

GREET
TO MEET

Why invest *greet*

2026

GLOBAL DEVELOPMENT
PREMIUM, MIDSCALE & ECONOMY DIVISION

WELCOME TO GREET

Feel good hotels

SELECT-SERVICES HOTELS PROVIDING ESSENTIALS THAT ALWAYS FEEL GOOD.

With affordability and convenience at its core, greet champions a fresh and forward-looking approach to hospitality, focusing on sustainable conversions, prioritizing meaningful essentials and value for money that feels good. Straightforward and satisfying stays, big on personality, low on budget.





WHY GREET?

Quick and easy return on conversion

- Join a rapidly growing brand with 60 greet hotels already open and in the pipeline
- Swiftly convert your hotel with capital-light conversion approach – No design requirements
- Benefit from select-services model leading to high hotel margins

Providing essentials that feel good

- At greet hotels, guests find all the essentials for comfort, combined with a positive team spirit — everything they need to simply feel good.
- Resulting in high guest satisfaction (105 RPS index)

Powerful distribution eco-system

- Leverage Accor's sales, marketing, distribution & loyalty platform from day 1
 - Connecting you with valuable global business & directly contributing 76% of your room revenue
-

Easy conversion

Chapter



01

*Topline
Investment
EBITDA*

TOPLINE

60 hotels open and in the pipeline

Europe

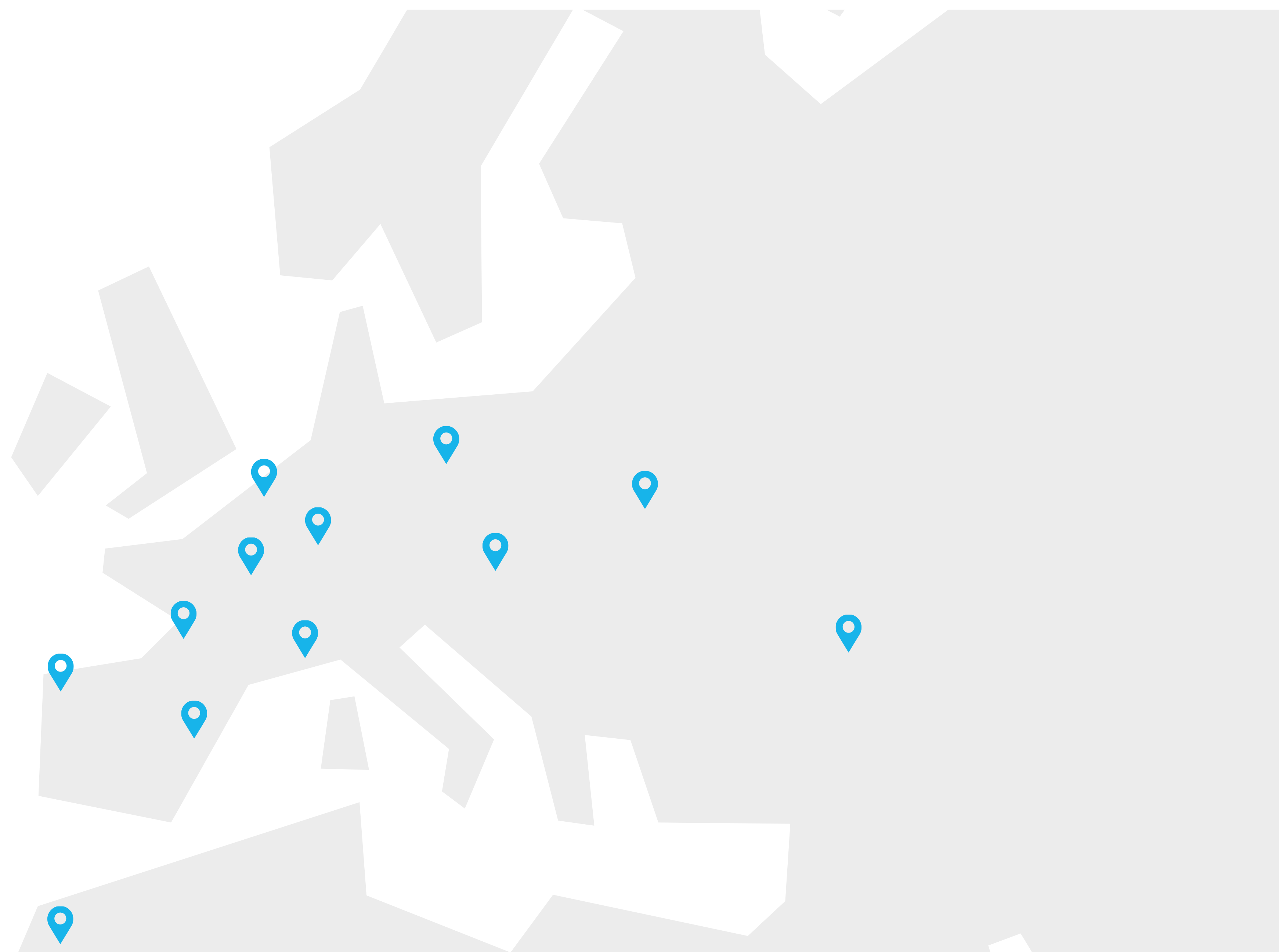
	NETWORK	PIPELINE
	46	14
	3,350	1,146

Objective

300 hotels in 10 years worldwide

Upcoming Openings

Alicante	Lourdes
Athens	Melun
Dortmund	Paris
Halle	Potsdam
Krakow	



INVESTMENT

Capital-light conversion

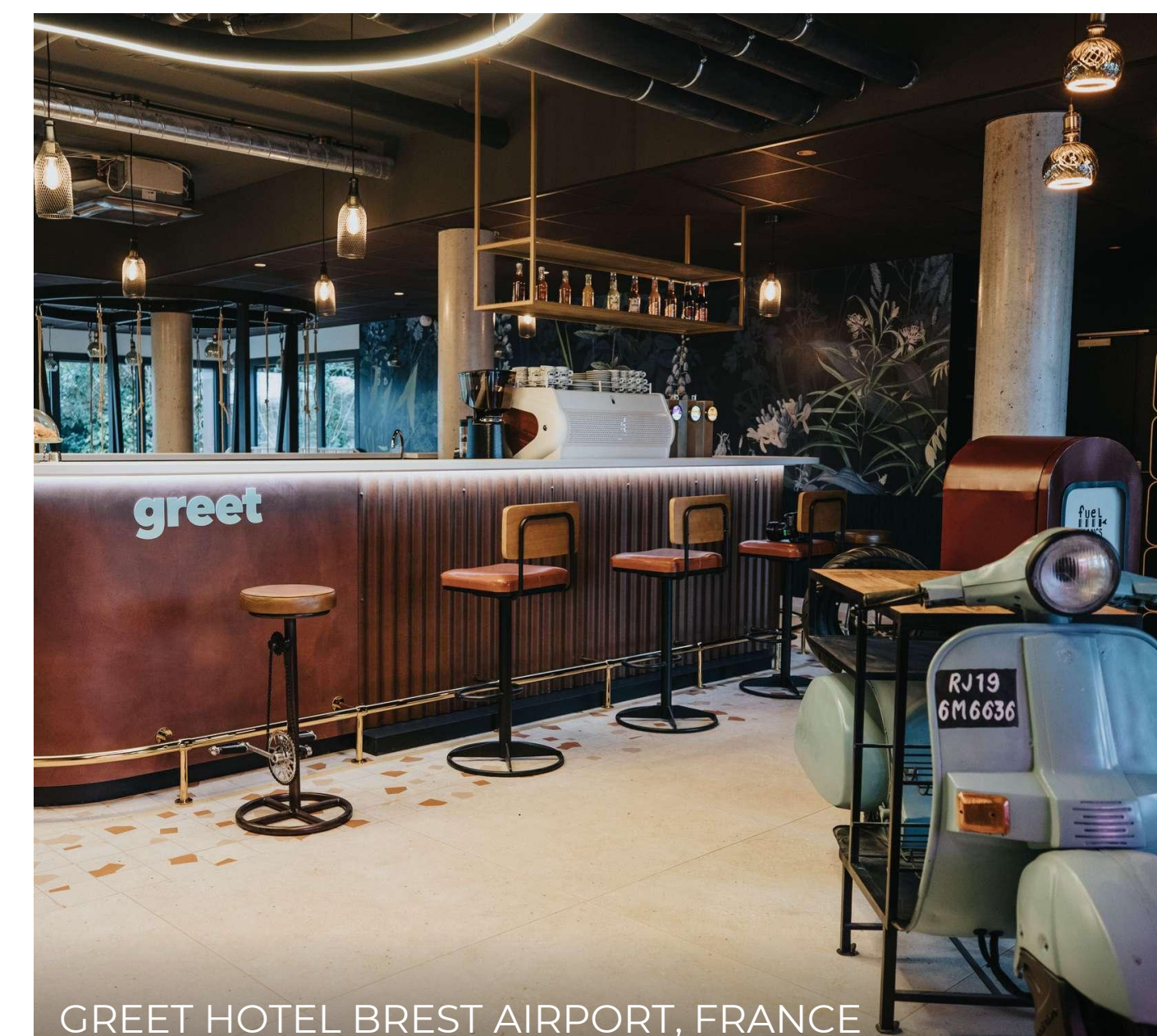
1.

