

# Open your own



B&B Hotels Madrid Airport T1 T2 T3 • Spain



# Join B&B Hotels:

Europe's Fastest-Growing Value for Money Hotel Chain with already **760 Hotels**.

Master a **Powerful**, Industry-Leading Concept Pioneering in its CSR commitments.

Bring **Quality Hospitality** at the Best Price to Your Region.

B&B Hotels Madrid Getafe · Spain





**At B&B HOTELS**, we refuse to be conditioned by the traditional standards of our industry: we focus on the essentials that are the most in line with people and society.

## VALUE FOR MONEY

“Only pay for what you use”. Optimised pricing for carefully selected services: our prices are calculated to be very fair and we make no compromise on what is most important for a pleasant stay: a comfortable bed, a generous breakfast, a robust wifi and a modern design.

## SUSTAINABLE TRAVEL ACCESSIBLE TO EVERYONE

More sustainable does not necessarily equal more expensive. CSR commitment is a debt. 38% of customers seek information about CSR efforts before booking, 54% filter their choice of hotels based on certification.

**B&B HOTELS is the only CSR certified hotel chain to date.**

*Sources: Publicis Sapient Leisure Travel Report 2021 Hotel Tech Report 2021.*



*B&B HOTEL Vila do Conde*





**Our teams**, both at the employee level and at the hotelier level, are dedicated to push the boundaries of hospitality beyond value for money.

**They keep on searching and finding the best quality, solutions, services and prices for our customers as well as our franchisees and investors.**



## B Simple

**In our quest** to make smart travelers take out the most of their hotel expense, we work hard on removing what is superfluous and focusing on what is truly useful and meaningful for them, depending on where they are staying.



B&B Hotels Madrid Centro Puerta Del Sol

## B Sustainable

**At B&B Hotels,** we strive to apply our social engagement everywhere, and our design and conception are no exceptions.



B&B Hotels Gent Centrum

### Plastic Free

Our rooms will be free of single use plastic by the end of 2023

### 1kg CO<sub>2</sub>e per room per day

Our carbon footprint is 1kg CO<sub>2</sub>e per room per day - one of the lowest rates in the industry\*

\* 2019, scope 1 & 2 per day, per room available in France, Germany, Italy and Spain.



We create modern space,  
with essential designs  
and thoughtful services to  
**offer an unique and  
reasoned experience**  
around the world.

ESSENTIAL DESIGNS  
APPROPRIATE FACILITIES  
THOUGHTFUL SERVICES

B&B Hotels Madrid Arganda · Spain



**COMFORTABLE BED**

Our double beds are 160 cm wide and they are equipped with mattresses and pillows of superior quality, to ensure a comfortable sleep.

**GENEROUS BREAKFAST**

Our breakfast buffet is generous and varied, and the products come from our partners, local and committed producers, to start the day off well.

**DIGITAL EXPERIENCE**

We guarantee a flawless connectivity, a very high speed wifi for all our guests' needs, as well as a 100% digital journey at their discretion: online check-in, self check-in, e-concierge.

**MODERN DESIGN**

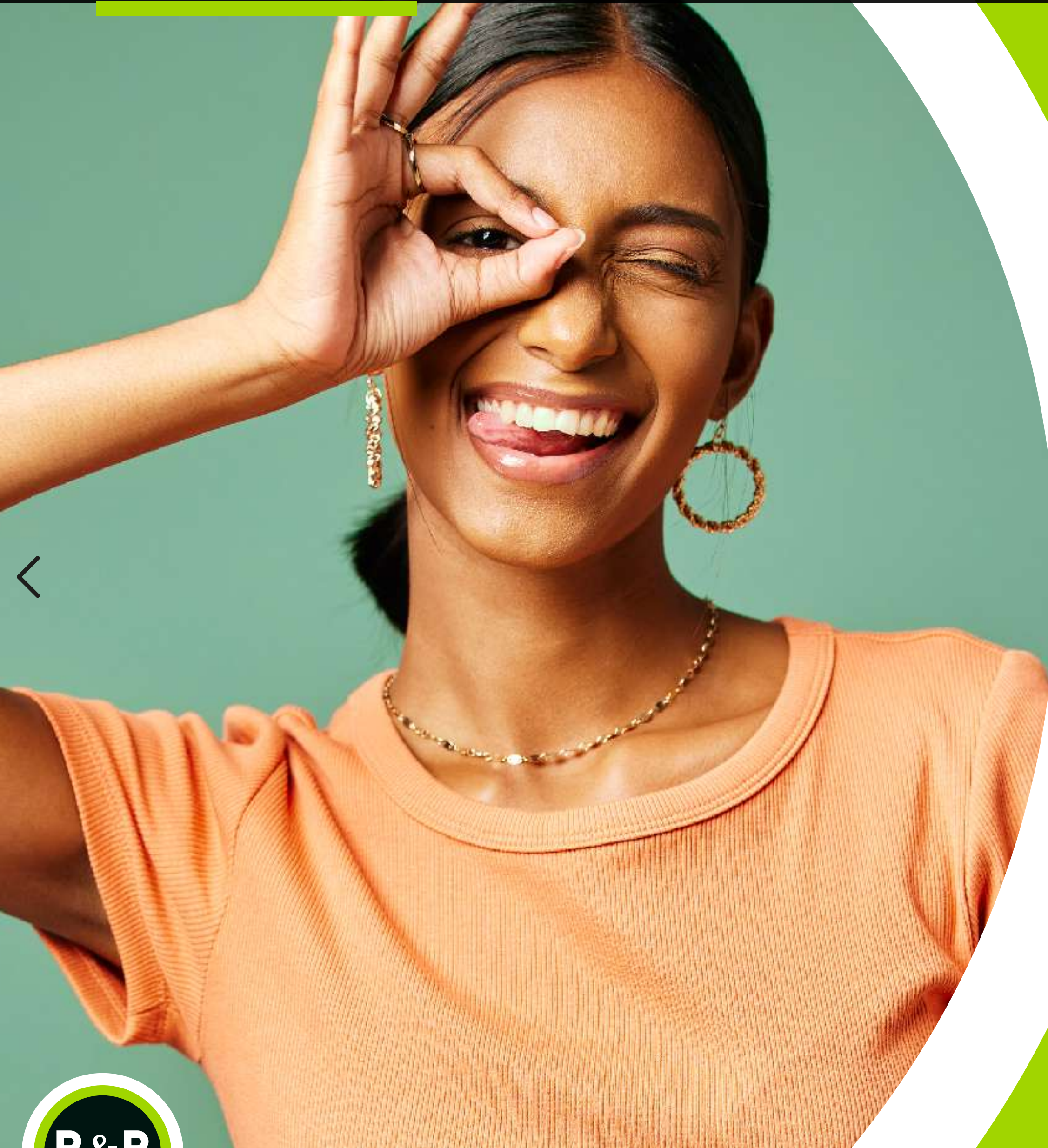
Our hotels have a contemporary design and rooms furnished to be functional yet comfortable, for a pleasant stay.

**WARM WELCOME**

Our hotel managers and their teams welcome our guests with simplicity and authenticity, in a warm setting and they are always attentive to all their needs.







Who will be appealed ?

**Smart people,**  
whether they are travelling  
for business or leisure,  
who are seeking for maximisation.



They are open minded, ready to try new brands to get the best value for money.



They don't want to pay for things they don't need, but want standard criteria to be met with excellence and style, beyond their expectations.

Whatever the destination, for them,  
**B&B HOTELS** is always the ideal choice  
delivering the highest value on core **essentials**  
**for the best price.**



# Common Area



B&B Hotels Lisbon Montijo • Portugal



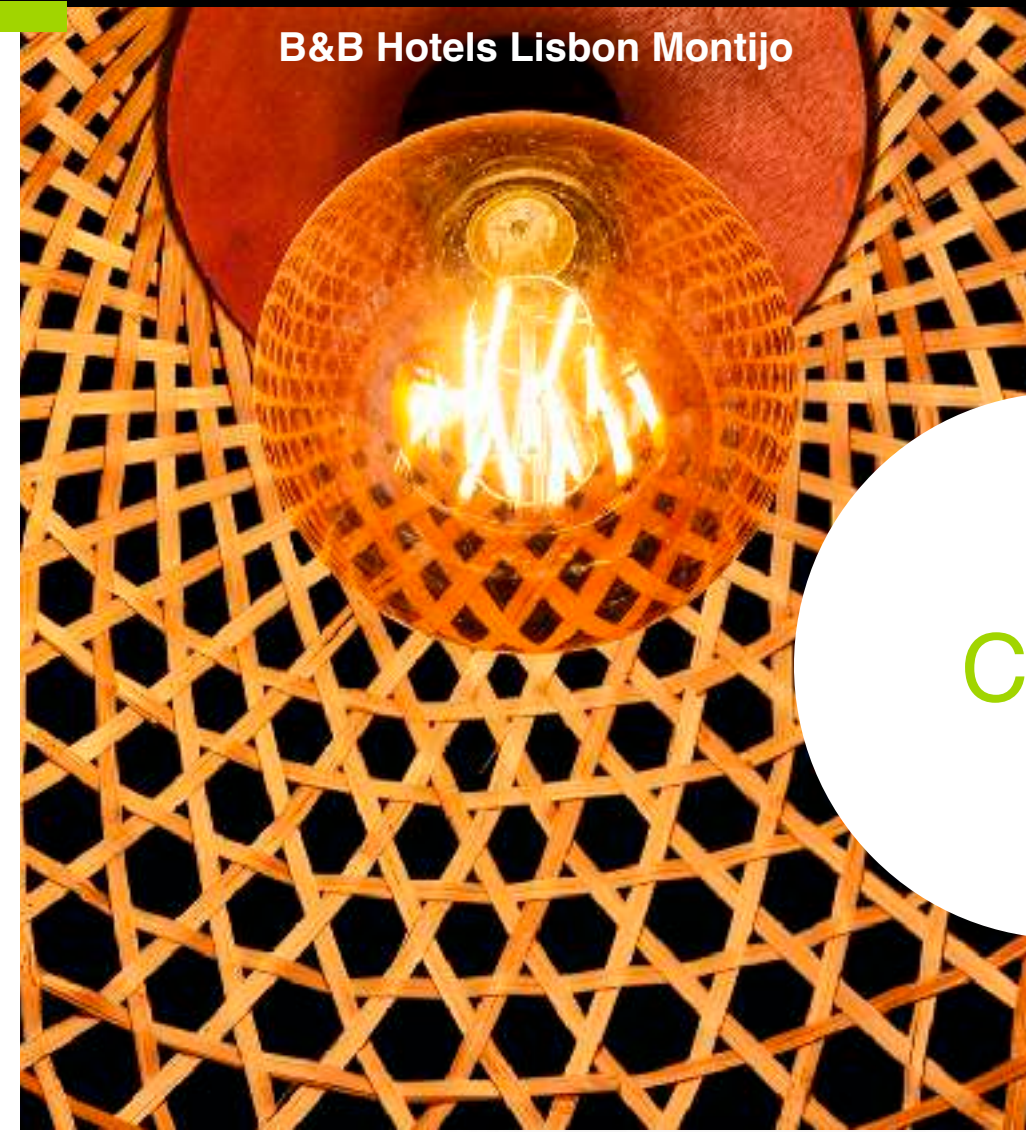


B&B Hotels Porto Expo Aeroporto



Welcoming

B&B Hotels Lisbon Montijo



Cozy

B&B Hotels Lisbon Montijo



Chill

B&B Hotels Lisbon Airport



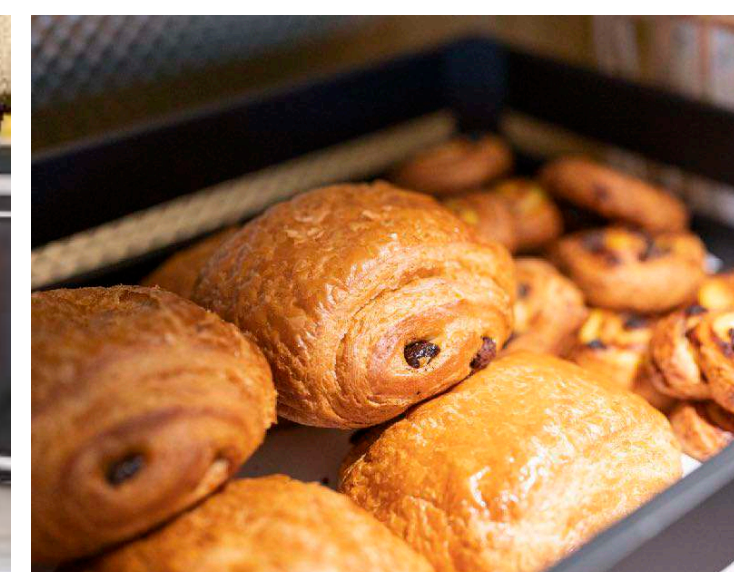
B&B Hotels  
Gent Centrum



B&B Hotels Gent Centrum

Efficient

B&B Hotels Gent Centrum



B&B Hotels Famalicao Portugal





**At B&B Hotels,**  
our commitment to providing our guests with the best value for money means that not all of our properties include a bar.



## B&B HOTELS RECEPTION

Welcome to B&B Hotels !

### Are you checking ?

Our reception area serves as the **heart of our properties**, where we extend **our warm welcome and hospitality**. While **not all of our receptions are open 24/7**, our innovative **self-check-in** system steps in to **cover the quiet hours**.

