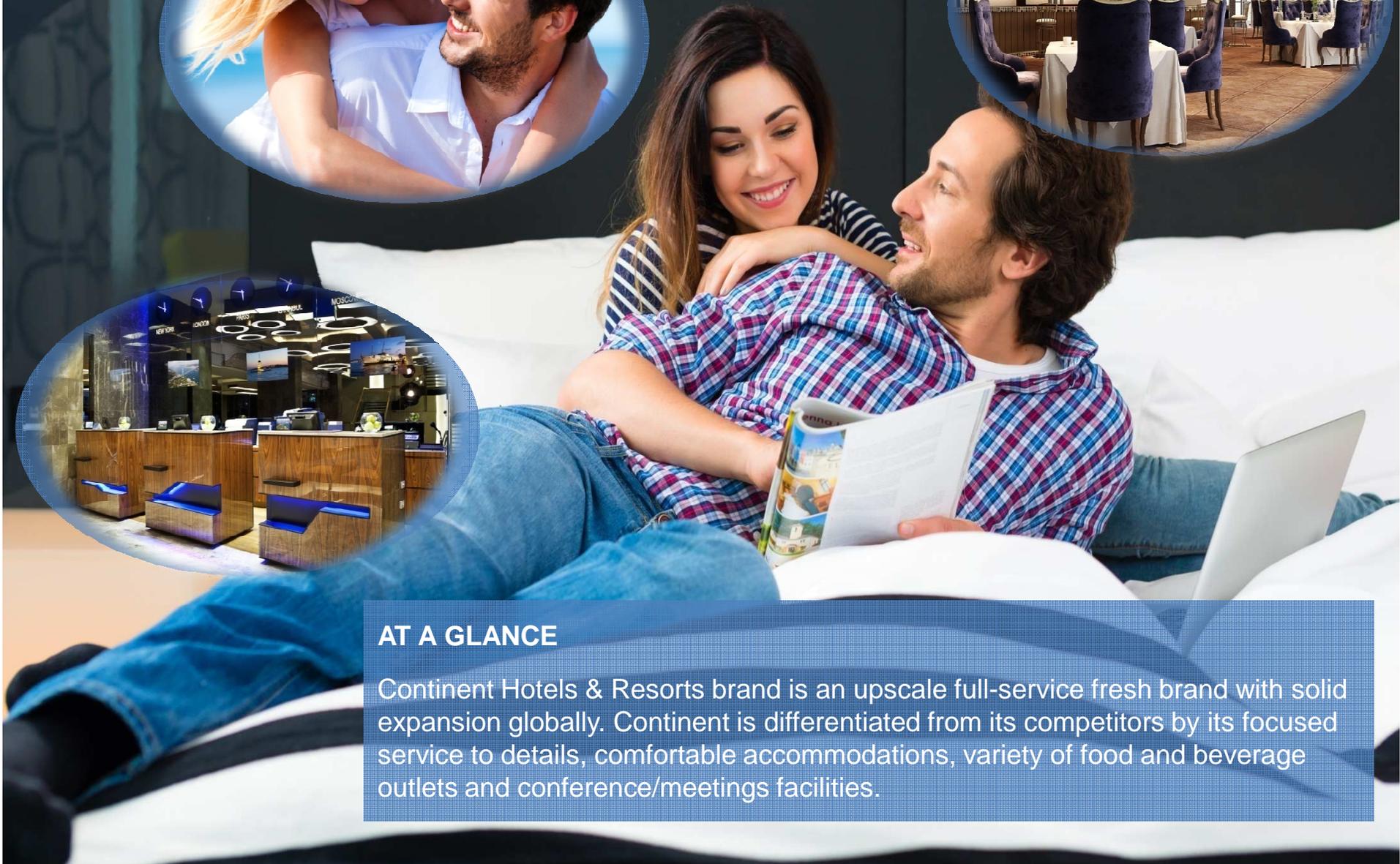


Expect

More...