While greet favours contemporary design, there is **no design requirements** to join the brand, resulting in a collection of unique hotels across the network.

2.

Only mandatories are:

- Compliant with Accor Fire, Life & Safety standards
- Building, public space & guests rooms in good shape, clean and well-maintained
- Compliant with Accor sustainable standards including eco-certification label objective for all our hotels by 20230.



Feel good hotels

Chapter

01



Brand positioning
Top 2 USPs

BRAND POSITIONING

Stays for real life

AT GREET HOTELS, WE BELIEVE FEELING
GOOD SHOULDN'T COST A FORTUNE.

STRAIGHTFORWARD AND SATISFYING
STAYS, BIG ON PERSONALITY, LOW ON
BUDGET, BUT ALWAYS FEEL GOOD.



TOP #2 USPS

Our promise to eclectic value hunters



1

greet focus on the meaningful essentials done right: Bed, Shower, Breakfast, WI-FI



2

greet teams are dedicated to making every guest feel good— true champions of positive hospitality



TOP USP #1



At greet, we believe feeling good shouldn't cost a fortune.

That's why we focus on the **meaningful essentials** done right: a **comfortable bed** for a great night's sleep, a **refreshing shower** to start the day, a **tasty breakfast** to fuel adventures and a **reliable wi-fi** to stay connected – everything needed to feel good and start the day greet.

We welcome the eclectic individuality of 2- and 3-star hotels around the world, each property is shaped by its people, building, culture, and community.

At greet, great value always feels good.

Feel good. Feel greet.

#1 Bed

Sentiment score of 65.26*
Vs competitors 44-64

#1 Breakfast

Sentiment score of 80.68*
Vs competitors 48-71

* Sentiment Score
Competitors include: B&B, Premiere Classe, Travelodge
Source: Trust You 2025

TOP USP #1

greet essentials



GOOD BED

greet bedding at conversion or after 7 years



GOOD SHOWER

100% en-suite rooms & greet bathroom amenities



GOOD BREAKFAST

Simple and tasty.
Less product but better quality and favoring fresh and/or local products



GOOD WI-FI

High speed guarantee in 100% of the hotel



TOP USP #2

greet teams are dedicated



to making every guest
feel good

At greet hotels, our teams are passionate about **making sure every guest truly feels good** during their stay.

From the moment you arrive, you can expect a **warm, genuine welcome** filled with positivity and small thoughtful touches.

That might be offering you a refreshing welcome drink, inviting you to relax in the lobby with a book or a board game, or simply creating a friendly space to unwind.

And because we care about people and the planet, many of these moments come with **an eco-conscious twist** — like second-hand books or a drink homemade from wonky fruits.

With greet, it's all about feel good positive hospitality.

#1 Service

Sentiment score of 85.81*

Vs competitors 67-84

* Sentiment Score
Competitors include: B&B, Premiere Classe, Travelodge
Source: Trust You 2025



TOP USP #2

greet team spririt



GOOD SERVICE

greet teams adopt a positive & feel good attitude



GOOD DESIGN

greet teams invite guests to unwind in the lobby made of eclectic design furniture

