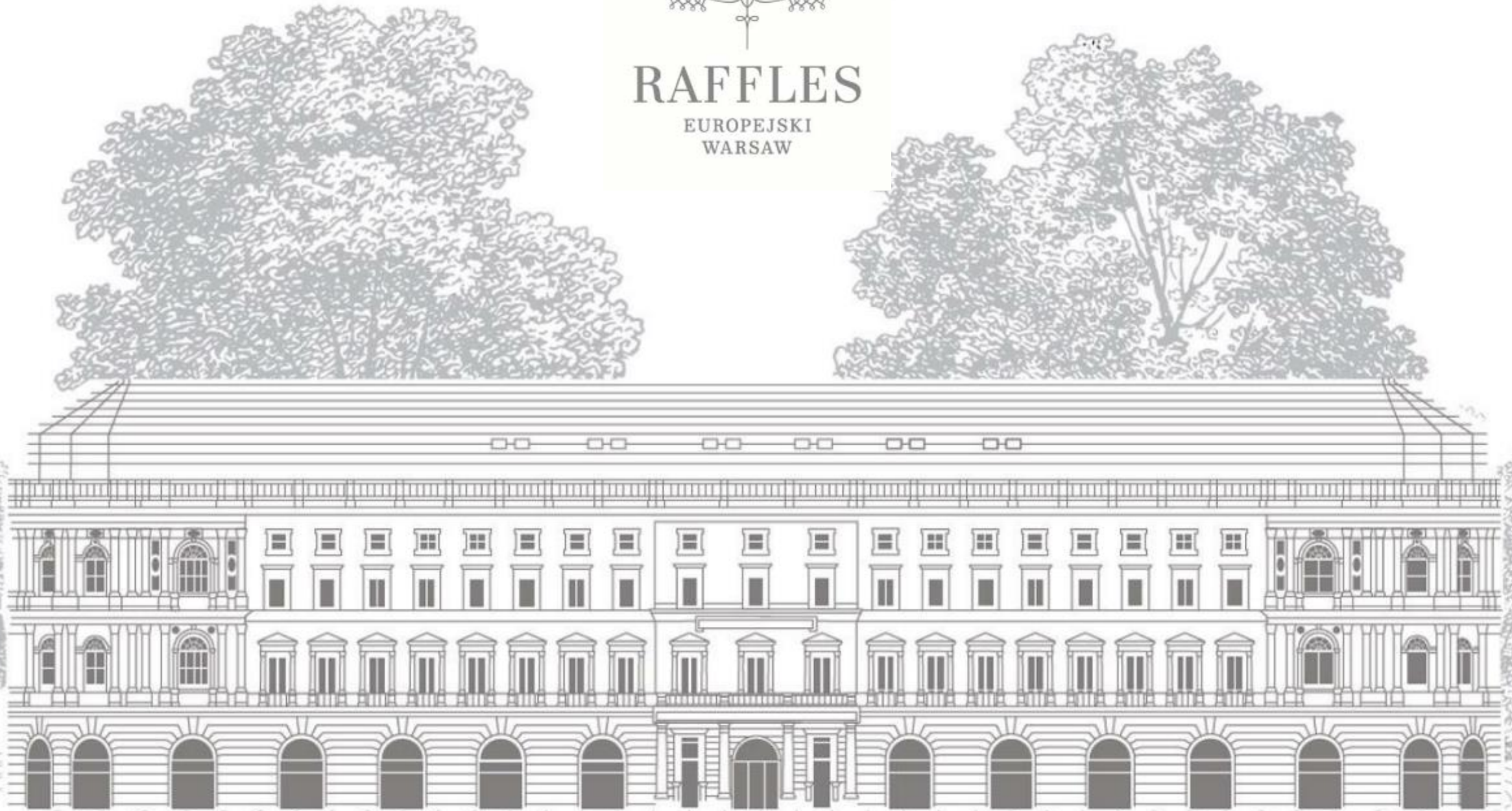




RAFFLES

EUROPEJSKI  
WARSAW



# A History of Hospitality



Founded in 1857 and considered one of the finest hotels of the 19th century is set to return to the vibrant heart of Poland's capital, dazzling with the same glamour that made its name 160 years ago; enriching local life with its display of modern art and setting a benchmark for luxury previously unseen.