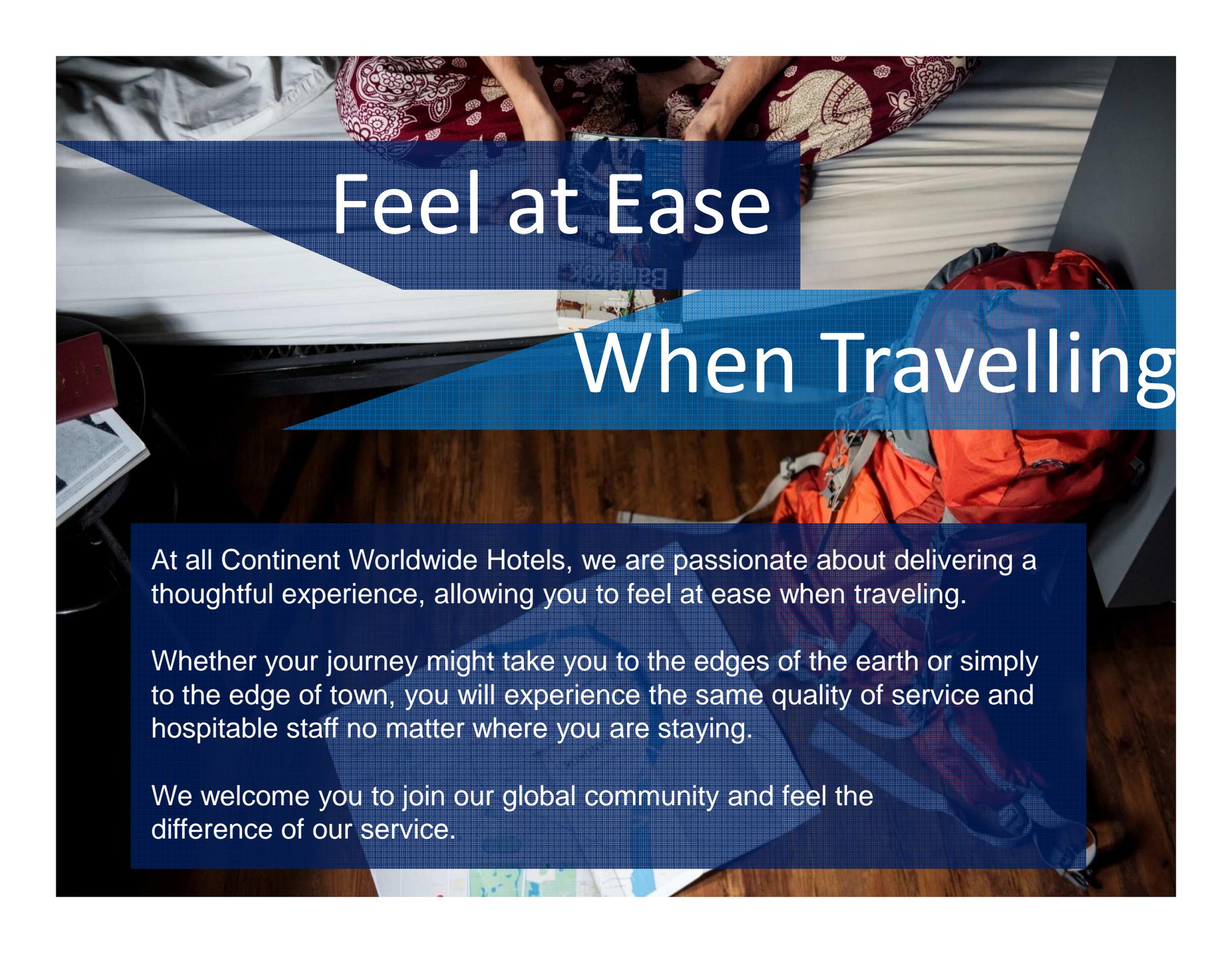


**CONTINENT**  
HOTELS & RESORTS



## AT A GLANCE

Continent Hotels & Resorts brand is an upscale full-service fresh brand with solid expansion globally. Continent is differentiated from its competitors by its focused service to details, comfortable accommodations, variety of food and beverage outlets and conference/meetings facilities.



Feel at Ease

When Travelling

At all Continent Worldwide Hotels, we are passionate about delivering a thoughtful experience, allowing you to feel at ease when traveling.