GOOD WELCOME

greet teams welcome travelers with a homemade wonky drink





GUEST JOURNEY

Key standards at a glance

Arrival & departure

Welcome drink

Feel-good social space

Eclectic design
Read&Play corner

Guest room

Feel good bed
Good shower
greet bathroom
amenities

F&B

Feel good breakfast

Powerful Distribution eco-system

Chapter



03

*Accor Sales,
Distribution & Loyalty*



CONNECT YOUR HOTEL

To the widest distribution ecosystem

140+

CONNECTED PARTNERS

Included Search / Metasearch / OTA / GDS / IDS, both Global and Regional

AND ACCESS

A global sales office with strong expertise

400+

SALES PROFESSIONALS

Across

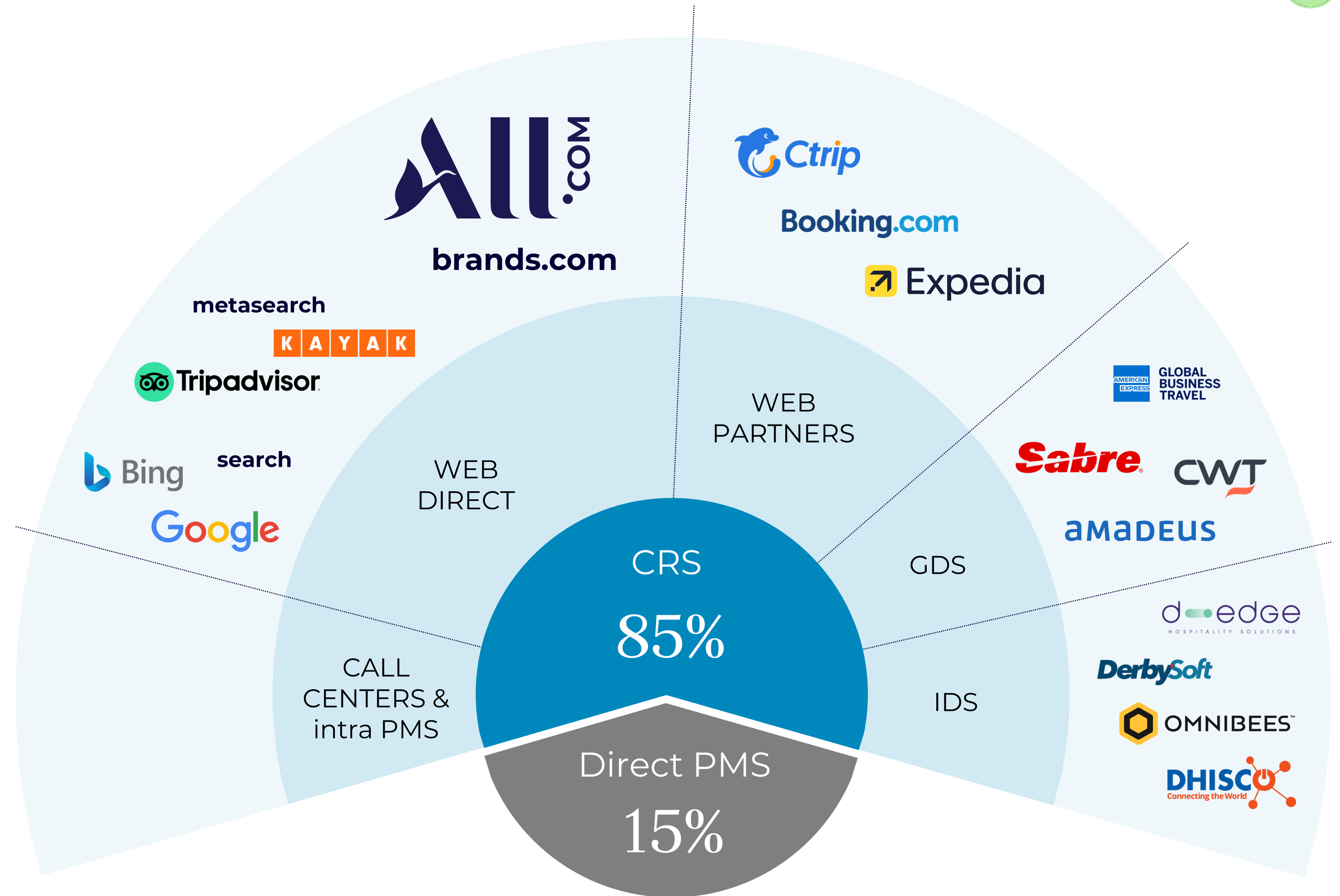
34

COUNTRIES

Covering

80%

OF THE GLOBE



Including best OTA discounted rates



BENEFIT FROM

A solid web direct and best loyalty program ALL Accor

BRAND ENHANCER

40+ brands

FEATURED ON ALL.COM

LOYALTY PROGRAM

110M+

MEMBERS

BOOKING PLATFORM

360M+

VISITS/YEAR

PARTNERSHIP & EXPERIENCE

140+

PARTNERS

SUBSCRIPTION PRODUCTS

550K+

SUBSCRIPTION CARDHOLDERS

Strong revenue contribution for hotels

ALL ROI FOR OWNERS

x8

AWARDS SINCE LAUNCH

39



Development Criteria

Chapter



04

Hotels



HOTELS

Hotels Development

WORLDWIDE

NUMBER OF KEYS

50+