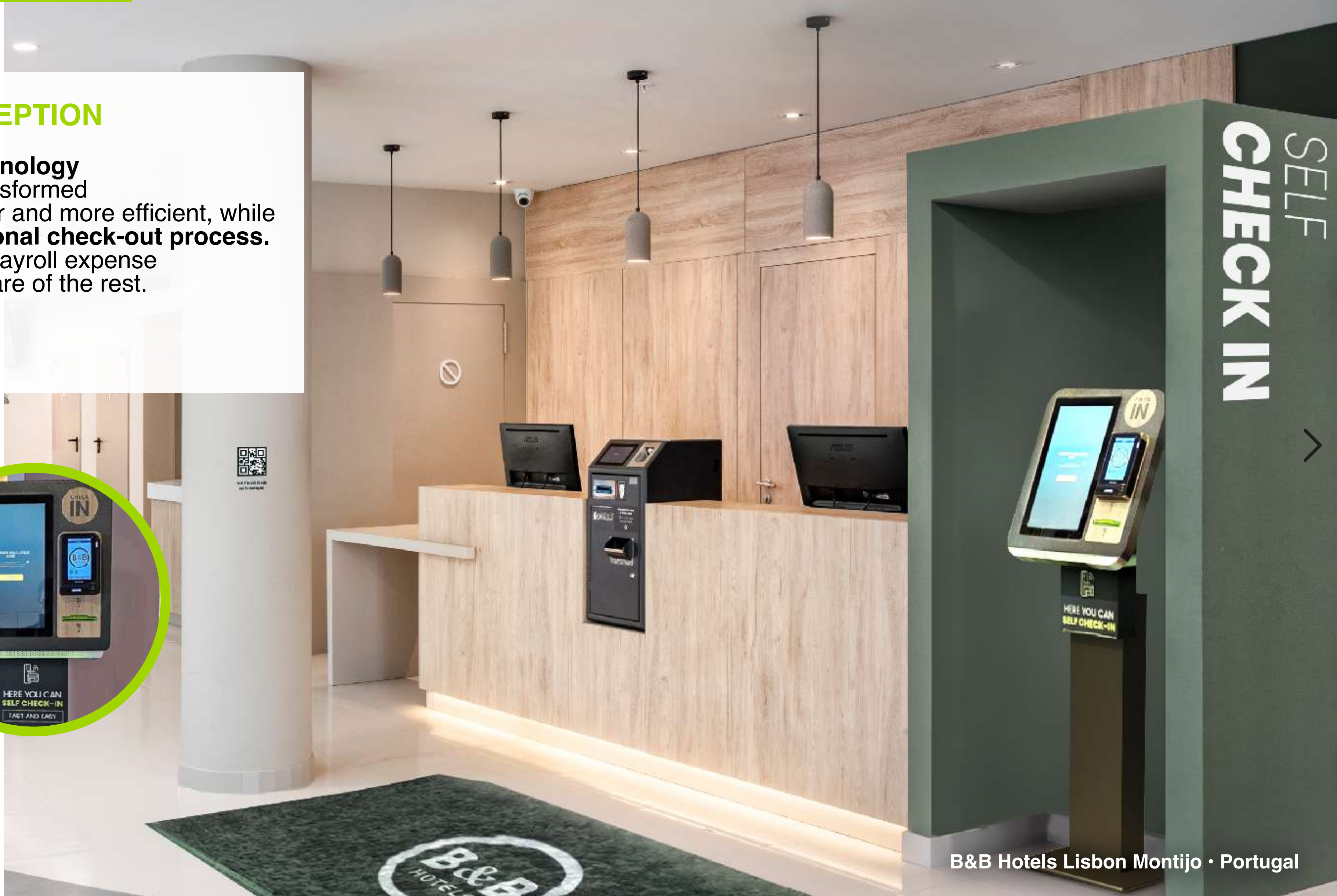


B&B Hotels Lisbon Airport • Portugal



DIGITAL EXPERIENCE AT RECEPTION

With our **innovative self-check-in technology and digital room access**, we have transformed the check-in experience, making it faster and more efficient, while also **eliminating the need for a traditional check-out process**. This optimization allows more efficient payroll expense management, while our system takes care of the rest.







### B&B HOTELS SHOP

The B-Boutique is conveniently situated near the Reception area, **easily visible and controllable for our receptionist**. It offers snacks and essential items like hygiene kits for purchase.

Whether managed by the property or an external provider, this boutique on shelves or in distributors **generates additional revenue and enhances our guests' overall experience**.

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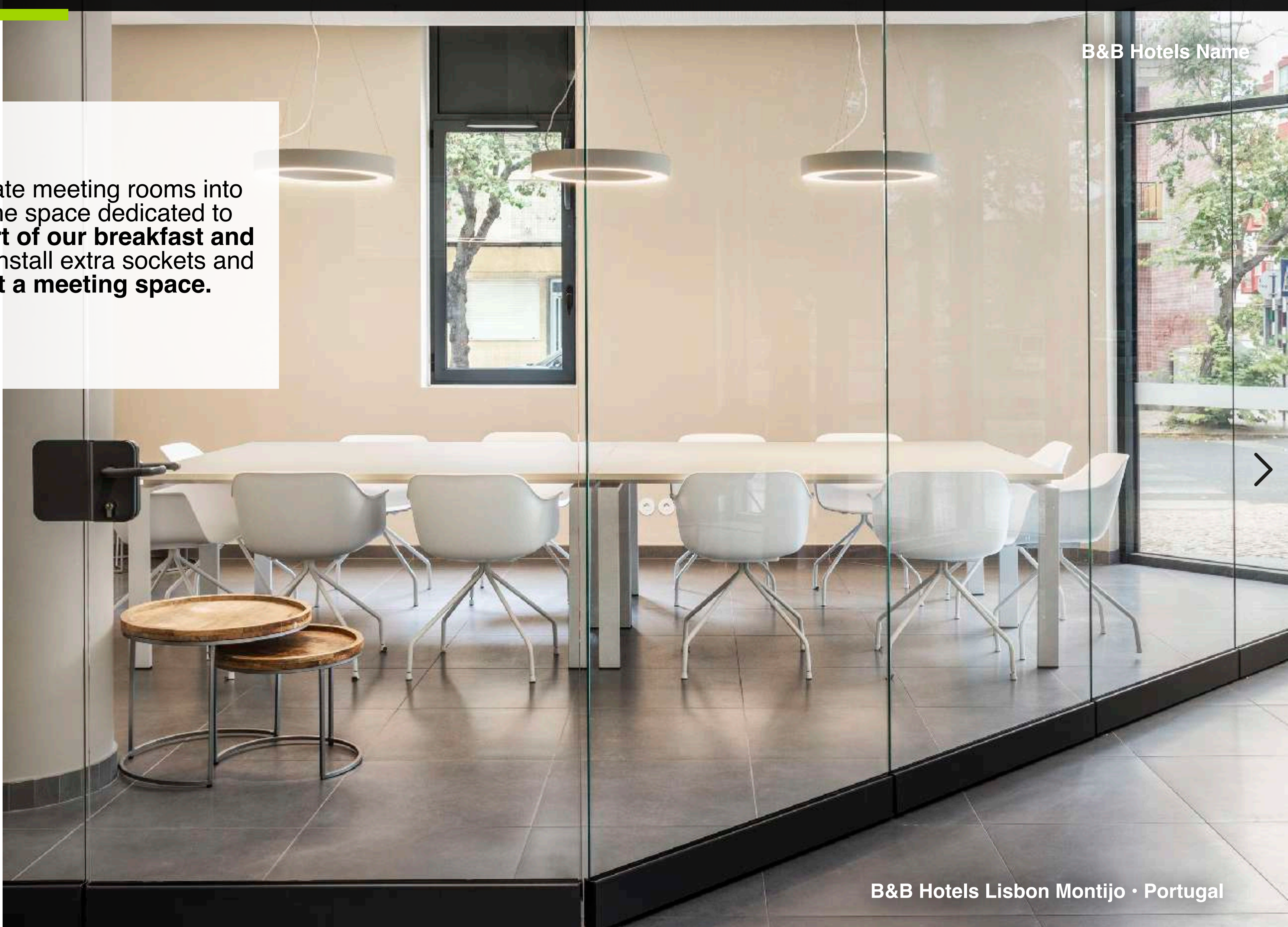


B&B HOTELS WORK ZONE

At **B&B Hotels**, we don't usually incorporate meeting rooms into our establishments in order to maximize the space dedicated to guest rooms, but **we do try to devote part of our breakfast and lounge areas to nomadic workers.** We install extra sockets and sometimes removable partitions to **delimit a meeting space.**



B&B Hotels Madrid Arganda



B&B Hotels Name

B&B Hotels Lisbon Montijo · Portugal







## B&B PLAY ZONE

Our lobbies and common areas occasionally feature a cozy play zone equipped with games such as arcade machines or foosball tables. Allows our guests to bond and create memorable experiences.



B&B HOTEL Famalicão

For example, in our B&B HOTELS property near the Paris Disneyland Resort.





**B&B HOTELS LOUNGE**

Welcome to our inviting Lo-B area, thoughtfully designed for guests seeking a chill and comfortable space to either work or relax. Our lobbies are expertly crafted to create a seamless connection between various areas of the property, allowing guests to effortlessly move between these different zones.

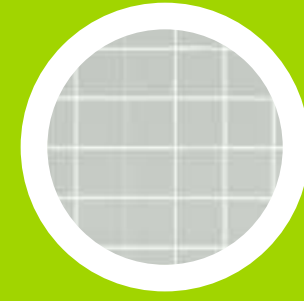
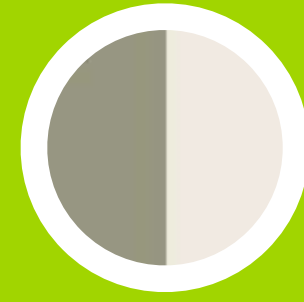


B&B Hotels Vila do Conde • Portugal





B&amp;B Hotels Lisbon Airport



## B&B HOTELS BREAKFAST AREA

### But first, breakfast!

The breakfast area is the daily starting point for our guests, easily accessible and offering a cozy yet efficient setting. It's the perfect spot to enjoy a generous breakfast or quickly grab something on the go.

Each table is equipped with power outlets, catering to our digital nomads, and the area stays open throughout the day for those who wish to linger.



B&amp;B Hotels Vila Do Conde



To maximize the use of space, **our breakfast area is designed to adapt throughout the day**, serving as a workspace or relaxation zone for our guests. It seamlessly connects to our reception and lounge areas. The breakfast buffet and its display can be easily stored away and concealed behind partitions.

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B&B Hotels Lisbon Montijo • Portugal



B&B Hotels Lleida • Spain



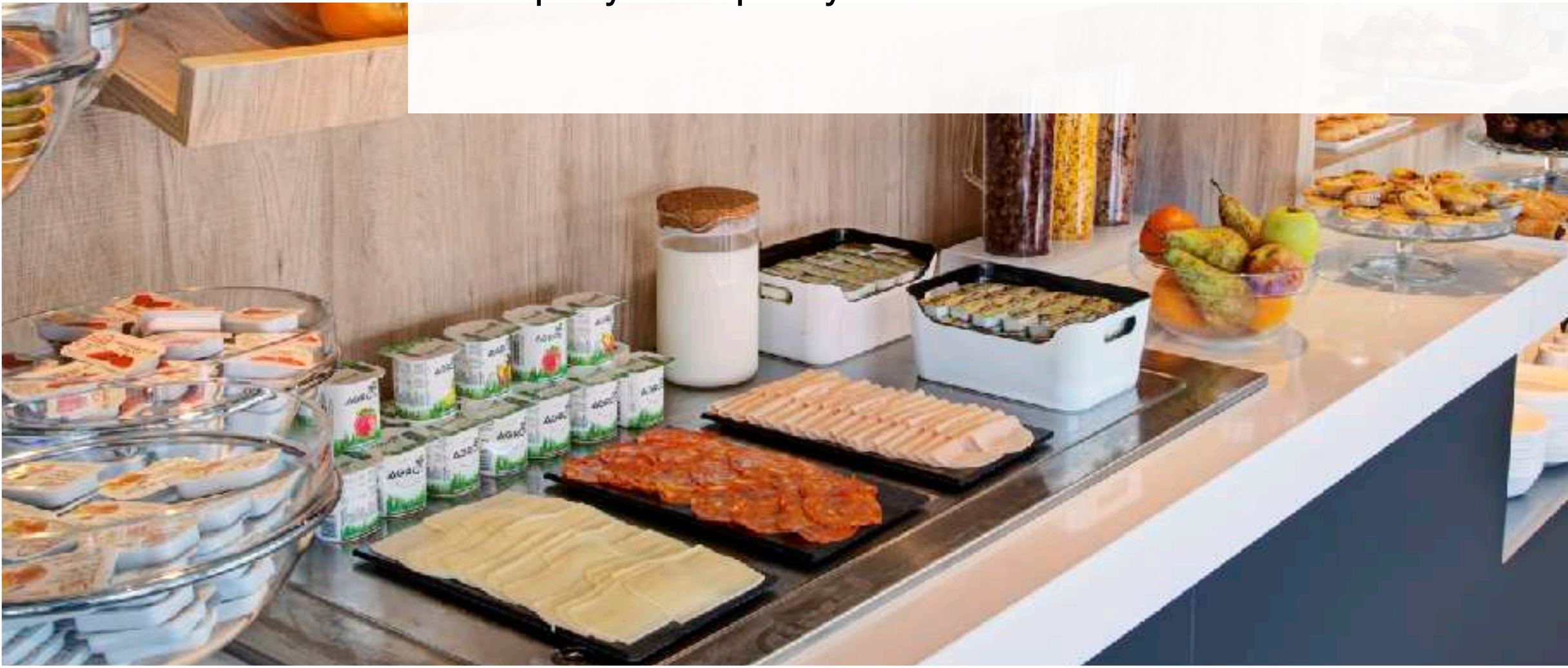




B&B Hotels Vila do Conde

B&B HOTELS BREAKFAST BUFFET

Our generous breakfast buffet is tailored to each location, ensuring it offers unbeatable prices and features local products. Just like everything at B&B hotels, we aim to keep it simple yet of quality.