**RAFFLES**

EUROPEJSKI  
WARSAW







**Raffles Europejski Warsaw**

## Key Messages

A true icon

At the heart of  
Warsaw

Timeless  
Elegance

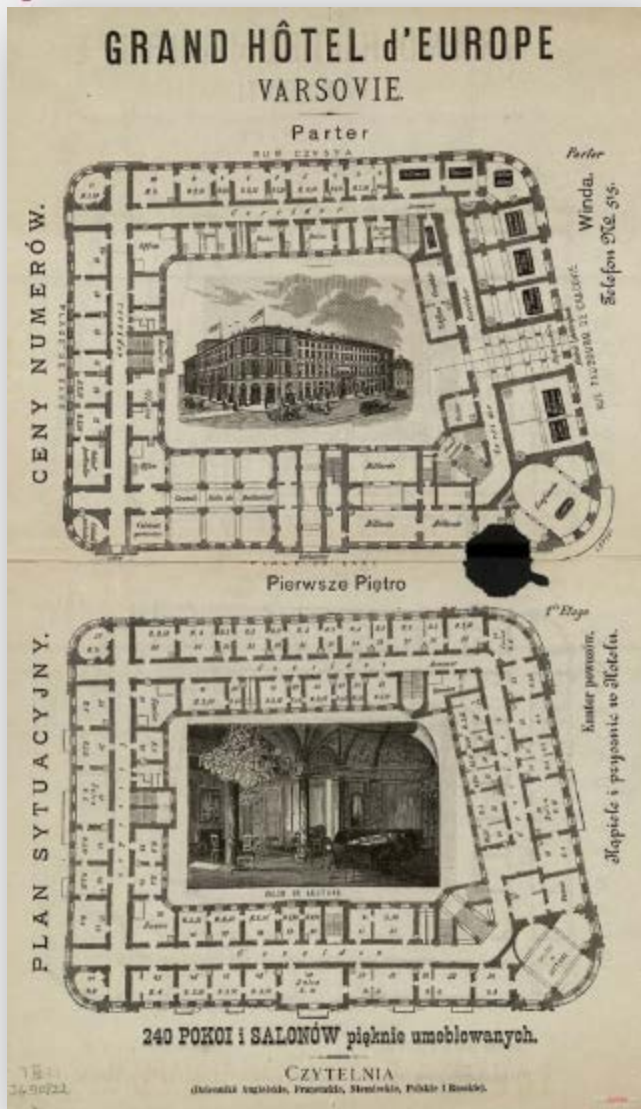
An artistic  
heaven

Telling stories





# A true icon



This is a building with a soul.  
One that has been at the center of Warsaw's society for decades.

One that is deeply engrained in people's memories and lives.

It is a hotel that has in the past stood apart from all others.

One that has reflected a different level of hospitality and sophistication. And it is one that will once more stand apart as an icon for the city and for Europe.





# Raffles *Europejski Warsaw*

## **An eminent location**

Raffles Warsaw is located in one of the most prestigious locations in the city. On the historic royal route, bordering the presidential palace and overlooking Pilsudski Square. It is at the heart of the city – providing perfect access to all it has to offer



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ODPOVEDI  
K 10.000 22-11-11





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# Raffles *Europejski* *Warsaw*

## **Timeless elegance**

Raffles Warsaw brings together what the classic exterior of a grand hotel, the best of contemporary design, the artistry of Poland and the heritage of a cultural icon – creating something that’s historic but timeless, relevant but with soul.



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# Raffles

## *Europejski Warszawa*



### **An artistic haven**

The hotel has long been a haven for those with a love of art. In the past artists - including Józef Chełmowski, Antoni Piotrowski, Adam Chmielowski and Stanisław Witkiewicz - made the upper floor their studio and the hotel displayed countless works.

Today Raffles Warsaw continues that tradition. Every room displays original works. All have been carefully curated to showcase new and established artists and the very best of Polish creativity.





# Telling stories



Raffles Europejski Warsaw has long been a big part of the narrative of the city. It is a place full of stories and legends – of people and events that have shaped Poland and the world.

We recall and celebrate those stories – and create stories for the future.







# Relaunching an icon

106 rooms and suites  
Restaurant, bar, patisserie, cigar lounge  
Ballroom, patio  
Spa and swimming pool  
Luxurious retail shops and offices



# What is unique in our rooms?

106 classically stylish rooms and suites, whose natural oak floors, contemporary Polish art and well-filled libraries offer a warm home-from-home feel, leading into sophisticated marble bathrooms with Art deco accents. Tech-savvy travelers will appreciate all connectivity and technology hidden in classic beauty of interiors.