Whether your journey might take you to the edges of the earth or simply to the edge of town, you will experience the same quality of service and hospitable staff no matter where you are staying.

We welcome you to join our global community and feel the difference of our service.



# Stylish...

Celebrating the joy of living, **Continent** creates an experience that is fresh, stylish and surprisingly simple. The brand translates tomorrow's thinking into smart, useful applications that make a difference to today's guest stay.

Continent Hotels offers a full range of services and food and beverage outlet options tailored to the needs of business and leisure travelers.

Comfortable guest rooms with a full complement of variety of amenities, conference and event facilities and creative food and beverage options provide an inspiring setting for successful meetings and social occasions.

Continent Hotels are conveniently located in urban, Suburban, airport and resort destinations.

## GUEST PROFILE

Continent Hotels welcomes individual business and leisure guests as well as small to large groups, meetings and conventions. Our guests are mid- to upper-income individuals and they are travel decision-makers. They are often the ones planning trips with friends and family.





#### TYPE

New Construction  
& Conversion



#### CATEGORY

Upper Upscale  
Upscale



#### LOCATION

Urban, Sub urban  
Resort



#### MARKET SEGMENT

Modern Savvy  
Business & Leisure  
Traveler



#### OPPORTUNITY

Managed and  
Franchised



#### GEOGRAPHY

Worldwide



#### ROOM NUMBER

60 +

# The Property

#### HIGHLIGHTS

- High-speed internet
- Complimentary Breakfast
- Fitness Center
- Business Center
- Fine Dining Restaurant
- Variety of F&B Outlets
- In Room Dining
- Mini Bar

A person is shown from the side, wearing a light blue shirt and a black watch, writing on a document with a blue pen. The desk is wooden, and there is a coffee cup and some papers nearby. The background is blurred, showing a window with blinds.

Business travel destinations and traveling frequencies increase more and more each day.

Continent Worldwide Hotels transforms this potential into a successful investment.

With an innovative, functional and profitable approach, the Traditional Mediterranean Hospitality is redefined at **Continent**.

The business life evolves, so do the needs of business travelers.

The business travels are expected to be more efficient and comfortable.

And so, freed from all uncomfortable services, **Continent is a concept** optimized for a better business travel.

**An advantageous investment with the most owner friendly franchise opportunity...**



*Solid Partnership with Solid Partner...*



## Our Expertise

We have the know-how and we offer a promising future through our profession.

- Pre-opening support
- Technical support
- Hotel management
- Food and beverage services
- International sales
- Sales & Marketing
- Corporate communications
- Revenue management
- Digital Sales & Marketing
- Accounting
- Purchasing
- Human resources
- Training

*We're by the side of our Investors...*



# MOST FLEXIBLE BUSINESS PARTNERSHIP MODEL IN THE MARKET



**DO WHAT YOU  
WANT TO DO...  
LET US DO  
THE REST...**

Being part of a hotel brand should empower you, not strip you of your freedom, your autonomy, or your hard-earned money.

We offer a difference that makes all the difference.

In an effort to continue that demand and bring more hotels into our System, especially in this current economical condition and financial crises, now **Continent Worldwide Hotels** is introducing new Franchise Licensing model with very reasonable fees for the hotel owners who runs hotels independently while the current lodging industry trend in which major hotel chains are increasing the percentage of fees they take from franchisees.

From the moment you become a **Continent “Franchise Licensed”** owner, and throughout your entire relationship with us, we work with you to ensure success. And we do so by offering an exceptionally high level of service and support that is unique in the industry – often at up to quarter the price of other brands.

As a “Member” and business partner, you don’t just become part of a corporate structure; you become part of a family. It’s a decision you can be 100% confident in, because we are behind you all the way.



# CONTINENT

Worldwide  
*Grow Fast, Grow Smart*



This is not an offer.

An offer will only be made in compliance with those laws and regulations, which may require we provide you with a Franchise Agreement.

Most hotels are independently owned and operated, with the exception of certain hotels managed or owned by an affiliate or Regional Master Licensee Partner Companies.

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