

MONS

# ANFORDERUNGSPROFIL MOOONS

**MACRO LOCATION:**

- METROPOLITAN CITIES WITH MORE THAN 500.000 OVERNIGHTS
- YEAR-ROUND DESTINATION EXCELLENT INTERNATIONAL ACCESSIBILITY
- WELL BALANCED BUSINESS/LEISURE, GROWING DEMAND
- CRITICAL MASS FOR NEW LOCATION: 150 -250 ROOMS

**MICRO LOCATION*****MUST HAVES:***

- VERY GOOD VISIBILITY & ACCESSIBILITY (PUBLIC TRANSPORT, AIRPORT, ETC.)
- URBAN SURROUNDINGS, LIVELY NEIGHBORHOOD
- DEMAND GENERATORS IN CLOSE VICINITY (BUSINESS & LEISURE)

***NICE TO HAVE:***

- PREFERABLY NEW BUILT
- NICE VIEWS, NO OPPOSITE NEIGHBORS (SQUARE, PARK, ALLEY, ETC.)
- ATTRACTIVE PUBLIC AREAS (ROOF TOP OR GARDEN TERRACE ETC.)

***KEY FACTS:***

- MIN 5000 SQM GFA/120 ROOMS
- GOOD FOOTPRINT: BUILDING 15 M TO 16 M;
- EFFICIENT SPACE PROGRAMME

