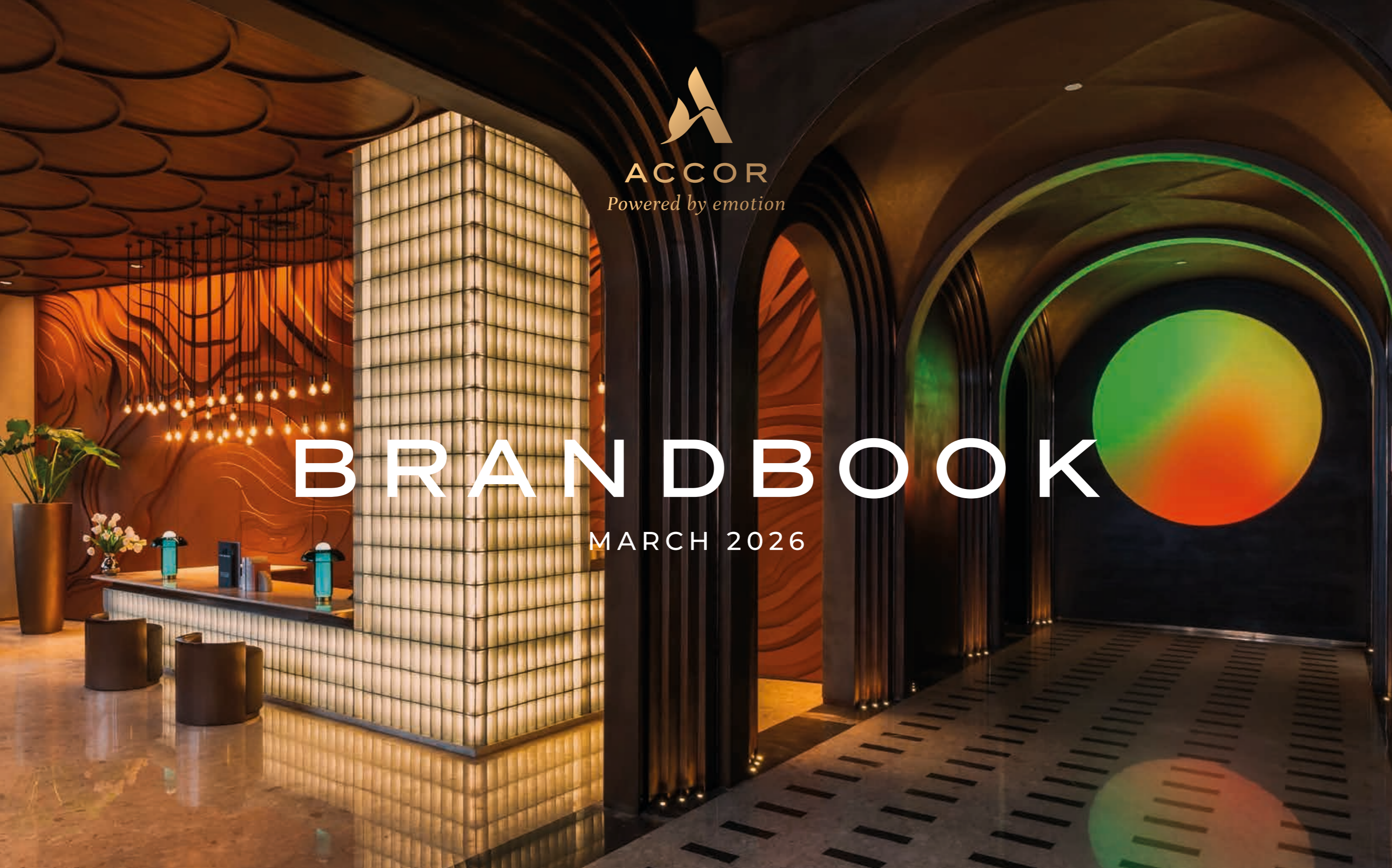




ACCOR  
*Powered by emotion*

# BRANDBOOK

MARCH 2026



# 1

## WORLD LEADING HOSPITALITY GROUP

- 03 **Manifesto**
- 04 **Artisan of hospitality**
- 05 **Designing tailor-made hospitality**
- 06 **Welcoming guests in 110 countries**
- 07 **Optimizing value through diversified divisions**

# 2

## A WORLD OF EXPERIENCES

- 09 **Redefining limitless with lifestyle rewards**
- 10 **Accor's unrivalled portfolio of brands**