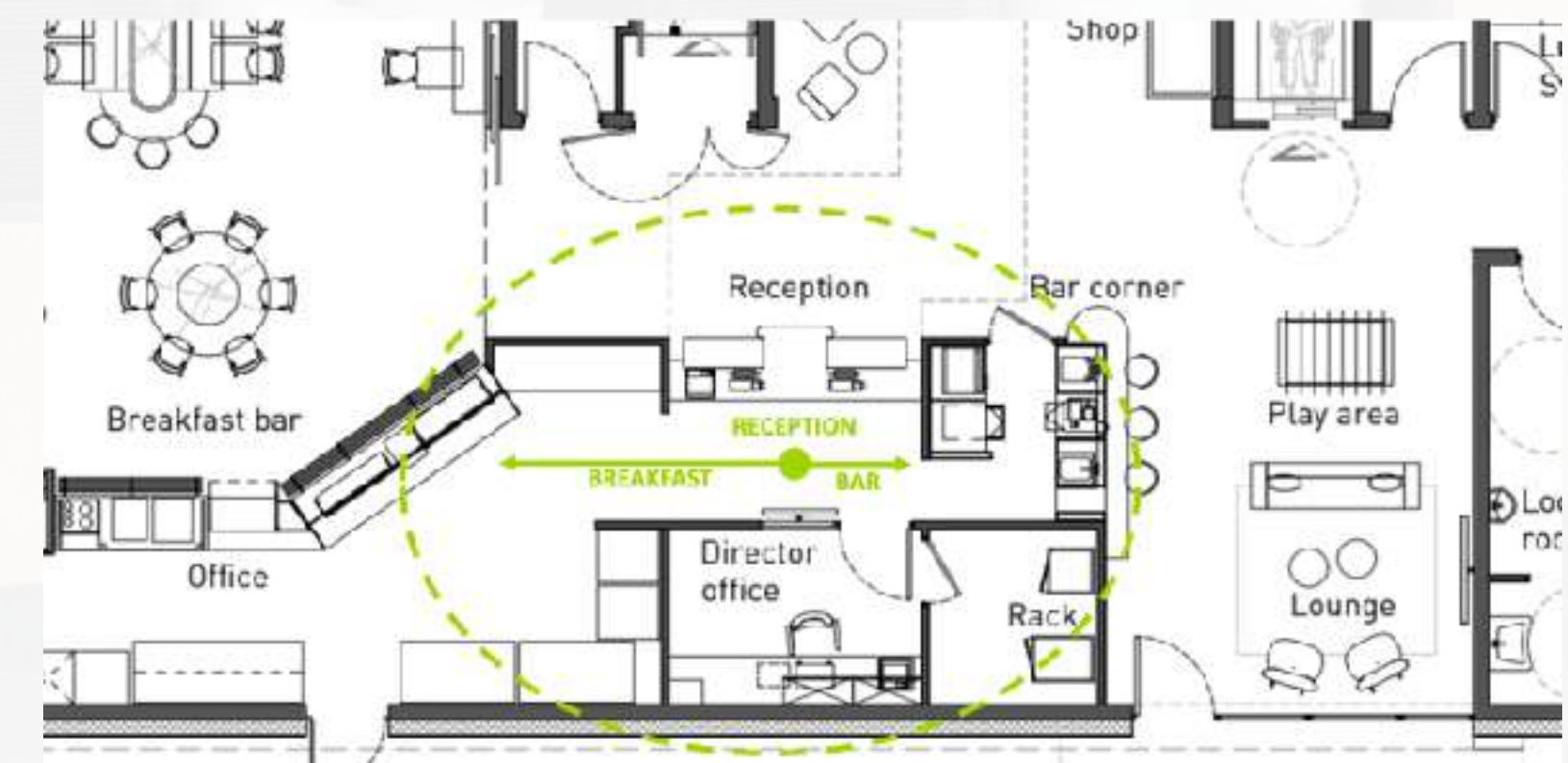






## B&B HOTELS BREAKFAST BUFFET

Our buffets are designed to require **minimal staffing**, allowing our small and medium-sized properties to have **only one staff member handle both breakfast and reception duties**. To facilitate this, we have designed a **buffet bar that is located near the reception area** and that can be easily **refilled from behind**.



B&B Hotels Santo Tirso • Portugal



## B&B HOTELS COMMON AREA LOOK &





# Rooms

Receive your guests in modern, spacious and customizable rooms! Landscape, city, nature... Bring your artistic touch with a unique headboard.



B&B Hotels Santo Tirso • Portugal

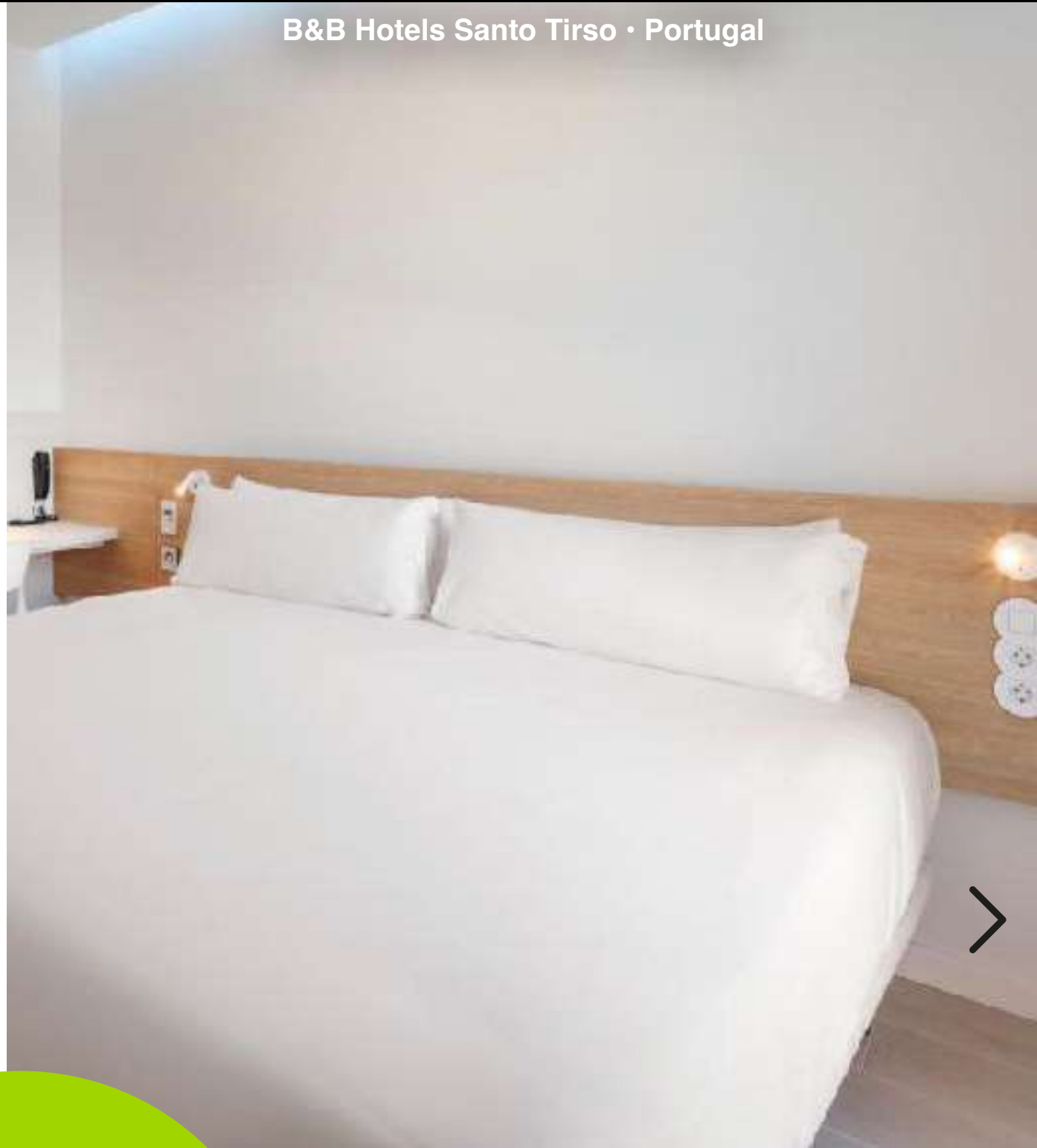




B&B Hotels Santo Tirso



B&B Hotels Namur • Belgium



B&B Hotels Santo Tirso • Portugal



B&B Hotels  
Namur • Belgium



B&B Hotels Namur • Belgium



B&B Hotels Namur • Belgium

Calm

Thoughtful

Comfortable

Customizable





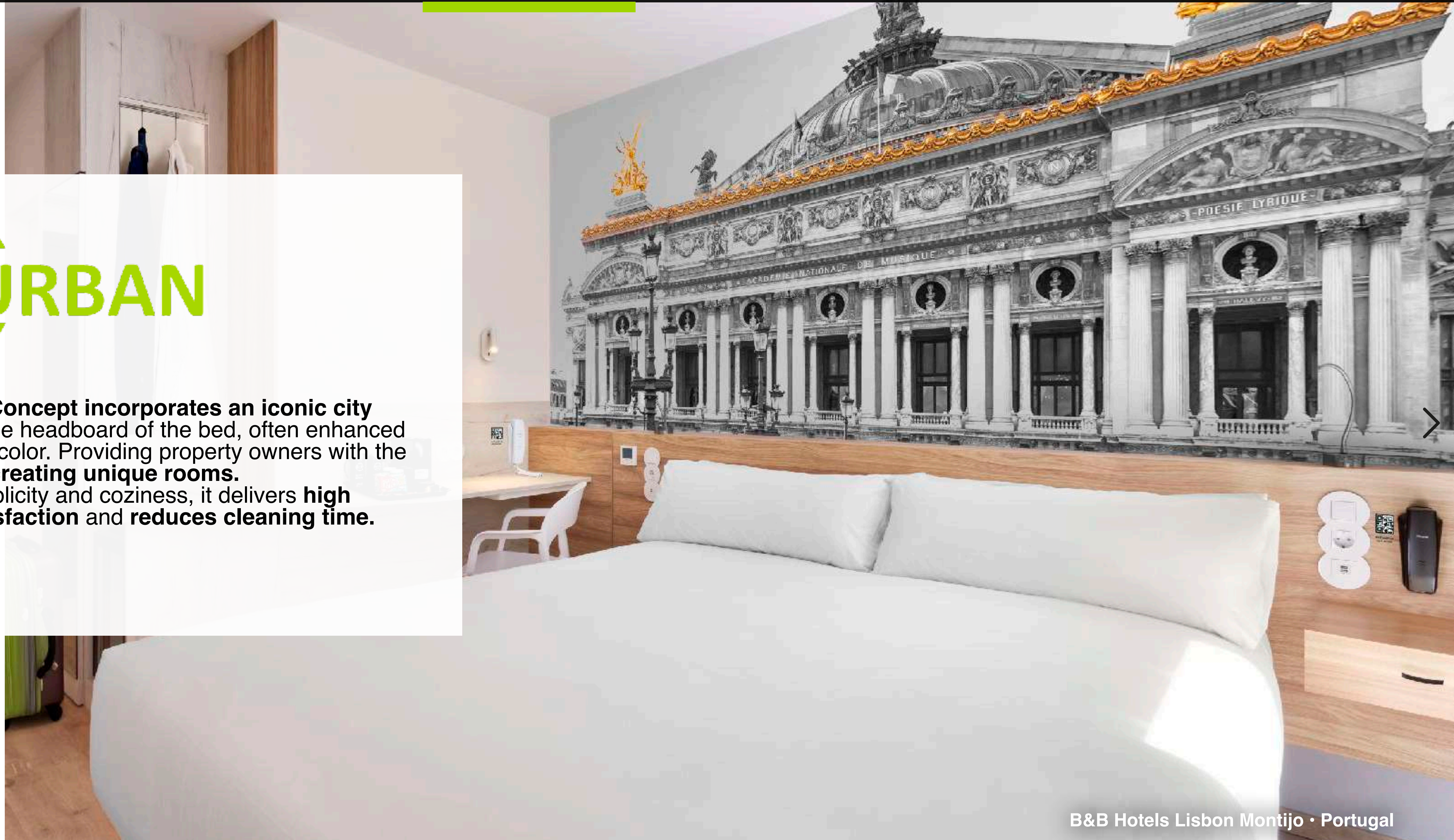


- Double Room
- Twin Double Room
- Familly Room
- Accessible Room
- Linen Room





Our **B-Urban Concept** incorporates an **iconic city landmark** as the headboard of the bed, often enhanced with a touch of color. Providing property owners with the opportunity of **creating unique rooms**. Despite its simplicity and coziness, it delivers **high customer satisfaction** and **reduces cleaning time**.