# Room Categories



- 28 Deluxe Rooms 40 – 45 sqm
- 40 Raffles Rooms 46 – 75 sqm
- 24 Junior Suite 60 – 81 sqm
- 6 Grand Suite 78 – 91 sqm
- 6 Signature Suite 68 – 86 sqm
- 1 Raffles Suite 293 sqm
- 1 Presidential Suite 272 sqm



# Unique Selling Points

- 24 hour Butler service offering ultimate and discreet, bespoke experience
- Complimentary two way airport pick-up with a limousine for all suite reservations
- Complimentary non-alcoholic beverages in mini bar & coffee facilities
- Bespoke Blaise Mautin in room amenities

# Unique Selling Points

A modern, elegantly furnished hotel room. The room features a large bed with white linens and a light blue throw blanket. A teal armchair and a matching ottoman are positioned near the bed. A desk with a white top and a dark wood base is in the foreground, with a black chair and a lamp. A television is mounted on a stand in the background, displaying a city street scene. Large windows with light-colored curtains offer a view of a city street. The room is decorated with a large rug, a floor lamp, and various decorative items.

- Biggest room size in the city starting from 40 sqm
- Quality of materials and craftsmanship
- Keeping the spirit of grand hotel
- Authenticity and heritage

# Unique Selling Points

- Biggest suites generously spacious and giving possibility of creating 3 bedroom suites
- Art & history tours offered by the Art Concierge Manager
- Luxury retail shops and offices space to rent
- Our memory rooms will walk guests through fascinating history of the hotel

