ROOM SIZE

ANY

TGFA

ANY

MUST-HAVES

Breakfast offer

NICE-TO-HAVES

Restaurant offer
 Laundry room
 Car park
 Family room

greet Network

Chapter

05



GREET HOTEL SALON DE PROVENCE
FRANCE



URBAN

greet Vienna City North, Austria




 96 rooms



URBAN

greet Hotel Cernay Mulhouse, *France*



 75 rooms





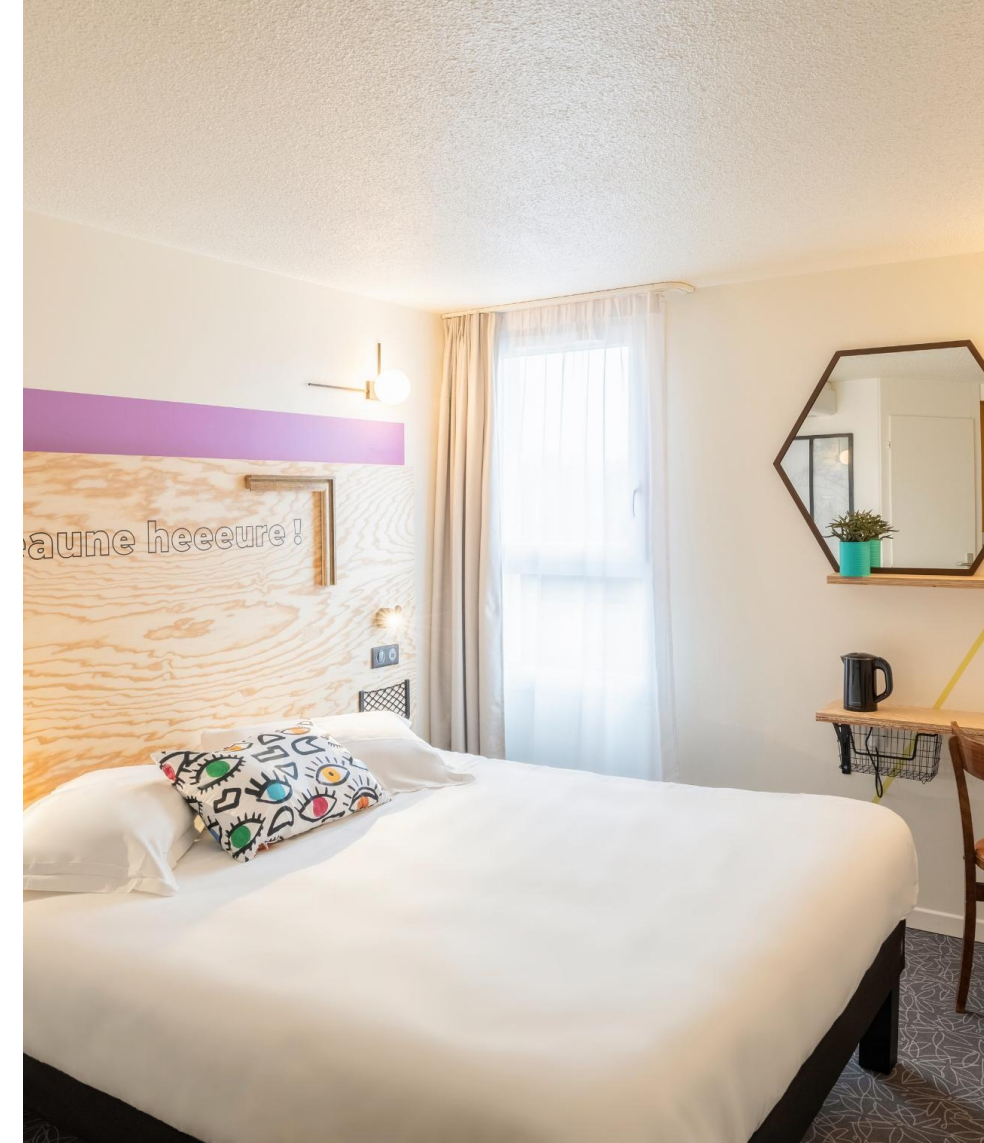
Why invest - greet

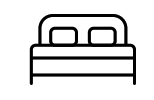
greet network

P23



URBAN



 52 rooms

greet Hotel Beaune, *France*

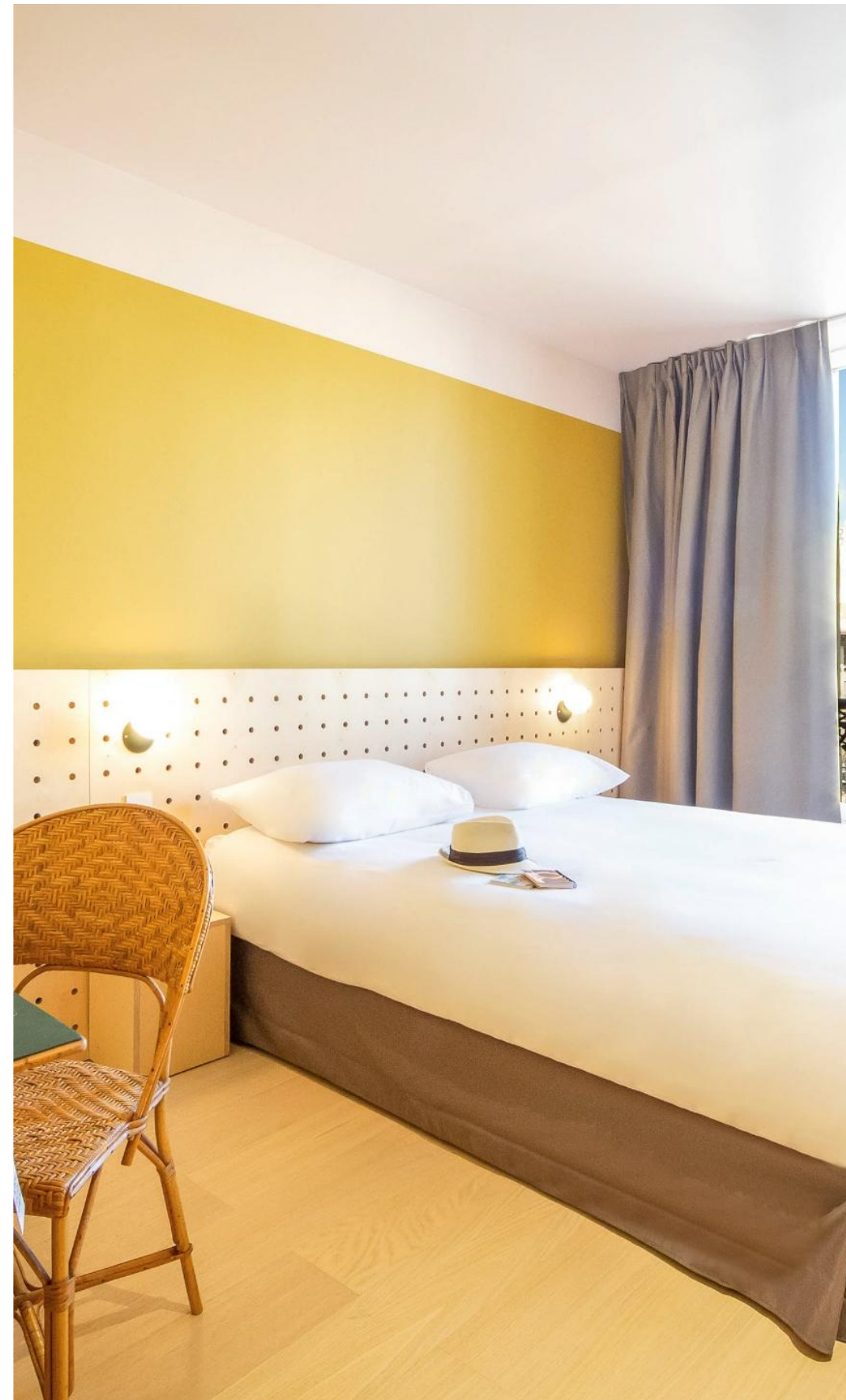




Why invest - greet

URBAN

greet Hotel Marseille Centre Saint-Charles, *France*