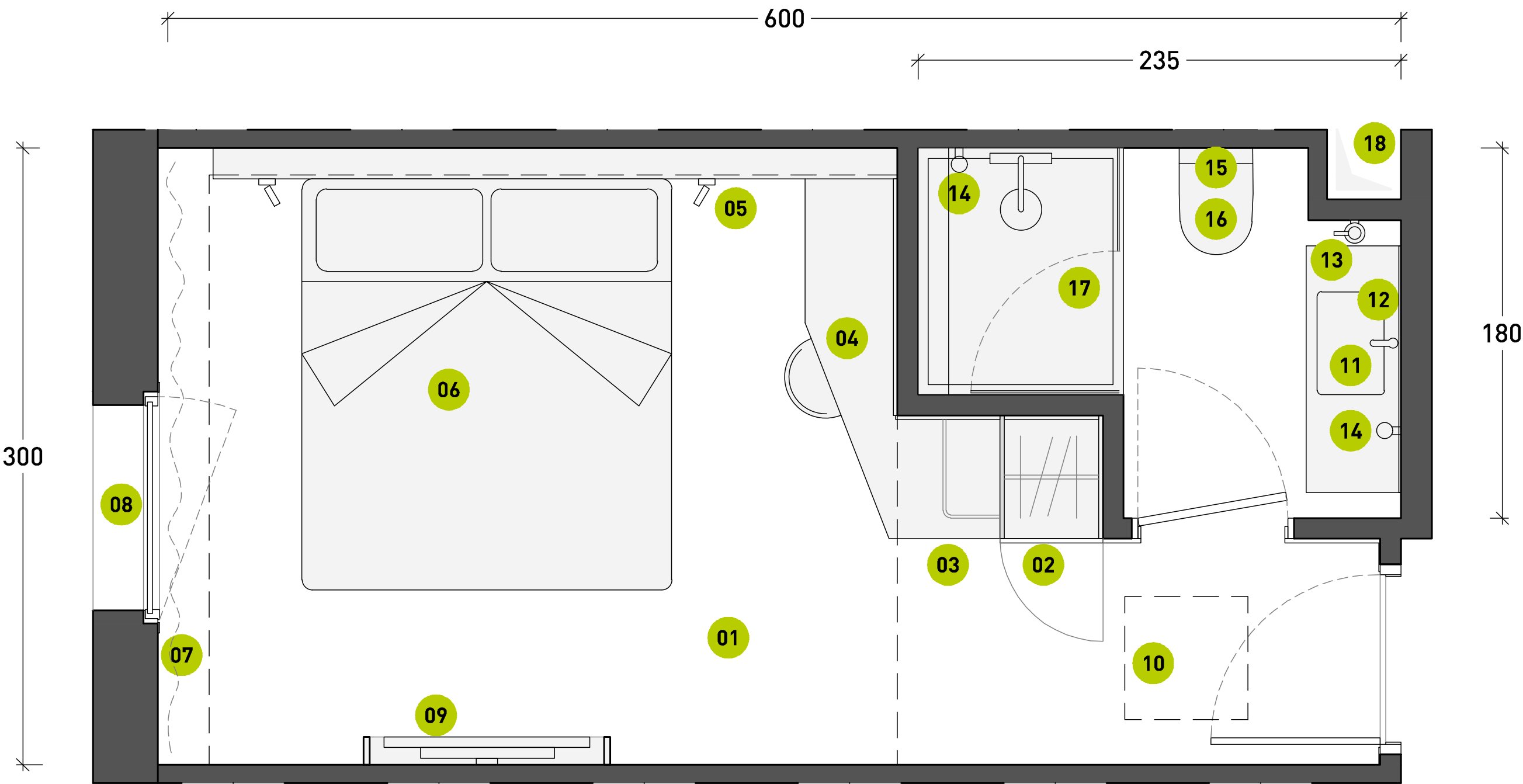


B&B Hotels Lisbon Montijo • Portugal





Standard rooms consist of a traditional bathroom and a comfortable sleeping area suitable for single travelers to large families.



- 01 Floor vinyl tiling
- 02 Closed wardrobe with full length mirror
- 03 Hanging space & Luggage rack & Refrigerator (below)
- 04 Room desk and easy cleaning chair
- 05 Headboard with adjacent lights and power
- 06 Platform style, king bed
- 07 Solar sheer & blackout
- 08 Window with limited opening
- 09 43" LED TV fixed on a wall mount
- 10 Duct mounted air conditioner [A/C]
- 11 Mineral cast vanity with towel storage below
- 12 Illuminated mirror
- 13 Hair dryer and power
- 14 Bulk dispensers
- 15 Towel hooks
- 16 Toilet with concealed cistern
- 17 Mineral cast shower with glass swing door
- 18 Facilities





The headboards are **easily adaptable to the city and region** in which the B&B hotel is located.

Inspiration

Inspiration



B&B Hotels Lisbon Montijo

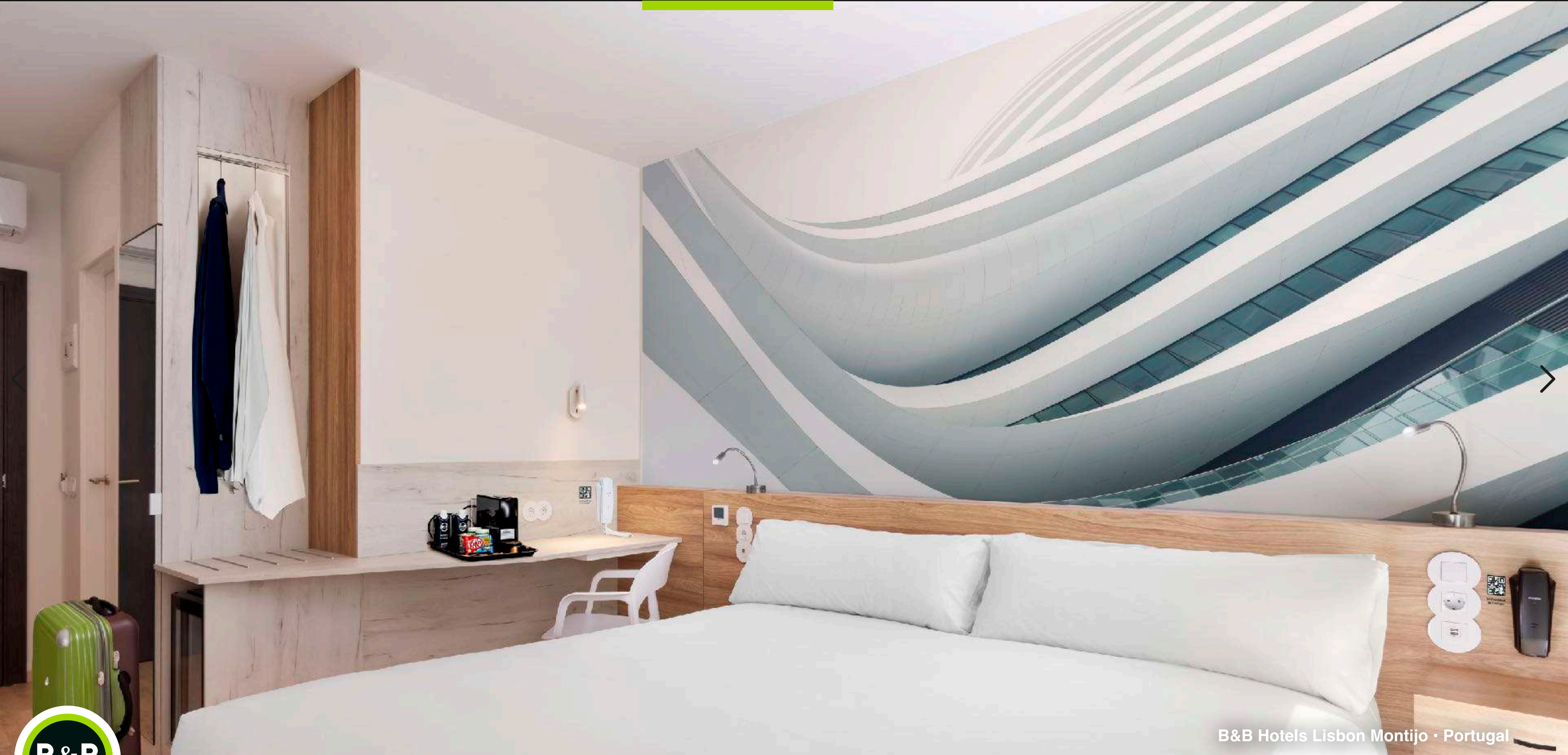


B&B Hotels Lisbon Montijo



B&B Hotels Lisbon Montijo





B&B Hotels Lisbon Montijo • Portugal







## BLACK OUT CURTAINS AND IMPECCABLE

Sleeping is essential, which is why we work very hard to ensure the **highest standards for room soundproofing** so that you can sleep at night and during the day with our **blackout curtains**.



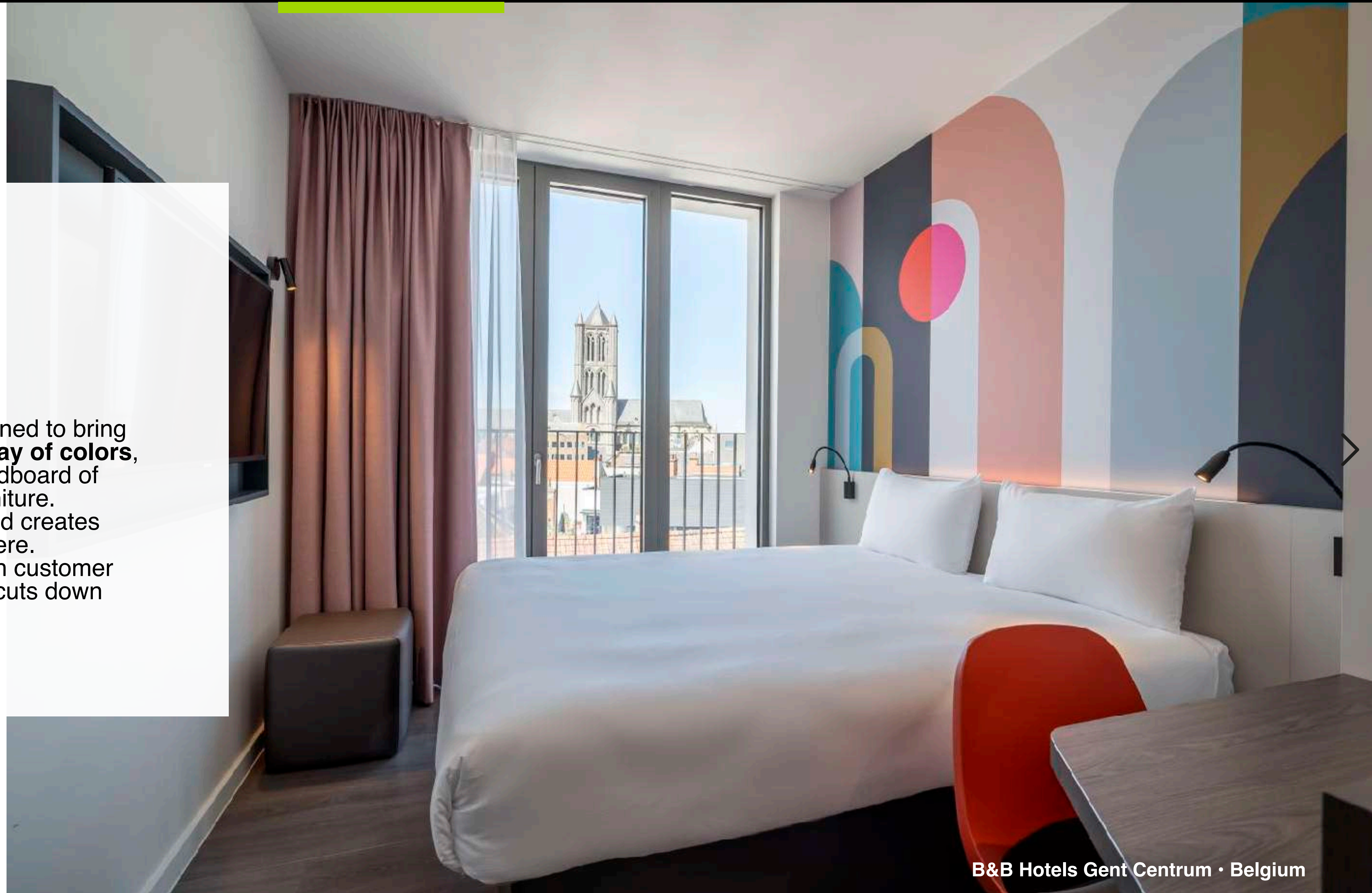
B&B Hotels Lisbon Montijo · Portugal







Our **B-BOLD Concept** is designed to bring a vibrant and contemporary **array of colors**, prominently featured in the headboard of the bed and throughout the furniture. The two color scheme presented creates a modern and inviting atmosphere. This bold concept achieves high customer satisfaction and is designed to cut down on cleaning time.