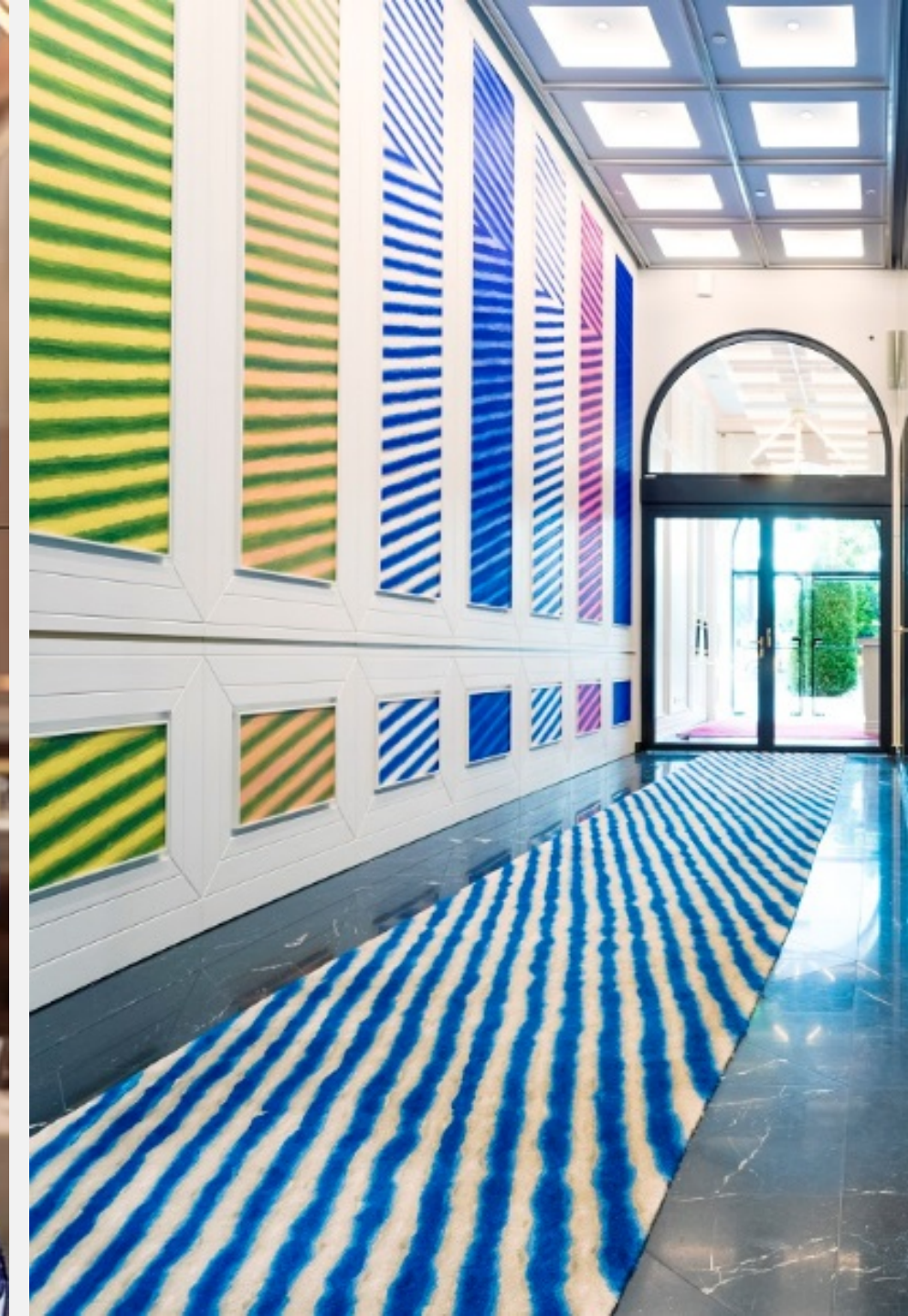
# Heritage and future – our venues

Our restaurant and patisserie used to be favorite place for Varsovians. Here all guests felt welcome, cared for and understood. Today we reinventing the iconic services of the past and set the standard for hospitality.



# Unique Selling Points

- Europejski Grill brings together Polish flavors and new culinary techniques, innovative interpretations of classic Polish dishes
- Locally sourced ingredients and products
- Summer terrace opens on one of the most prominent squares in the capital
- A contemporary destination dining venue for local residents as well as hotel guests
- Additional 2 private dining rooms give intimacy and guarantee best service



# Unique Selling Points

- Long Bar will combine extraordinary design with best in Warsaw cocktail offering
- Raffles signature drinks will be reinterpreted in local versions
- Unique cooperation with Chopin Vodka resulted in bespoke spirit Europejski Vodka produced and bottled exclusively for Raffles Warsaw
- Humidor - place to savour the best cigars, perhaps a pipe and the city's most amazing collection of single malts, brandies, Armagnac and liqueur







# Unique Selling Points

- Lourse Warszawa – return of the legend - iconic gathering place amongst writers, poets and local residents
- Old recipes are rediscovered and reinvented but culinary techniques remain impeccable

# Unique Selling Points



- Pavilion and patio— an oasis in the heart of the city offers unique ambience
- Europejski Ballroom - luxury destination for special Events
- Functional meeting rooms and private spaces welcome all events from business meetings to the most intimate of celebrations.

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- Functional meeting rooms and private spaces welcome all events from business meetings to the most intimate of celebrations.

# Unique Selling Points

- Rich story of the hotel told in memory rooms
- Emotional journey showing 161 years of Europejski
- Tribute to beautiful heritage and tradition

# Unique Selling Points

- Biggest hotel spa in Warsaw
- History kept in details
- Pool with upstream
- 6 treatments rooms, gym, saunas, steam rooms



# Raffles Europejski Warsaw

## Rooms & Suites

- 28 Deluxe Rooms
- 40 Raffles Rooms
- 24 Junior Suites
- 6 Grand Suites
- 6 Signature Suites
- 1 Raffles Suite
- 1 Presidential Suite

## Restaurant & Bars

- Europejski Grill
- Long Bar
- Lourse Warszawa
- Humidor
- Pavilion

## Raffles Spa

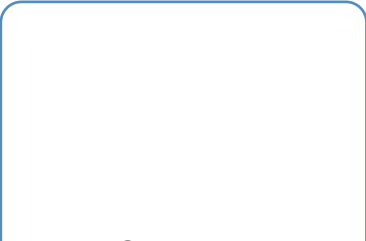
- 5 treatment rooms
- 1 couple room
- Gym
- Sauna & steam room
- Upstream indoor pool

## Meetings & Events

- Europejska Ballroom (325 m<sup>2</sup>)
- Three Colours (100 m<sup>2</sup>)
  - Red (33 m<sup>2</sup>)
  - White (33 m<sup>2</sup>)
  - Blue (33 m<sup>2</sup>)