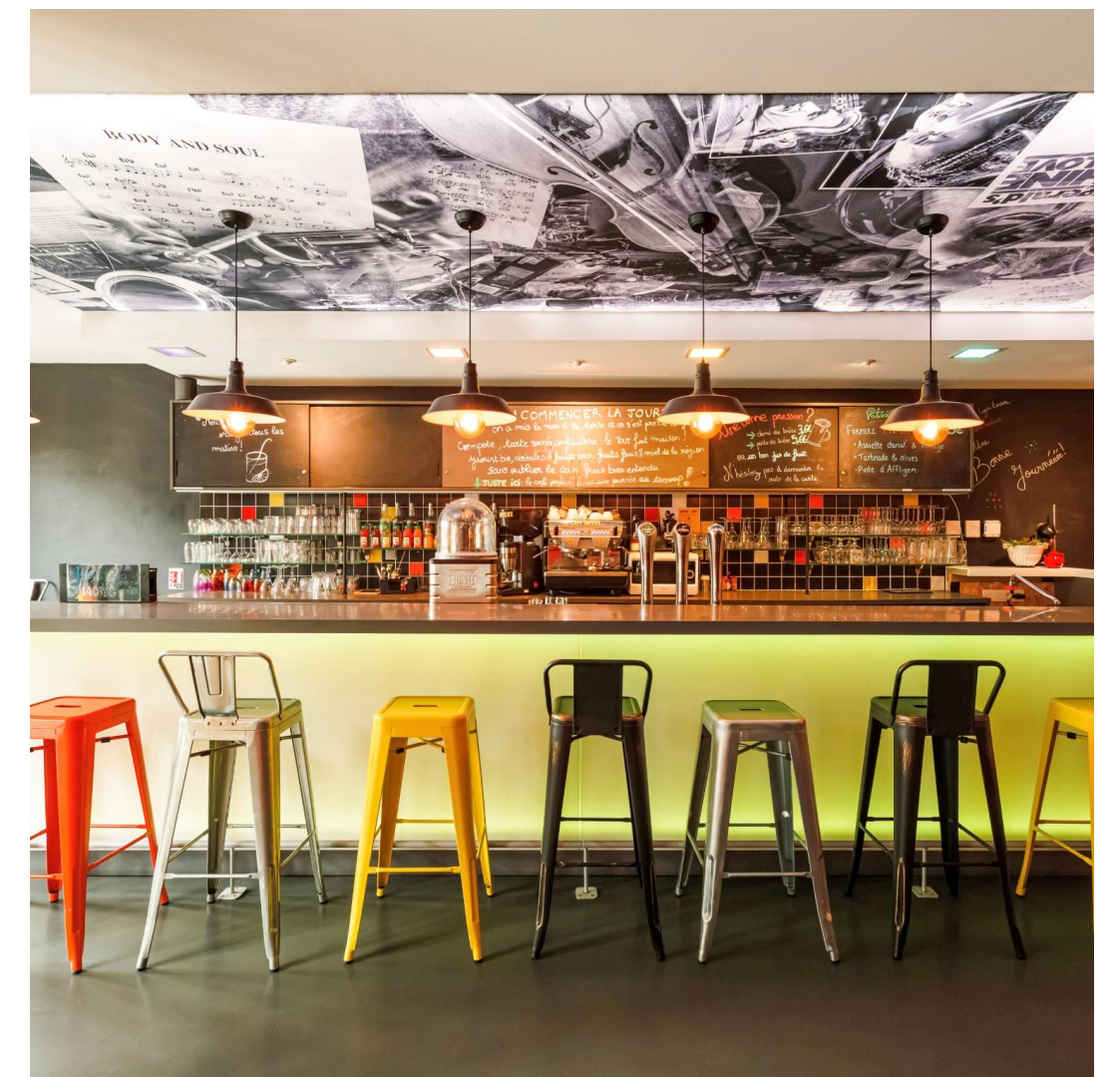
 60 rooms

URBAN

greet Hotel Lyon Confluence, *France*



79 rooms






URBAN

greet Hotel Colmar, *France*



 62 rooms





Why invest - greet

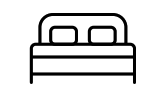
greet network

P27



URBAN



 46 rooms

greet Hotel Boulogne Billancourt Paris, *France*






Why invest - greet

URBAN

greet Hotel Paris Nord 18, *France*



 203 rooms



Why invest - greet

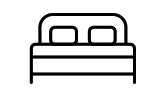
greet network

P29



URBAN



 49 rooms

greet Hotel Annecy, *France*





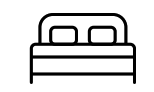
Why invest - greet

URBAN



greet network

P30