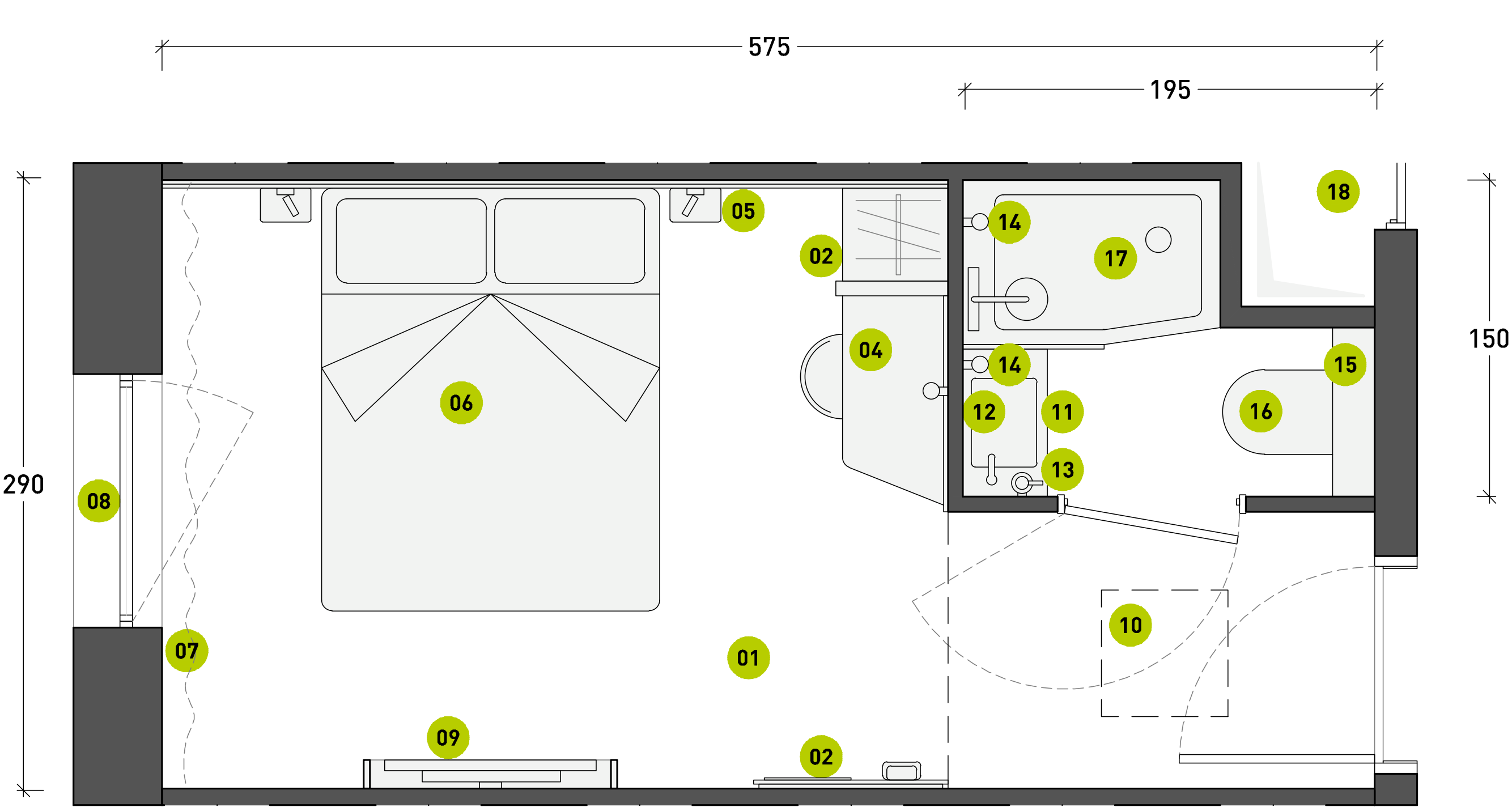


B&B Hotels Gent Centrum • Belgium





Standard rooms consist of a traditional bathroom and a comfortable sleeping area suitable for single travelers to large families.



- 01 Floor vinyl tiling
- 02 Full length mirror and light
- 03 Hanging space & Luggage rack & Refrigerator (below)
- 04 Room desk and easy cleaning chair
- 05 Headboard with adjacent lights and power
- 06 Platform style, king bed
- 07 Solar sheer & blackout
- 08 Window with limited opening
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- 18 Facilities

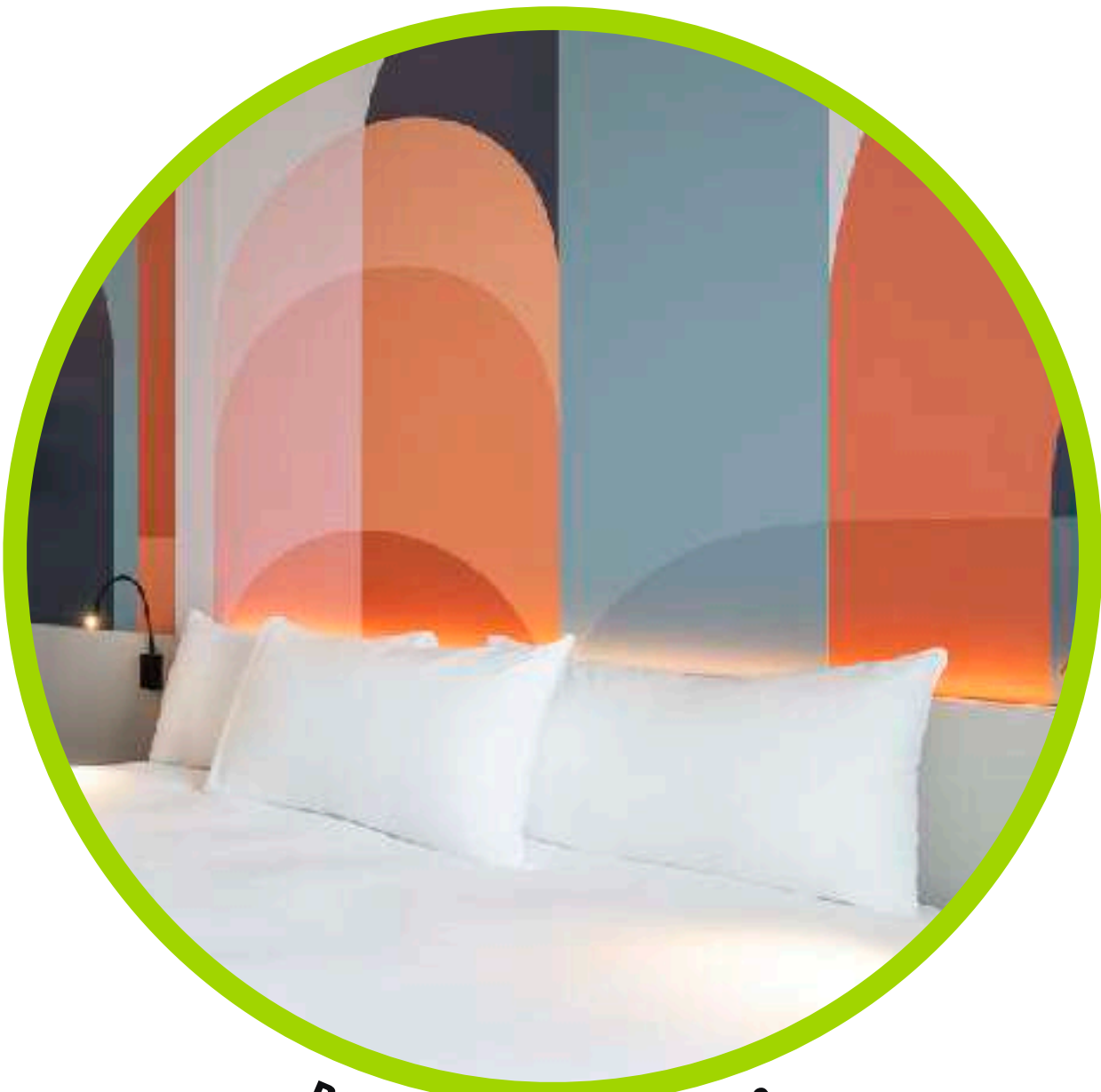




The headboards are **smart, colorful and graphic**.  
Cleverly furnished and well-equipped, **our B-Bold Concept**  
perfectly meets customers' needs.