**Gregory  
Włodarczyk**  
Director of Sales &  
Marketing



**Wladimir Gromnicki**  
Intern



**Nergis Sevim**  
Director of Marketing &  
Communication

**Ilona Brodowska**  
Business Development  
Manager

**Katarzyna  
Mielczarek**  
Sales Manager

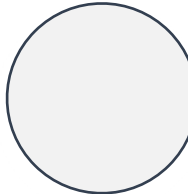
**Leszek Kaminski**  
Sales Manager

Sales Manager

**Justyna Domanska**  
Director of Events  
Management



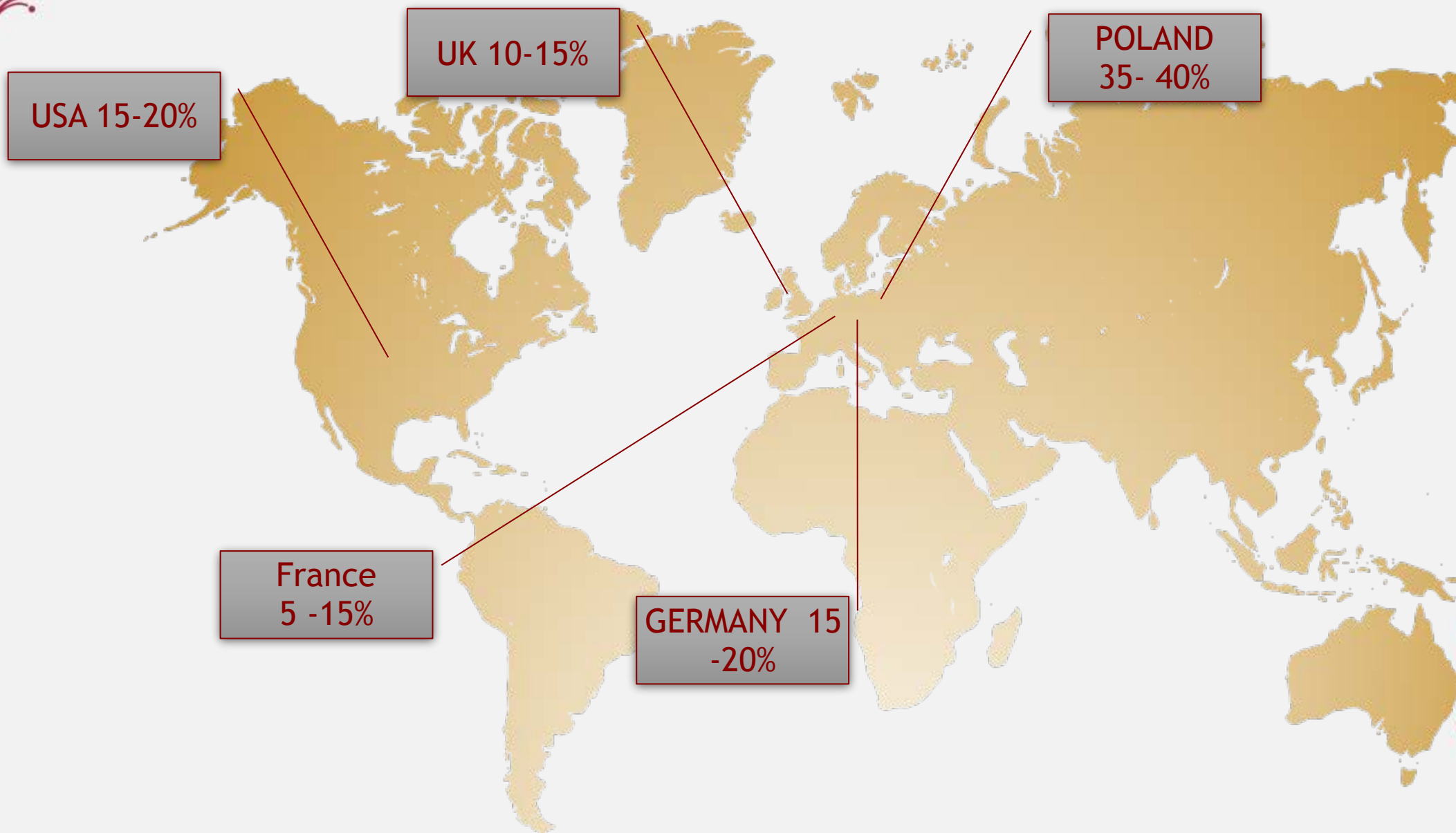
**Inez Wasiak**  
Digital Marketing &  
Communication Coordinator