### 11 LUXURY

- 12 **Orient Express**
- 13 **Raffles**
- 14 **Fairmont**
- 15 **Emblems Collection**
- 16 **Sofitel Legend**
- 16 **Sofitel**
- 17 **MGallery**
- 18 **Banyan Tree**
- 19 **Faena**

### 20 LIFESTYLE

- 21 **21C Museum Hotel**
- 22 **25hours Hotel**
- 23 **Delano**
- 24 **Gleneagles**
- 25 **Hyde**
- 26 **JO&JOE**
- 27 **Mama Shelter**
- 28 **Mondrian**
- 29 **Morgans Originals**

- 30 **Our Habitas**
- 31 **Rixos**
- 32 **SLS**
- 33 **SO/**
- 34 **The Hoxton**

### 35 PREMIUM

- 36 **Pullman**
- 37 **Swissôtel**
- 38 **Mövenpick**
- 39 **Mantis**
- 40 **Art Series**
- 41 **Grand Mercure**
- 42 **Angsana**
- 43 **Peppers**
- 44 **The Sebel**

### 45 MIDSCALE

- 46 **Handwritten Collection**
- 47 **Novotel**
- 48 **Mercure**
- 49 **TRIBE**
- 50 **Adagio**
- 51 **Mantra**
- 52 **Neqta**

### 53 ECONOMY

- 54 **ibis**
- 55 **ibis Styles**
- 56 **ibis *budget***
- 57 **Breakfree**
- 58 **greet**
- 59 **hotelF1**

### 60 RESIDENTIAL & PRIVATE RENTAL

- 61 **Accor One Living**
- 62 **onefinestay**

### 63 WORKSPITALITY

- 64 **Wojo**
- 65 **officeriders**
- 66 **Mama Works**
- 67 **Working From**

### 68 ENTERTAINMENT & NIGHTLIFE

- 69 **Potel et Chabot**
- 70 **SAINTCLAIR**
- 71 **Dalloyau**
- 72 **Théâtre du Lido**
- 73 **Paris Society**

### 74 BUSINESS ACCELERATORS

- 75 **Astore**
- 75 **D-edge**
- 76 **Gekko**
- 76 **John Paul**
- 77 **VeryChic**

1

WORLD  
LEADING  
HOSPITALITY  
GROUP





## *Manifesto*

Accor has long committed itself to sustainability and a community-centric approach, with care for people and the planet at the core of its strategy.

The Group formalized these values, creating a framework of accountability and announcing its Purpose:

***Pioneering the art of responsible hospitality,  
connecting cultures, with heartfelt care.***



WE ARE

# ARTISAN OF HOSPITALITY



OUR PURPOSE

*Pioneering the art  
of responsible  
hospitality,  
connecting cultures,  
with heartfelt care.*

With an unrivaled portfolio spanning geographies, segments and activities, Accor offers a diversified and integrated ecosystem of tailored hospitality offerings.

Accor is a trusted expert and preferred partner for hotel owners, with a business model optimized to deliver maximum value and world-leading guest services and experiences.

The ethos of Accor is embodied in our team of 380,000+ team members under Accor brand, who infuse passion for hospitality with genuine care to craft truly distinctive stays and foster meaningful connections with respect and care for the planet and local communities.

**45+**

hospitality brands  
from Luxury  
to Economy

**10+**

extended hospitality brands  
& services (residential, coworking,  
entertainment, BtoB business)

**380,000+**

team members  
under Accor  
brand

WE ARE

# DESIGNING TAILOR-MADE HOSPITALITY

Accor is redefining the hospitality of tomorrow through an ecosystem of offerings tailored to new ways of living, traveling and working.