Inspiration

Inspiration



B&B Hotels Gent Centrum

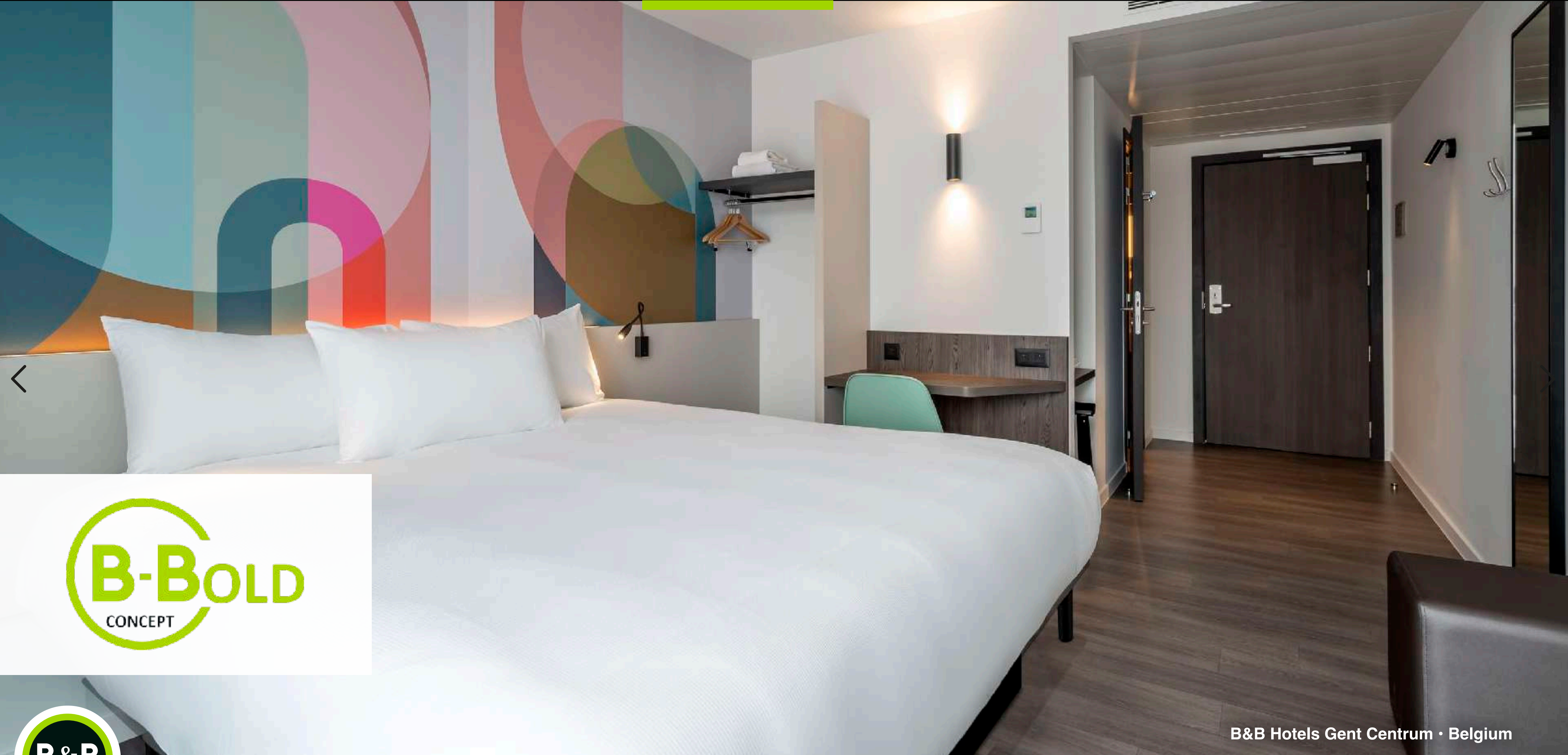


B&B Hotels Gent Centrum



B&B Hotels Gent Centrum





B&B Hotels Gent Centrum • Belgium

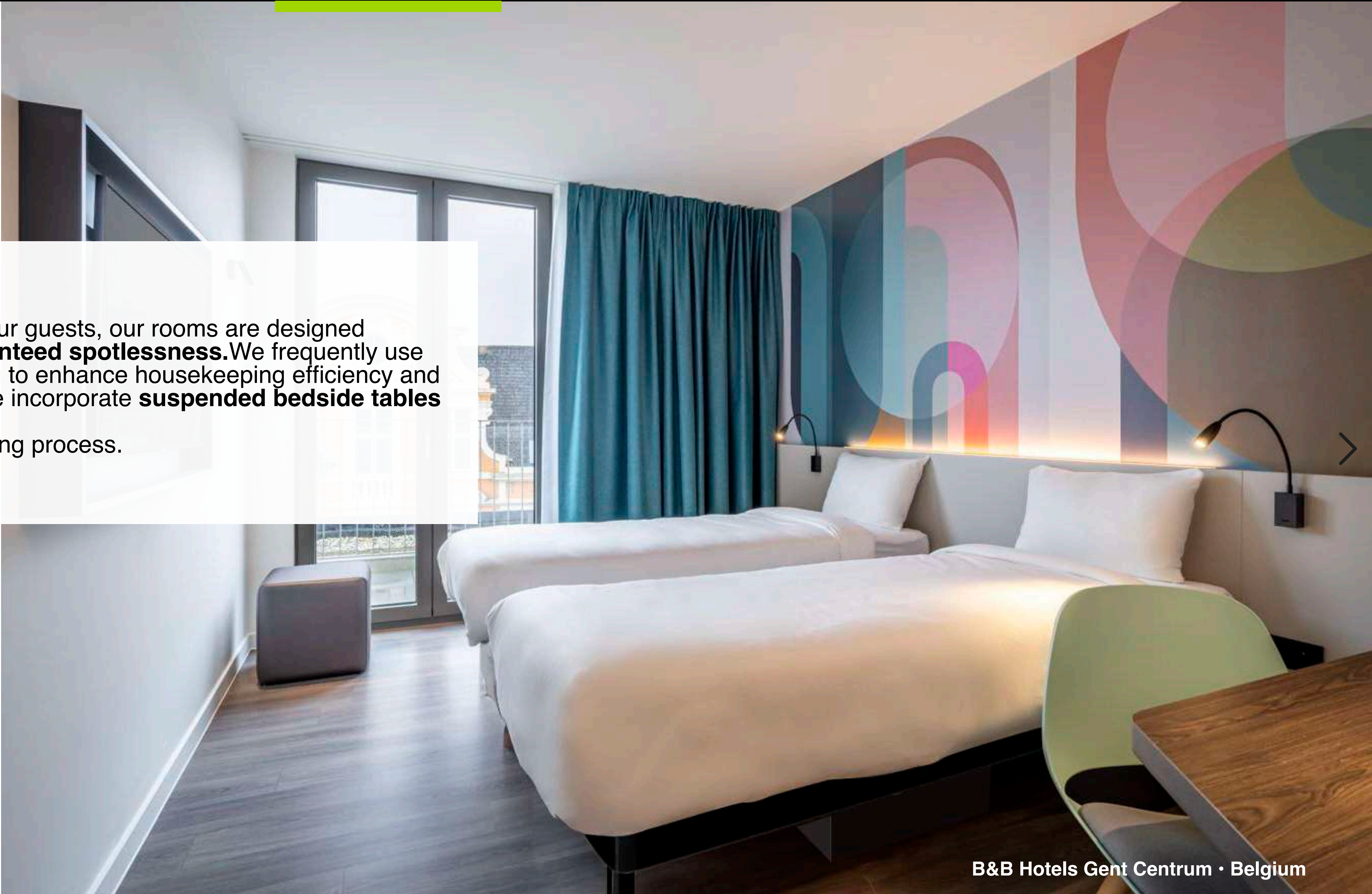






OPTIMIZE ROOMS

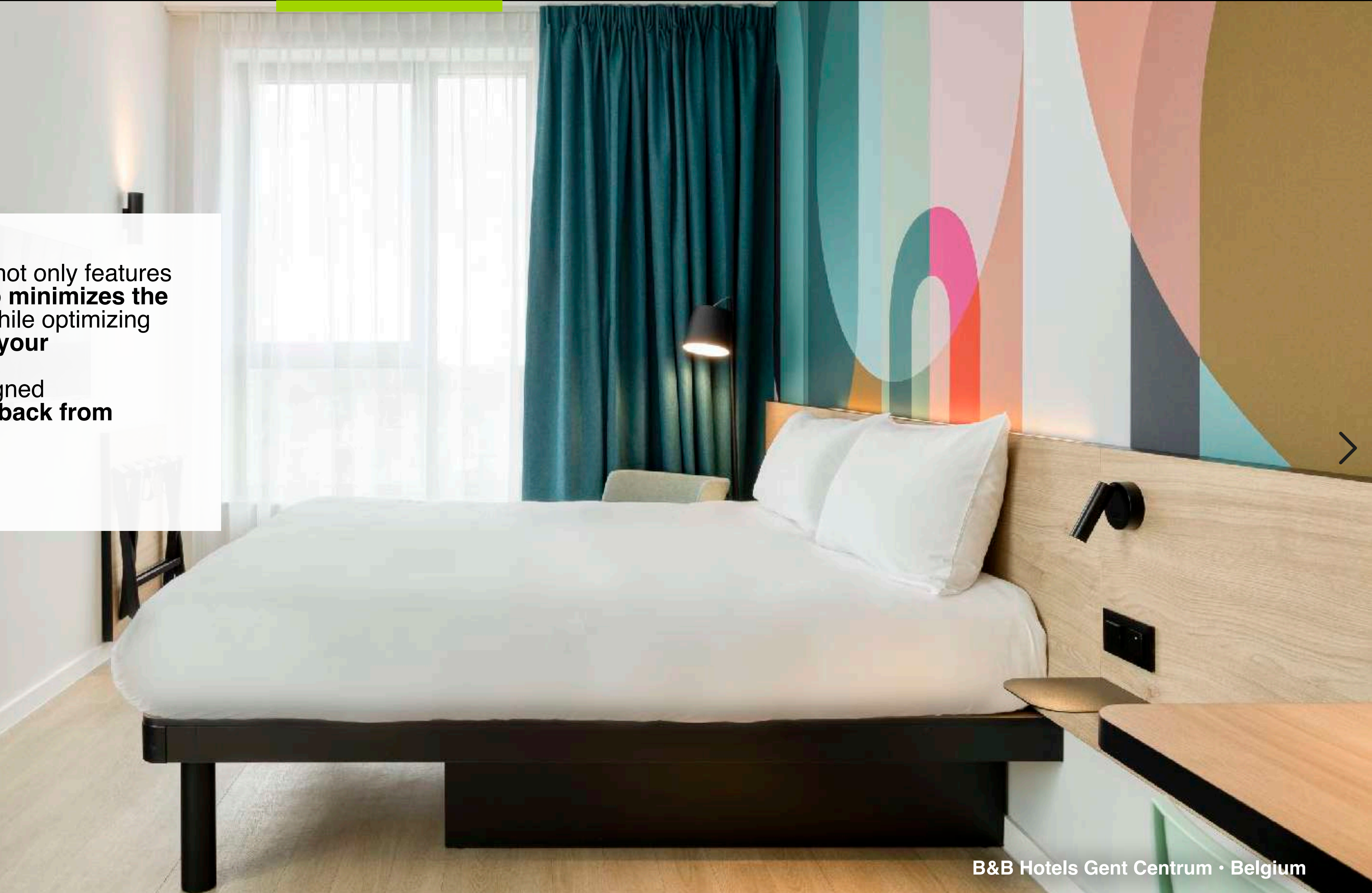
To provide the best value for our guests, our rooms are designed for **quick cleaning and guaranteed spotlessness**. We frequently use **high-quality linoleum** flooring to enhance housekeeping efficiency and soundproofing. Additionally, we incorporate **suspended bedside tables** and specially designed beds to further streamline the cleaning process.







Comfortable Beds is a must. We have designed a bed that not only features **Premium mattresses** but also **minimizes the risk of dust and bed bugs**, while optimizing room **cleaning efficiency for your housekeeping teams**. These beds are specially designed by B&B Hotels **based on feedback from our 760 hotels**.



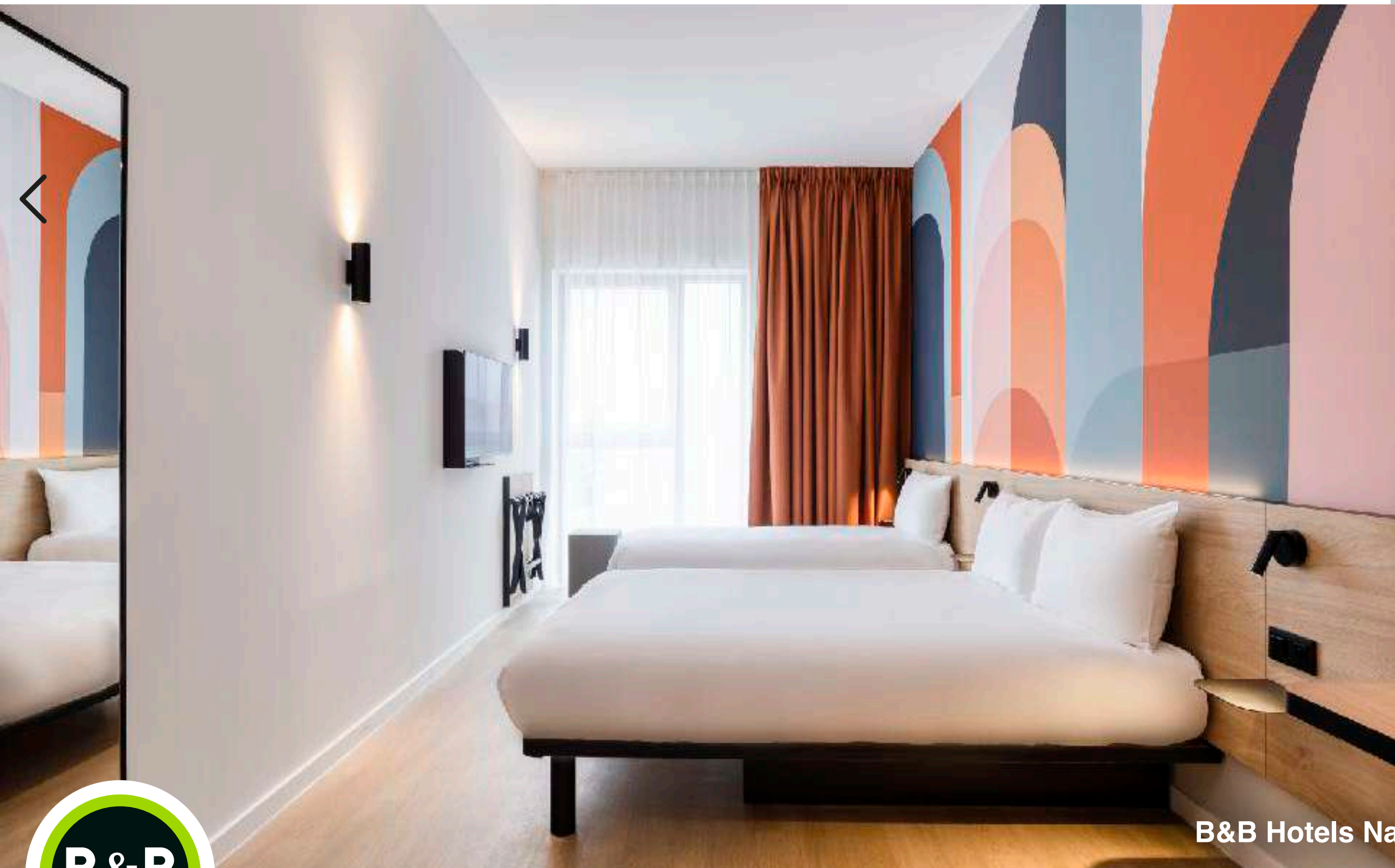
B&B Hotels Gent Centrum • Belgium







**B-Bold Concept** is also available in shades of red. These colors evoke the earth, but also the stones and minerals used in certain cities, and provide a warm contrast.