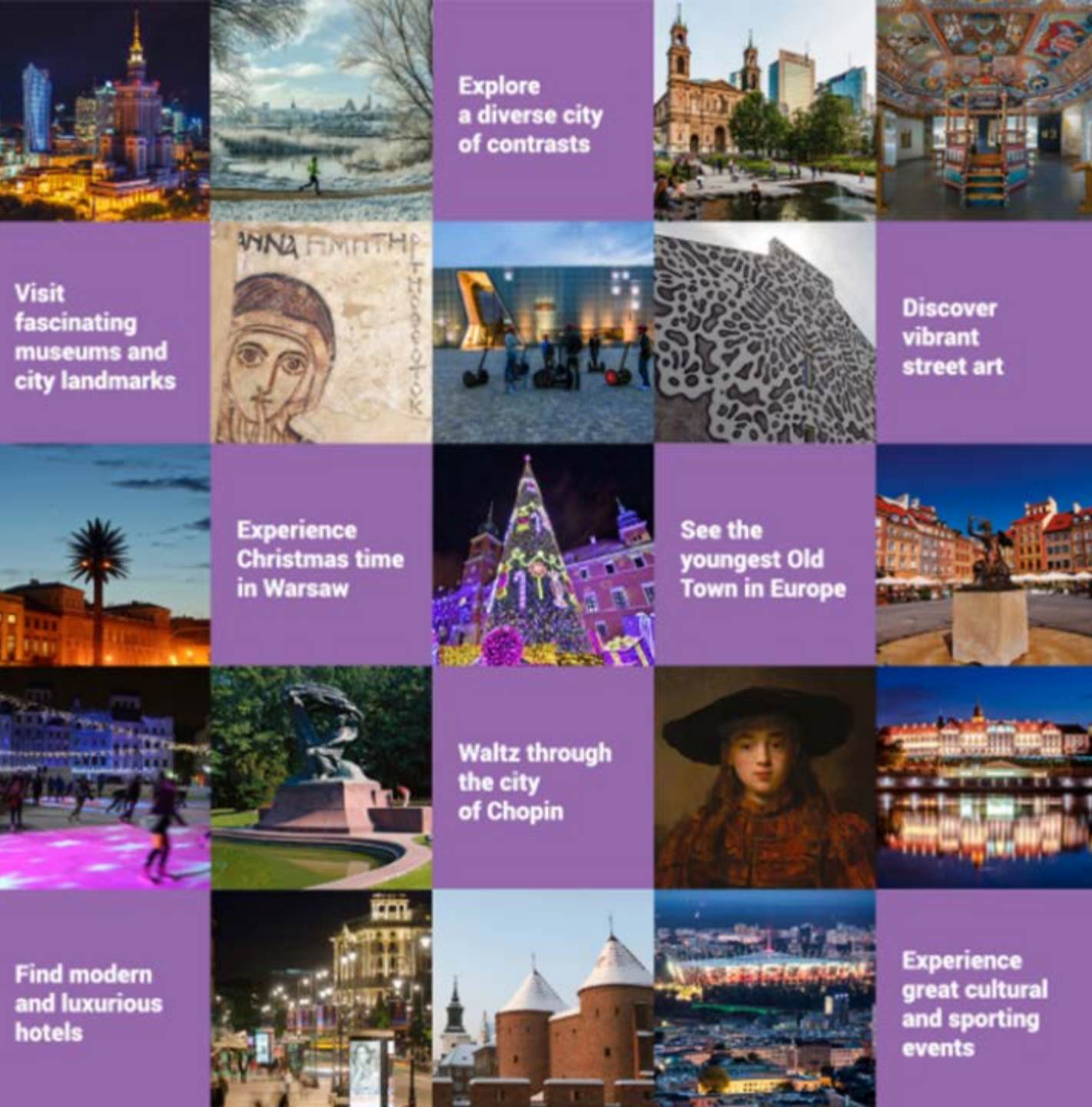


Alina Paczkowska  
Events Coordinator



# Feeder Markets





Explore a diverse city of contrasts

Visit fascinating museums and city landmarks

Discover vibrant street art

Experience Christmas time in Warsaw

See the youngest Old Town in Europe

Waltz through the city of Chopin

Experience great cultural and sporting events

Find modern and luxurious hotels

64%  sightseeing

48%  rest

48%  learning about the culture, history and local customs

17%  visiting relatives or friends

13%  entertainment (club, disco, pub)