**5,800+**  
hotels

**10,000+**  
restaurants & bars

**19,100+**  
meeting rooms

**2,000+**  
hotels with spas  
& fitness facilities

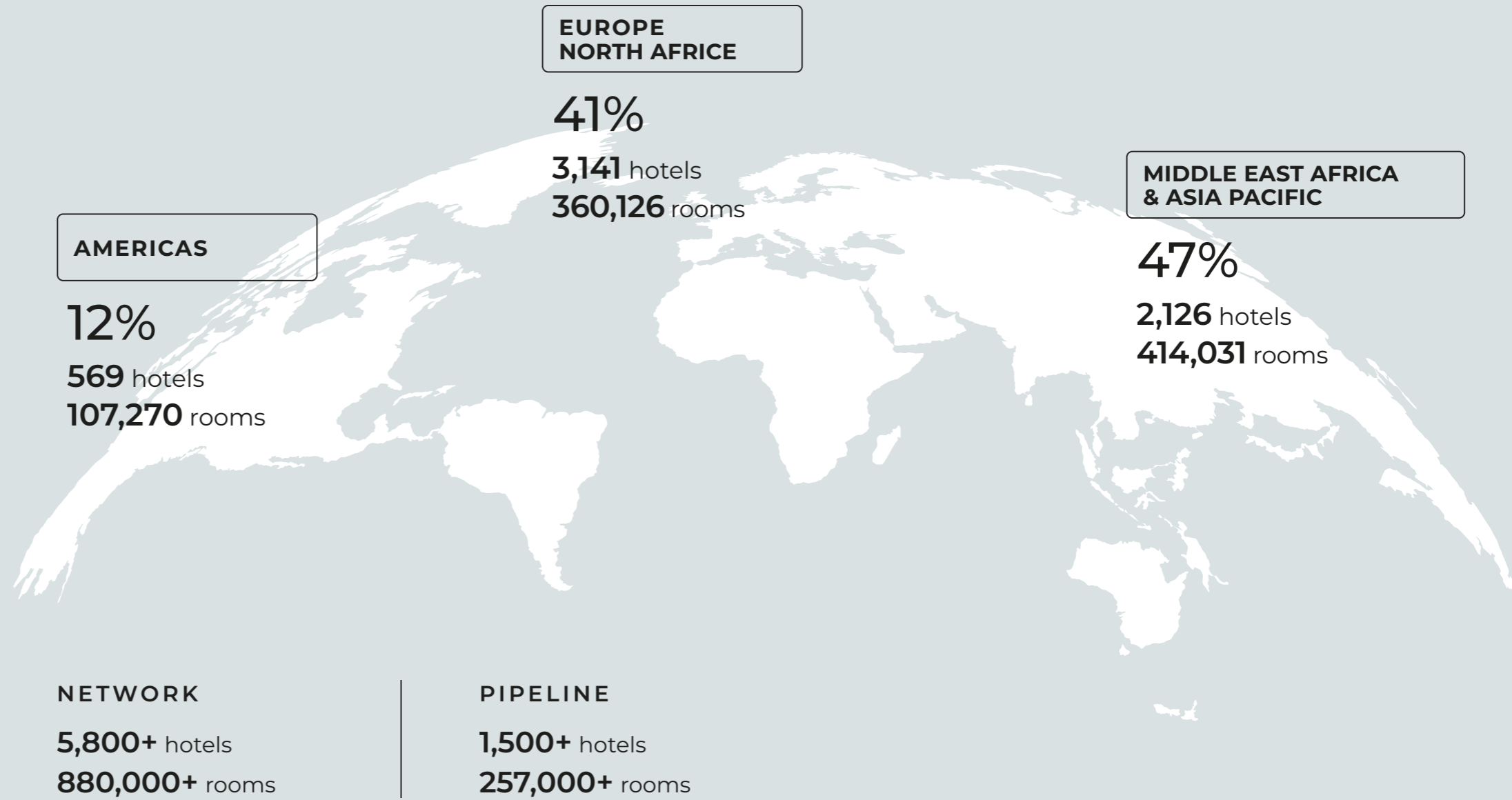
**400+**  
entertainment  
& festivities venues

WE ARE

# WELCOMING GUESTS IN 110 COUNTRIES

Accor has built leadership positions across multiple segments from its Premium, Midscale & Economy powerhouse and Luxury & Lifestyle brand collection with iconic and beloved brands for travelers across all segments.

Outside North America and China, Accor is the number one hospitality player in number of rooms, with leadership positions in Europe, the Middle East, South America, Africa, South-East Asia and the Pacific.



% in number of rooms - Figures at December 31, 2025

WE ARE

# REIMAGINING HOSPITALITY



ACCOR

## STAY WITH US

ADAGIO ANGSANA Art Series BANYAN TREE BreakFree  
DELANO EMBLEMS Fairmont FAENA GLENEAGLES  
GRAND MERCURE greet Handwritten hotelIFT HYDE  
ibis ibis STYLES ibis budget JO&JOE MAMA SHELTER mantis  
mantra MERCURE M GALLERY MONDRIAN MORGAN'S ORIGINALS  
MÖVENPICK NOVOTEL onefinestay ORIENT EXPRESS  
OUR HABITAS PEPPERS pullman RAFFLES RIXOS  
SLS SO/ SOfITEL SOfITEL LEGEND swissôtel  
the hoxton THE SEBEL TRIBE 21c 25h  
twenty five hours hotels