45 rooms

greet Hotel Salon de Provence, *France*



URBAN

greet Hotel Pont du Gard Route d'Avignon, France



 80 rooms






Why invest - greet

URBAN

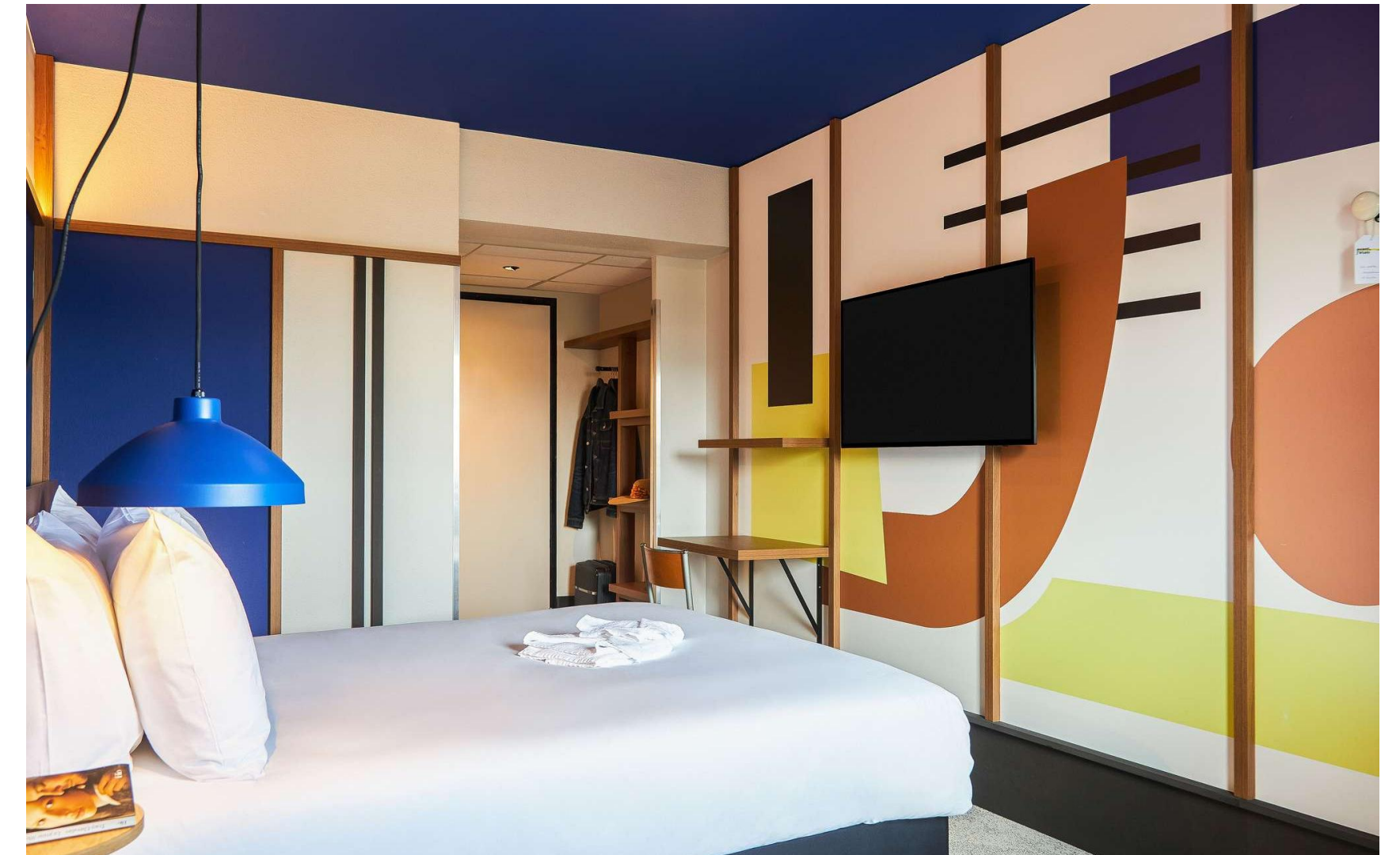
greet Hotel Evreux, *France*



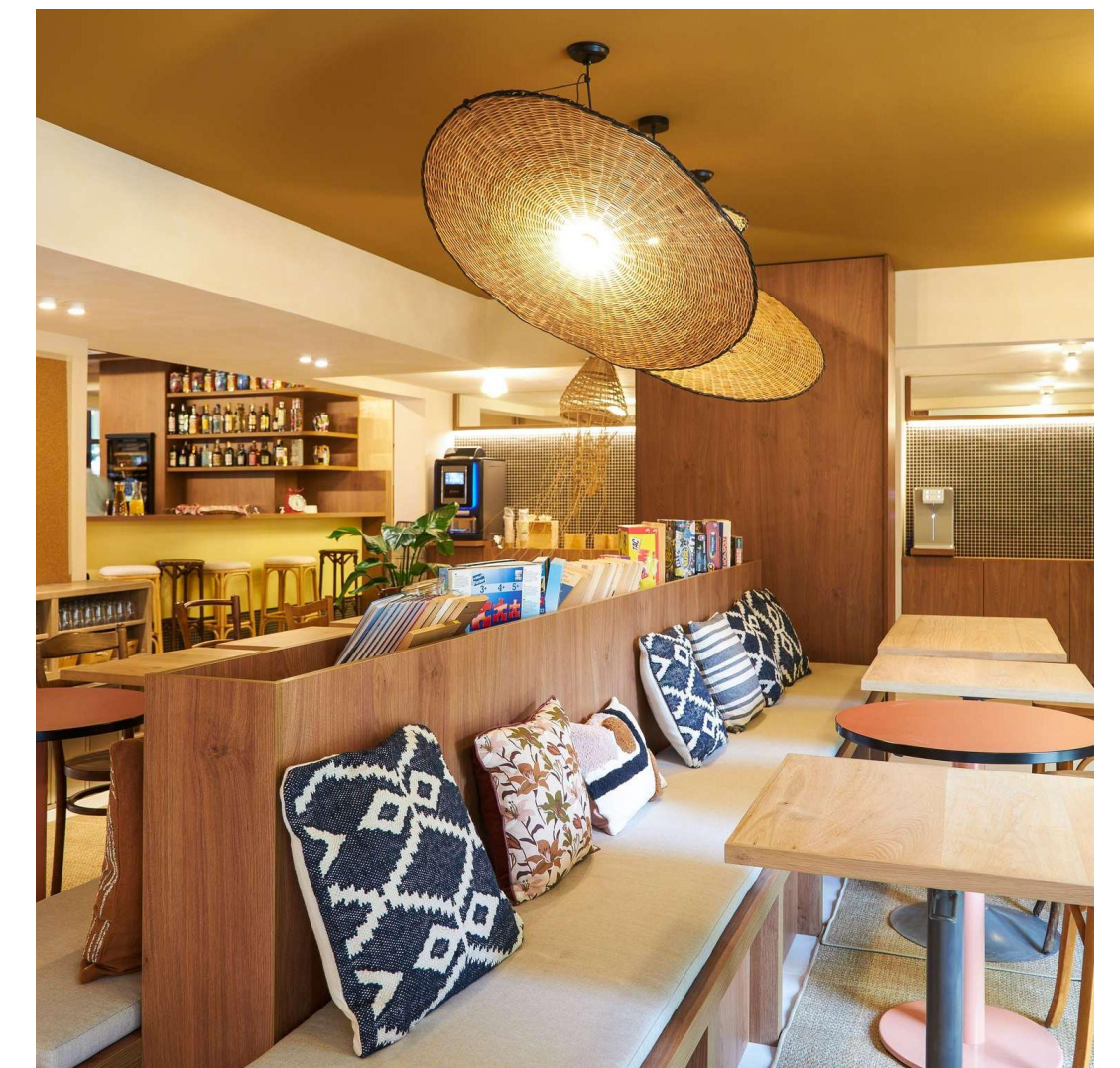
 72 rooms

URBAN

greet Hotel Marseille Parc Chanot Vélodrome, *France*



 116 rooms





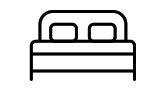
Why invest - greet

URBAN



greet network

P34



81 rooms

greet Hotel Reims Tinquieux, *France*

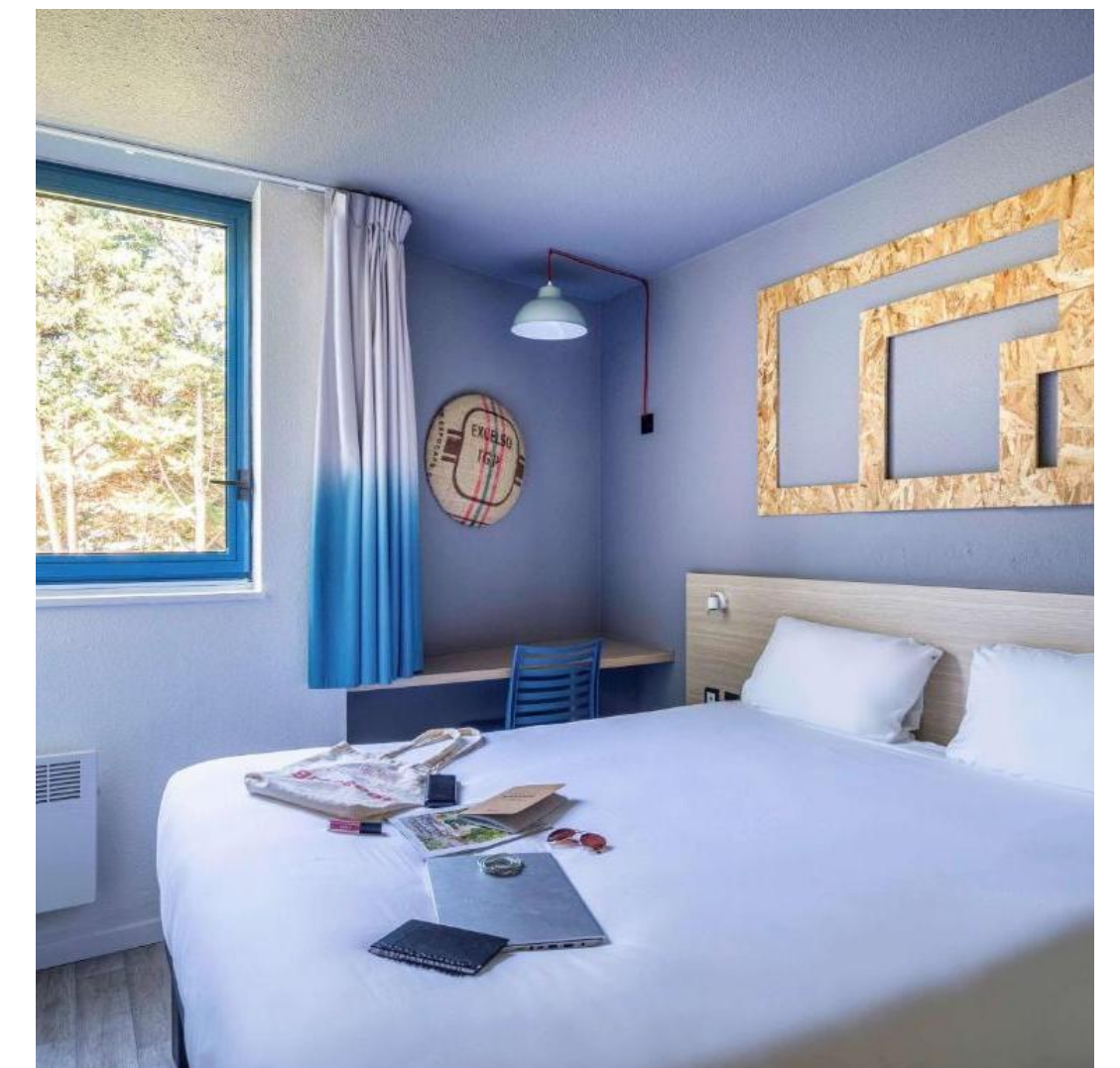


AIRPORT

greet Hotel Bordeaux Aéroport, *France*




 82 rooms

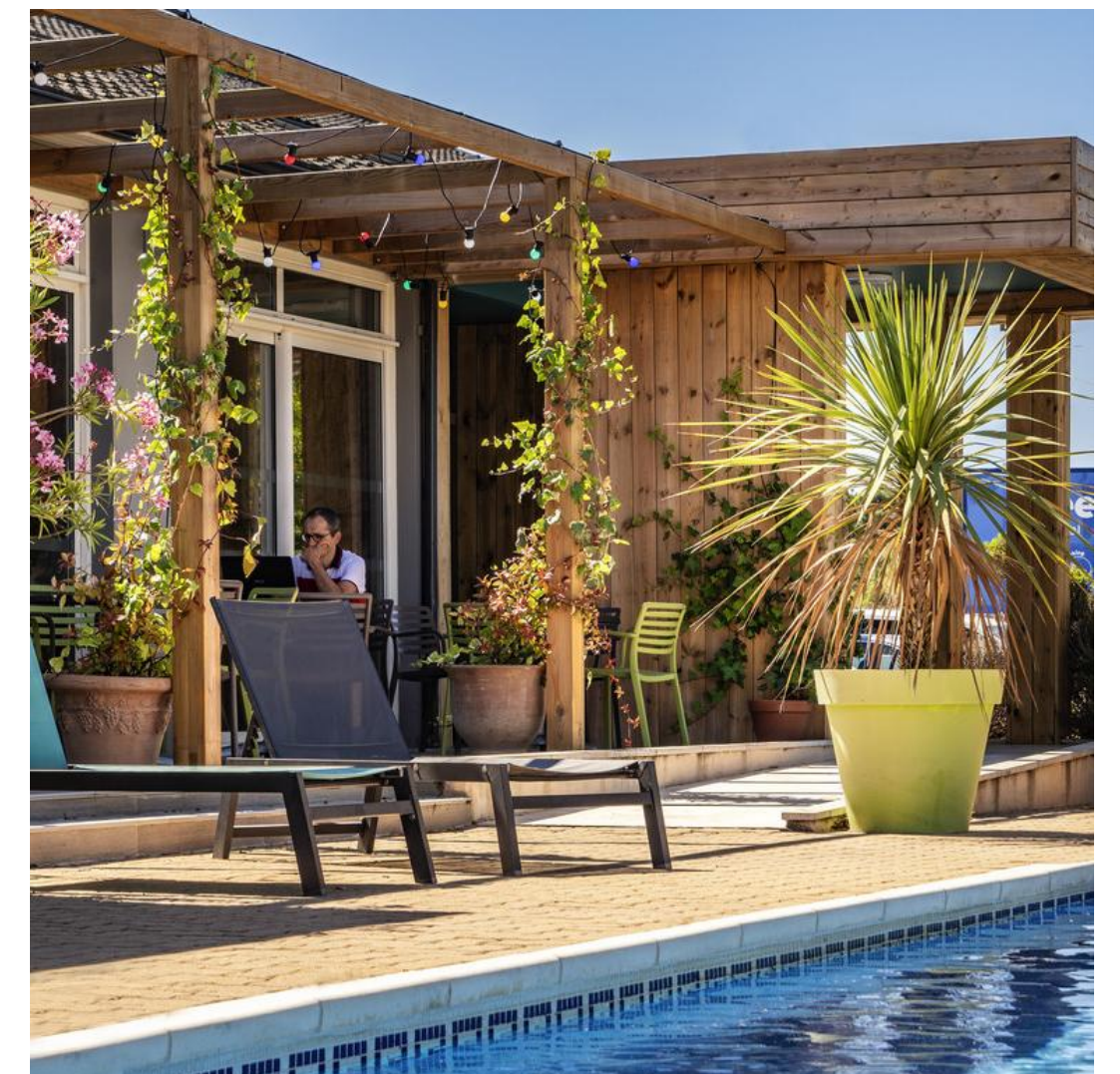