Domestic arrivals

17 905 000

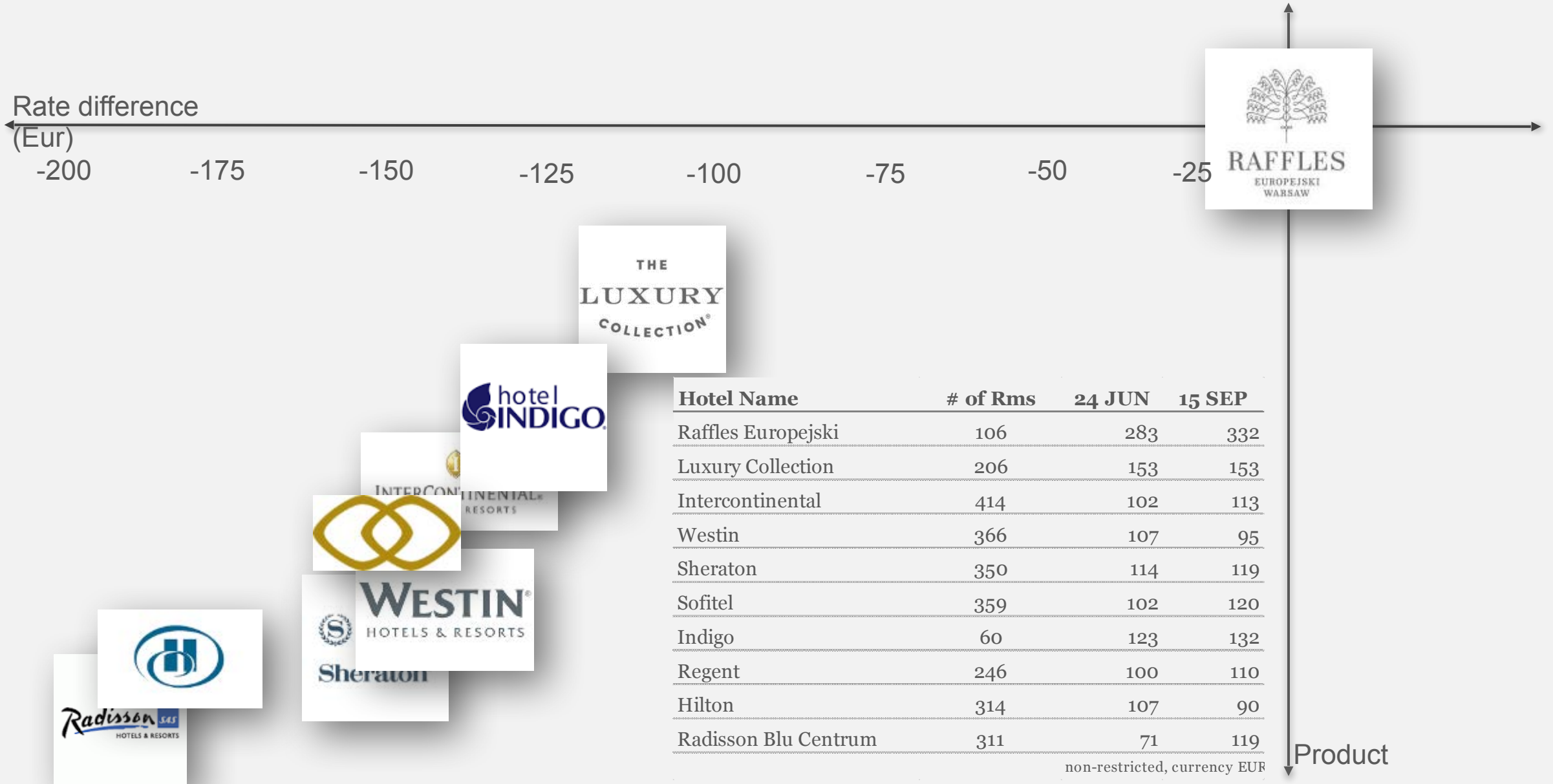


International arrivals

2 887 000



# Our marketplace





# Business mix

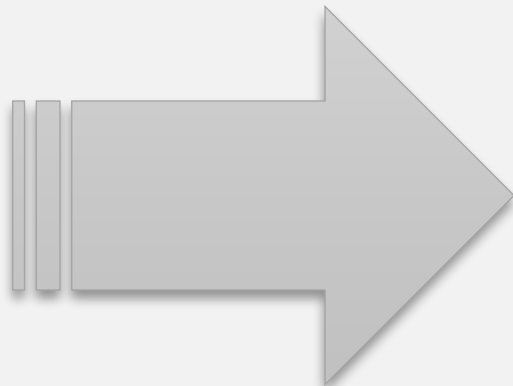
Transient  
70 %



60 -65 %

Web and hotel direct  
OTAs  
Consortia and luxury consortia  
Wholesale and TAs

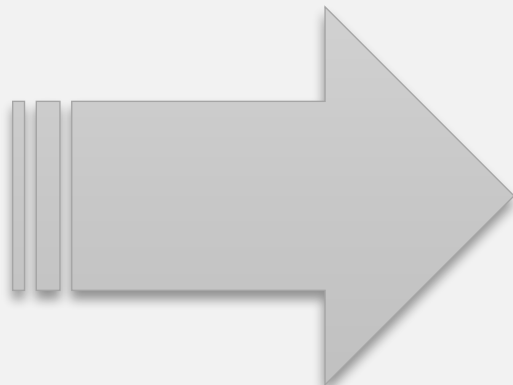
Corporate  
17 %



20 %

Local accounts  
RFI and RFP

Groups  
12 %



15 - 20 %

Mainly business groups  
Incentive groups  
Entertainment and sport  
Leisure





# Corporate

- Strong local recognition but associated with lower rates
- Corporate rates starting from 180 Eur
- Possibility of seasonal rates
- Minimum commitment – 20 RNs
- Series of events for local accounts during soft opening
- Raffles roadshow in Polish regional cities