B&B Hotels Namur • Belgium



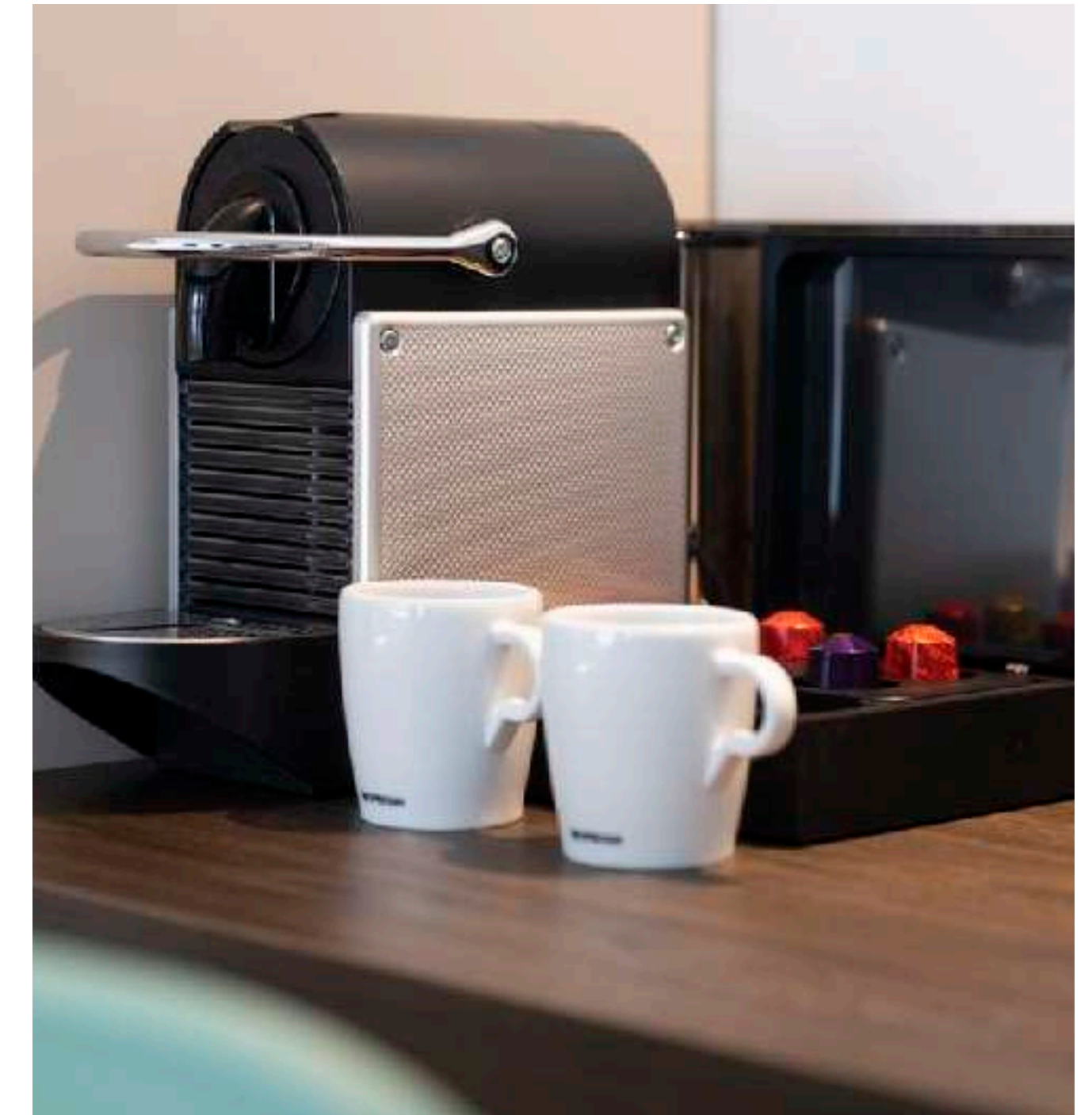
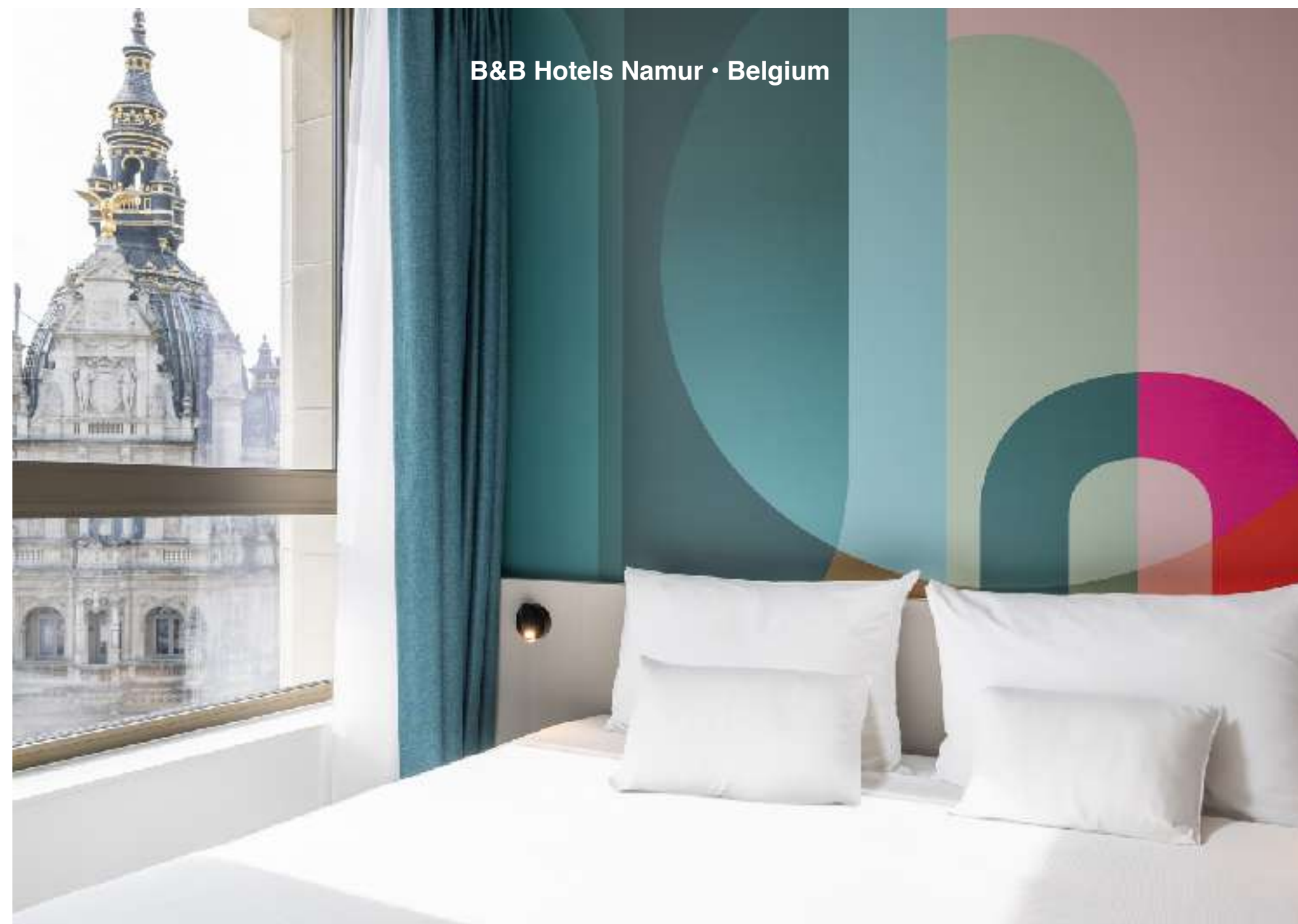


**Our B-Beyond premium rooms** are an upgraded finishing option that can be added to the two existing room concepts.

These rooms are typically located in the most desirable areas within the building and offer amenities such as:

- a coffee machine,
- a courtesy tray,
- a additional cushions,

**Offering a stay beyond our usual standards.**



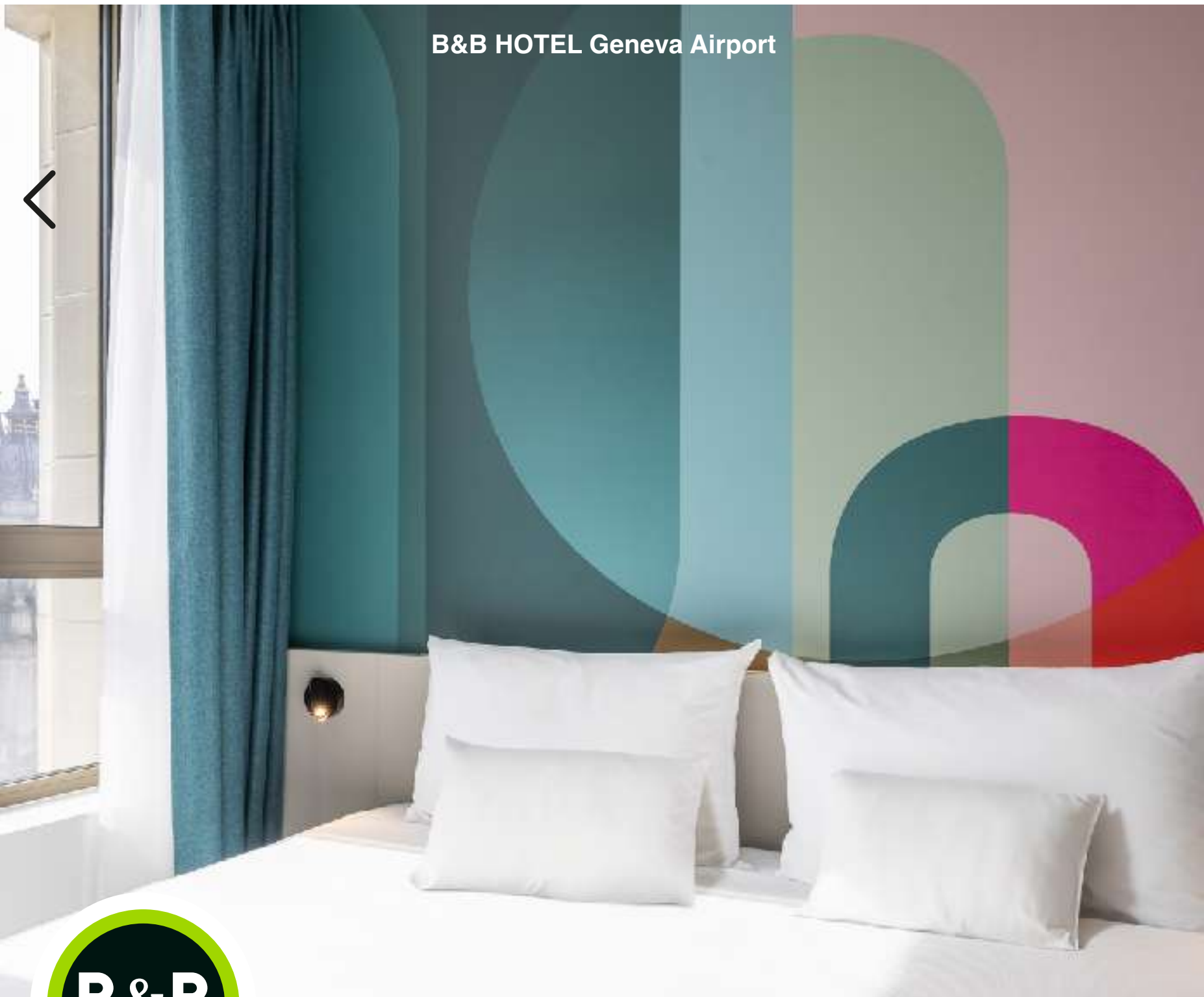


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These rooms are typically located in the most desirable areas within the building and offer amenities such as:

- a coffee machine,
- a courtesy tray,
- a additional cushions,

**Offering a stay beyond our usual standards.**









# Bathroom

The bathroom has been designed to maximize space, comfort and avoid unnecessary expense.



B&B Hotels Namur • Belgium





Thoughtful

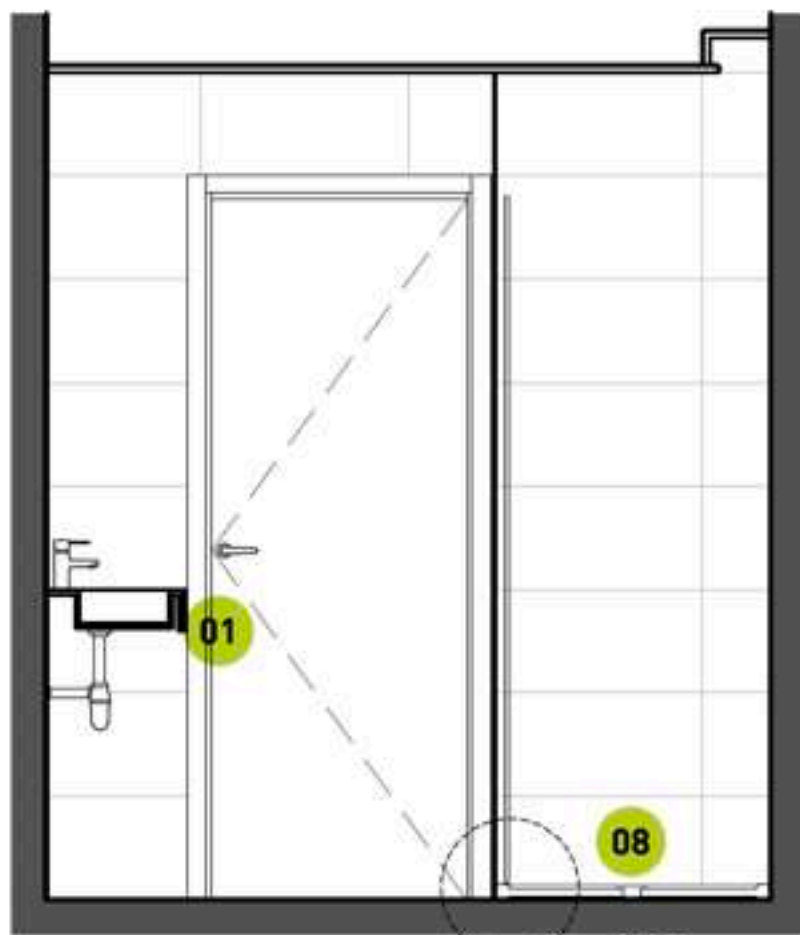
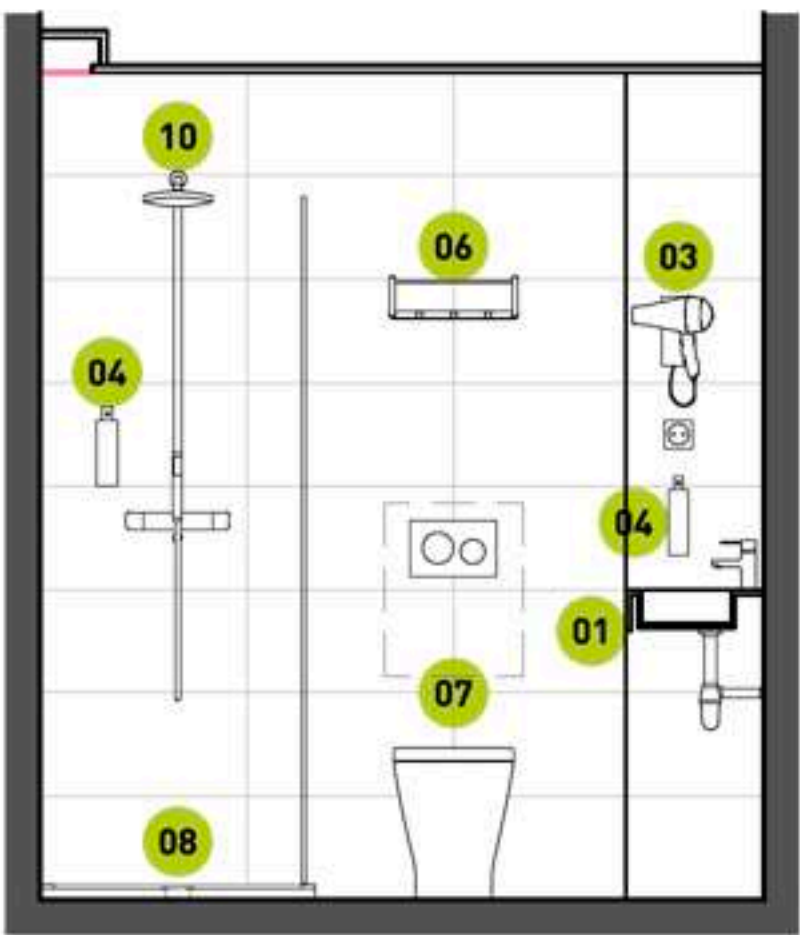
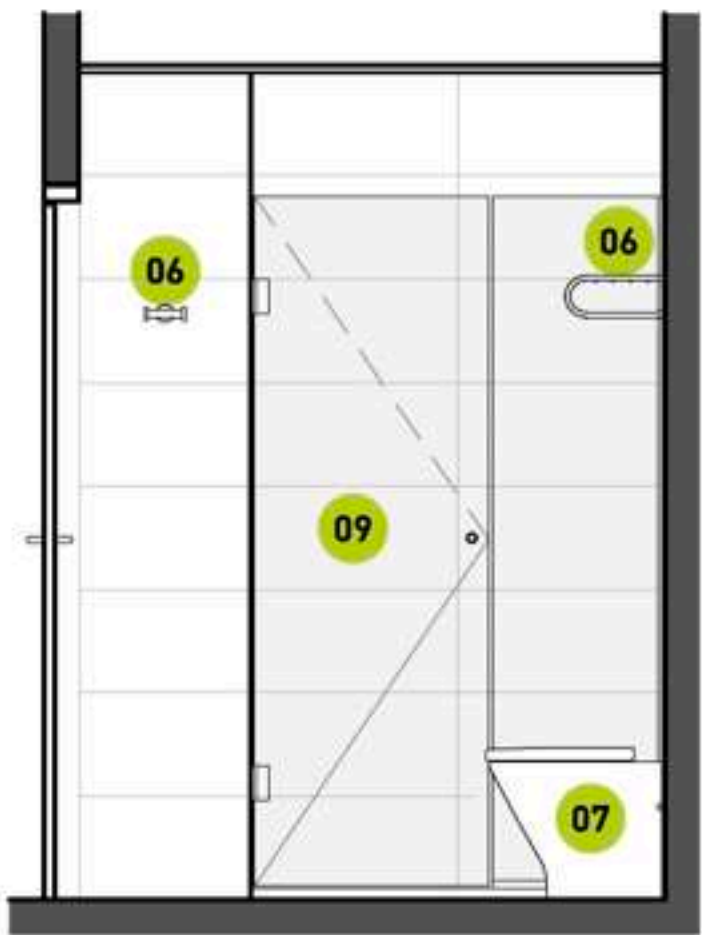
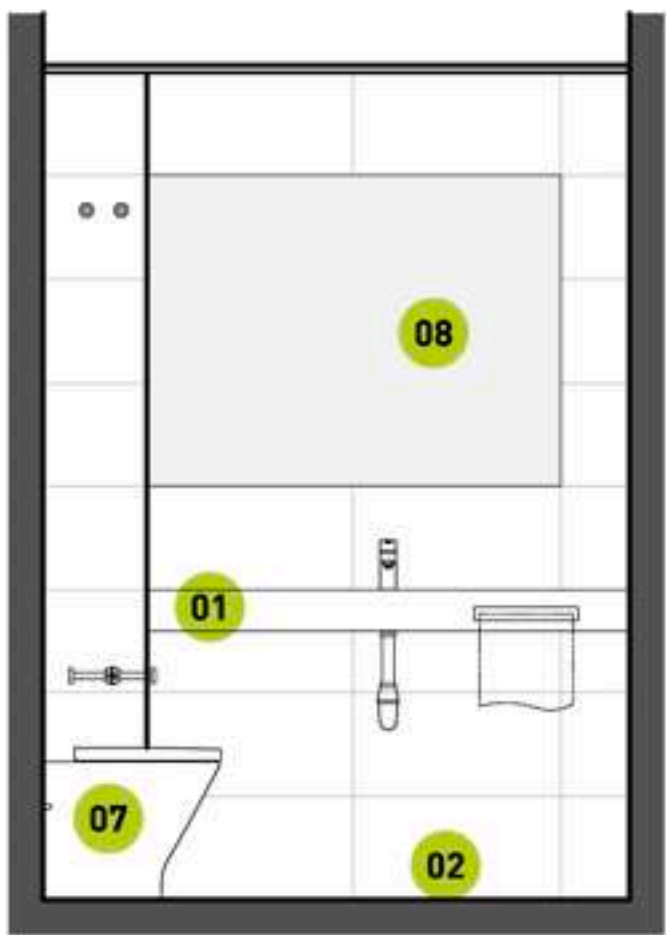
Clean