AIRPORT

greet Hotel Marseille Provence Aéroport, France



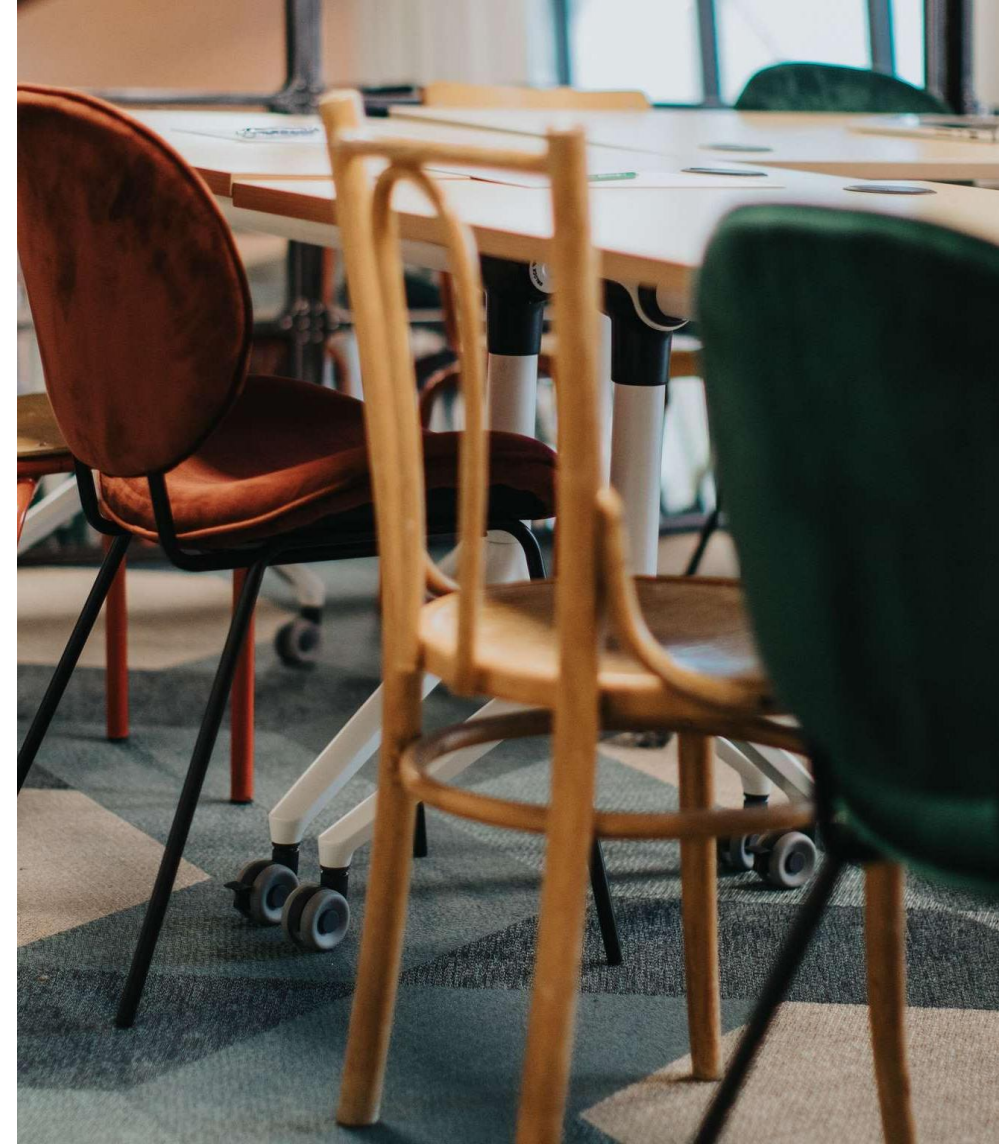
 47 rooms





Why invest - greet

AIRPORT



greet network

P37



 70 rooms

greet Hotel Brest Airport, *France*



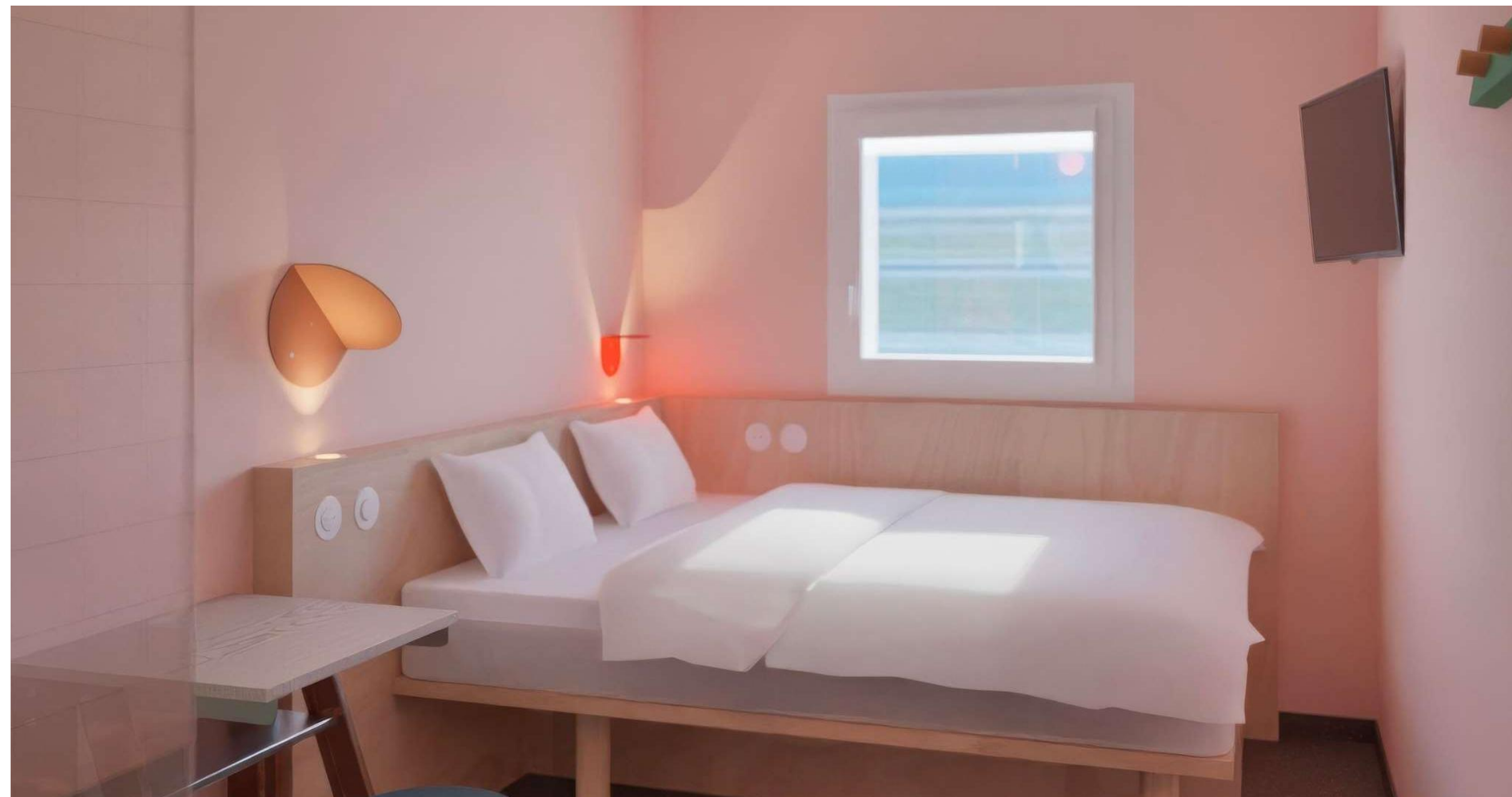


AIRPORT



 158 rooms

greet Hotel Nice Aéroport Promenade des Anglais, *France*

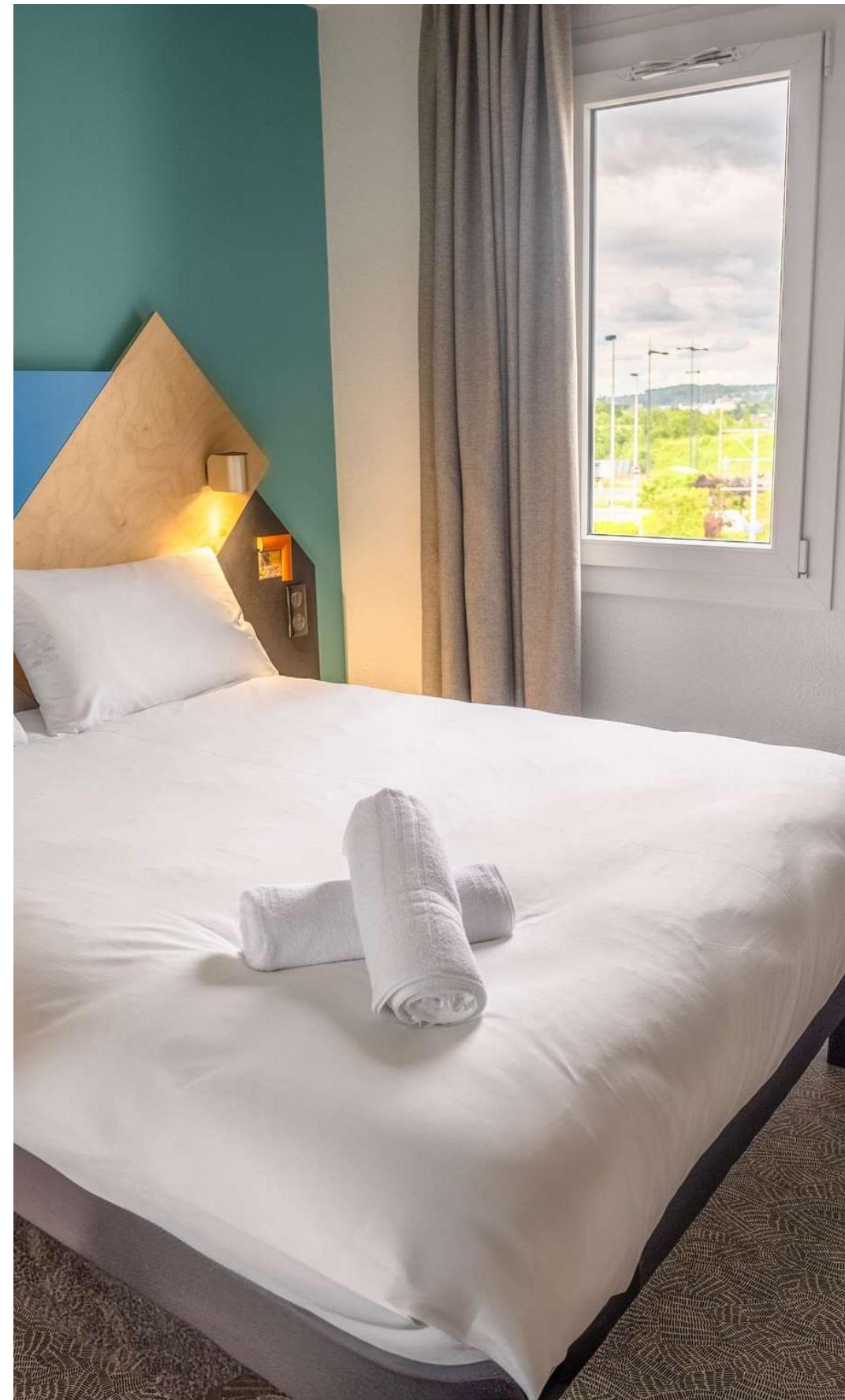





Why invest - greet

LEISURE & RESORTS

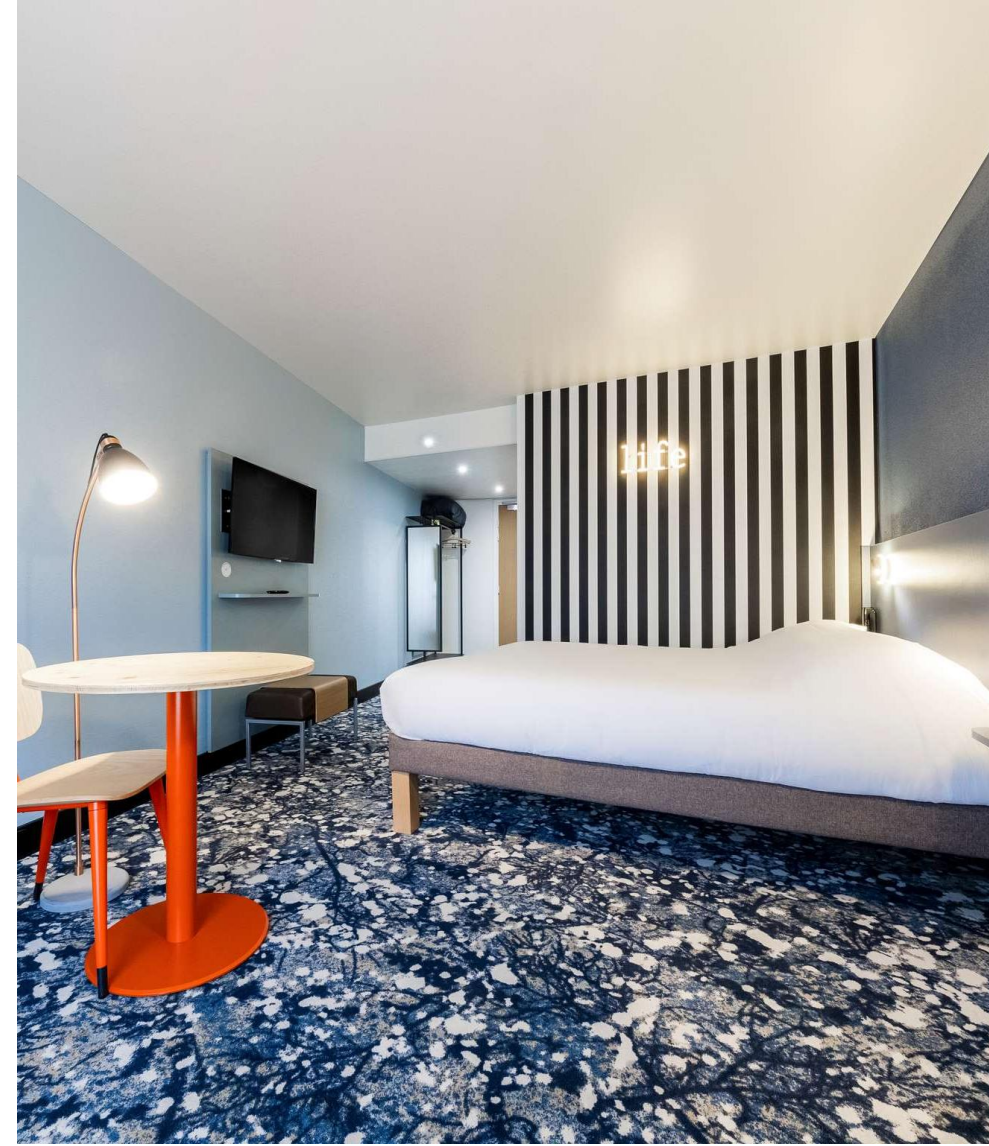
Greet Hotel Montbéliard, *France*




 64 rooms



COMBO



 84 rooms

Greet Hotel Paris 13 Porte d'Italie, *France*



greet

Thank

you