Narrow group of corporate guests

ADR Focus

2019 RFP process

Push for higher room categories





# Groups and banquet

- Warsaw emerging destination
- High seasons March – June, September – November
- Traditionally soft periods are December – February and summer
- Positive backlog for first months of operations
- Group rates starting from 180 Eur (BB)
- Targeted group size up to 30 – 40 rooms per night (maximum 50 – 60)
- 13 twin rooms in Junior Suite category

Incentives

Tour series

Sport

Push for higher room categories





# Groups and banquet

- Locally best banqueting product and quality
- Flexible meeting space and unique spaces
- Presidential and Raffles suite for private events
- Private dining rooms in restaurant
- Wide DDR offer from 70 Eur
- Internationally experienced chefs

325m2 Ballroom

Conferences and meetings up to 200 pax

Potential cooperation with Sofitel





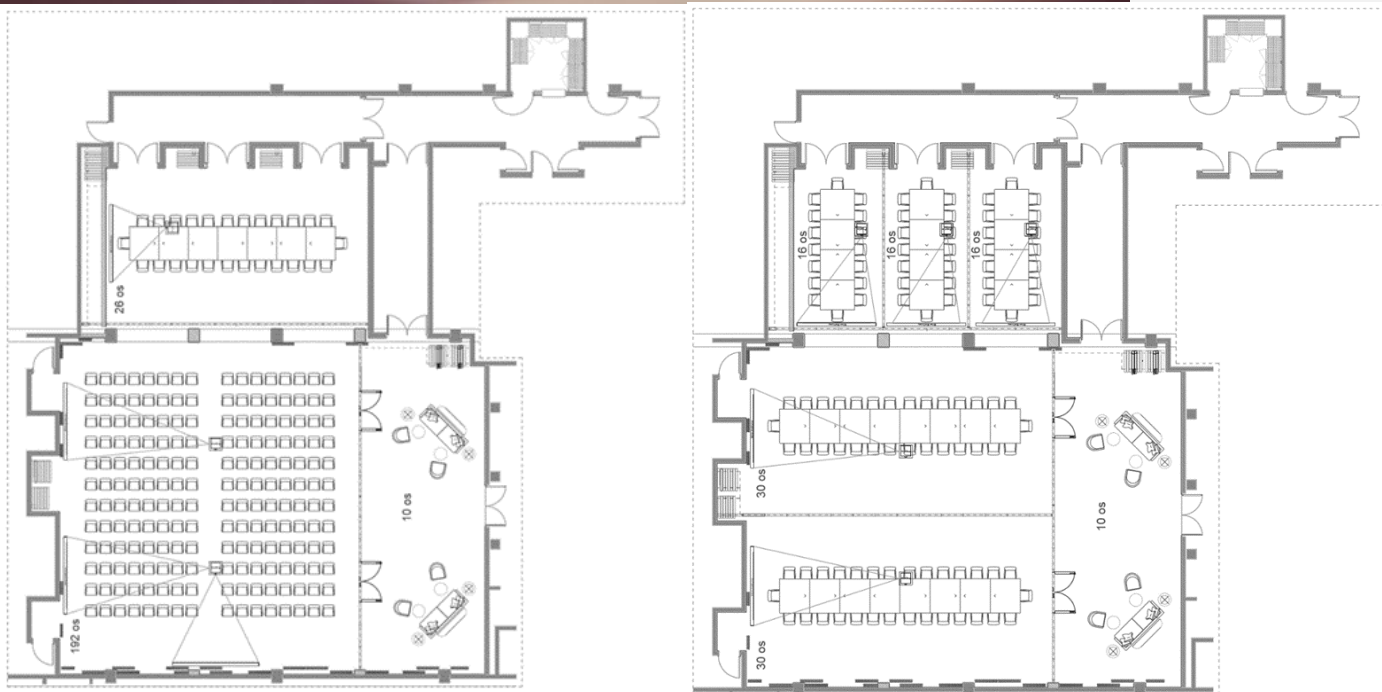


# Groups and banqueting

For social gatherings, from wedding to intimate events, the Europejski Ballroom creates a stunning backdrop.

Europejski Ballroom 325 m<sup>2</sup> (125m<sup>2</sup> +125m<sup>2</sup> +75m<sup>2</sup>)

Three colors 100 m<sup>2</sup>:  
Blue 33m<sup>2</sup>  
Red 33 m<sup>2</sup>  
White 33 m<sup>2</sup>





# @raffleseuropejski





## **Raffles Europejski Warsaw**

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