Sustainable







Bathroom

- 01 Mineral cast vanity with towel storage below
- 02 Illuminated mirror
- 03 Hair dryer and power
- 04 Bulk dispensers
- 05 Toilet with concealed cistern
- 06 Towel hooks
- 07 Toilet with concealed cistern
- 08 Mineral cast shower tray(4-sided)
- 09 Shower enclosure with glass swing door
- 10 Shower column



## LOWEST CARBON FOOTPRINTS, HIGHEST LEVEL OF CLEANLINESS

In order to maintain one of the lowest carbon footprints in the industry per room, we have banned single-use plastic in our bathrooms.

Our bathrooms are also designed to ensure the highest level of cleanliness while ensuring quick cleaning for our Housekeeping teams.

For B&B Hotels, value for money also rhymes with comfort, ensuring that the essentials of hospitality are always provided.



B&B Hotels Lisboa Montijo • Portugal



# Corridor

The corridors have been designed to create a peaceful, calm atmosphere. The materials, highly resistant, and the lighting, very soft, have been specially designed to bring the customer to his room in serenity.



B&B Hotels Lisbon Montijo · Portugal

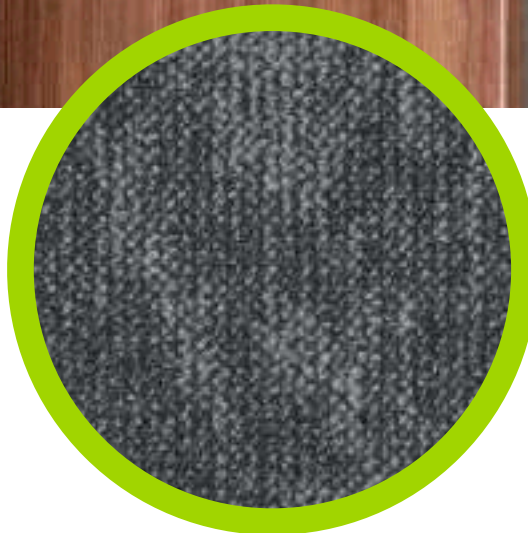




Acoustic ceiling  
Celenit grey antracite



Wallcovering Fitnice  
Panama Tarmac



Vinyl carpet tile  
Desso Desert 50x50cm



Wall & ceiling color  
NCS 5502-B



Door acoustic  
threshold



Mini recessed  
Spotlight



# Exterior

The facade and surroundings of B&B HOTELS are the first elements that the customer perceives of the brand. The elegant, colorful DNA of B&B Hotels must therefore be reflected right from the outside.



B&B Hotels Lisbon Montijo · Portugal



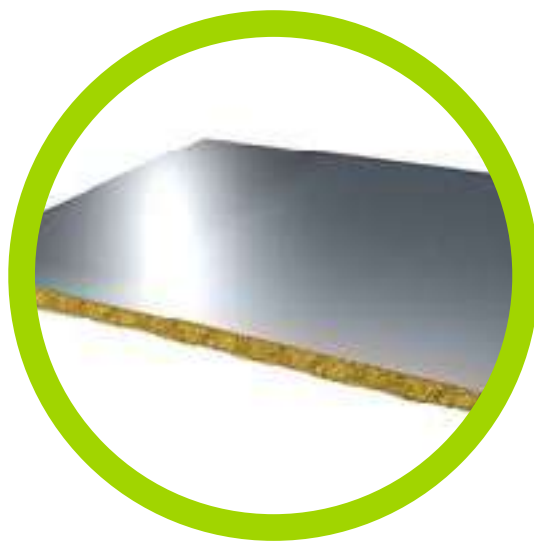


**Adhering to the principles of modernity and longevity,** we refrain from imposing any exterior design and conceptual recommendations, aligning with the group's commitment to simplicity and vision.

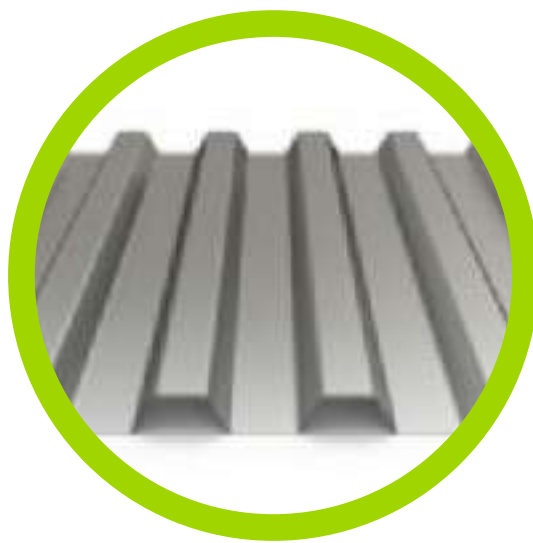
**Our greenfield projects frequently employ a sleek, rectangular building as a starting point.**

B&B Hotels Evian Publier • France





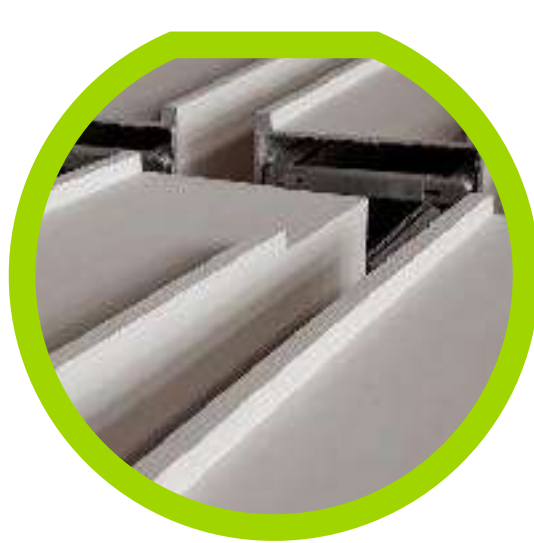
Sandwich wall panel



Architectural cladding metal profile



Stucco EIFS / ETICS



GRC Panel cladding



B&B Hotels Reims Croix Blandin • France



B&B Hotels Guimarães • Portugal







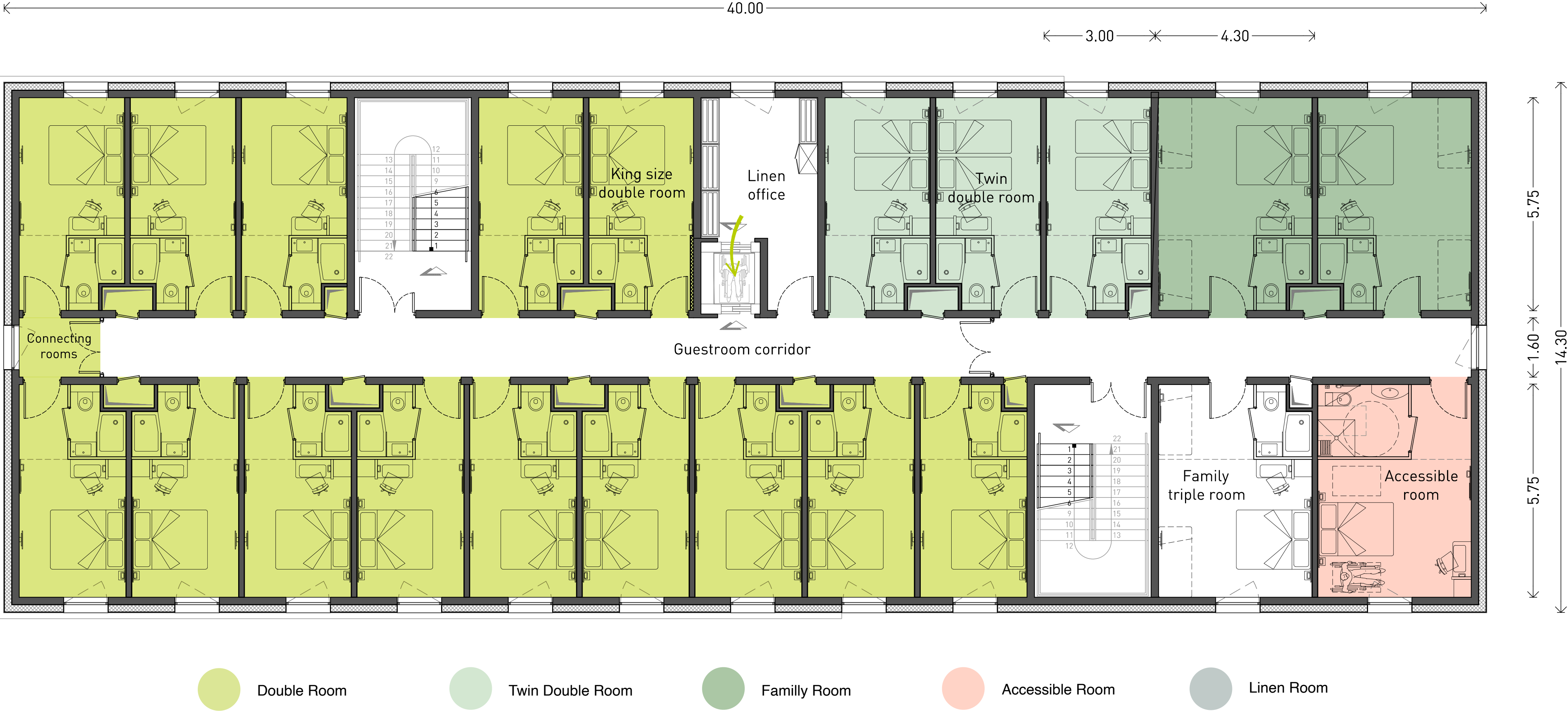
CONCEPT GRAND FLOU WITH BAR  
OR WITHOUT BAR

- Entrance, Lo-B and Lounge
- B&B Shop
- Breakfast area
- Back of the house
- B&B Bar
- Guest Rooms





CONCEPT OF ROOM FLOORS







**Contact us**

[grp-franchise@hotelbb.com](mailto:grp-franchise@hotelbb.com)