## EXPERIENCE MORE

PARIS SOCIETY  
THEATRE DU LIDO  
POTEL&CHABOT  
SAINTCLAIR  
DALLOYAU  
WOOJO  
MAMA WORKS  
working from

## RELY ON US

ASTORE  
d-edge  
SEKKO  
JOHN PAUL  
officeriders  
VERYCHIC



2

A WORLD OF  
EXPERIENCES



# REDEFINING LOYALTY FOR A LIMITLESS LIFESTYLE



ALL Accor is the Group's world-class lifestyle loyalty program, integrating the widest range of brands, rewards, services and experiences for our clients, as well as an all-in-one online booking platform providing easy access and the best prices.

At the heart of Accor's powerful, fully integrated hospitality ecosystem, ALL Accor expands our touchpoints, services and relationship with our clients beyond travel into their daily lives, lifestyles, and communities as they work, live, play, and do business.

**110M+**  
members

**5,700+**  
affiliated  
hotels

**7,500+**  
Limitless Experiences  
purchased by our members

**110+**  
partners

5 SEGMENTS TO MATCH EVERY EXPERIENCES

# ACCOR'S UNRIVALLED PORTFOLIO OF BRANDS



Raffles Jaipur - India

Accor has an unmatched range of **45+ brands across all segments** and across all continents, **from its Premium, Midscale & Economy powerhouse and Luxury & Lifestyle brand collection.**

- With 20+ brands, the PM&E division provides global reach and scale across 5,000+ hotels with powerful and beloved brands such as ibis, Novotel or Pullman.
- Accor holds the #2 position in the luxury segment with iconic brands such as Orient Express, Raffles, Fairmont and Sofitel. Ennismore, the fastest growing lifestyle hospitality company in the world, is a global collective of entrepreneurial and founder-built hospitality brands such as The Hoxton, Mama Shelter and 25hours Hotels.



Mercure Walton Hall - United Kingdom



# LUXURY

## Elevating the experience of excellence

With iconic names like Raffles, Fairmont and Sofitel, Accor has curated one of the most extraordinary luxury portfolios in the world. Consistently surpassing the expectations of guests, our luxury brands create transformative experiences with thoughtful, high-touch service.

**9**  
brands

**375+**  
hotels

**87,750+**  
rooms

ORIENT EXPRESS

RAFFLES

*Fairmont*

SOFITEL  
LEGEND

EMBLEMS

S O F I T E L



BANYAN TREE

FAENA



**ORIENT EXPRESS**

# ARTISANS OF TRAVEL SINCE 1883

LEGENDARY & SUMPTUOUS

The mythic Orient Express brand conjures a Golden Age of luxury travel. Today the legend is revived by splendidly restored trains, sumptuous luxury palaces, and remarkable sailing yachts.



Orient Express La Minerva, Roma - Italia

## NETWORK

**1** train

**1** hotel

**120+** rooms  
and cabins

---

## PIPELINE

**2** boats

**3** hotels

**315** rooms  
and cabins

Figures at December 31, 2025



# A WORLD OF REFINED SOPHISTICATION

GLAMOUROUS & UNDERSTATED

Since 1887, Raffles has embodied the art of service hospitality, bringing to life hotels, resorts and residences of endless refinement and possibility, where ideas are born, history is made and stories and legends are created.

[raffles.com](https://raffles.com)



## NETWORK

20+ hotels  
3,735+ rooms

## PIPELINE

10+ hotels  
1,670+ rooms

Figures at December 31, 2025

*Fairmont*

# A SPIRIT OF ELEGANCE AND ADVENTURE

GENEROUS & GENUINE



Founded in 1907, Fairmont creates worlds where meaningful connections, genuine traditions, and extraordinary experiences come to life. Offering luxury that is approachable and welcoming, every guest feels at home with Fairmont.

## NETWORK

**95+** hotels  
**35,965+** rooms

## PIPELINE

**25+** hotels  
**7,075+** rooms

Figures at December 31, 2025

EMBLEMS  
COLLECTION

# CURATING ADDRESSES OF EXCEPTIONAL CHARACTER

TIMELESS & CAPTIVATING



Lucknam Park Emblems Collection - United Kingdom

Emblems is a landmark collection of luxury hotels, each with its own legacy of culture, creativity, and craftsmanship. Imbued with a deep connection to place, Emblems promises to captivate travelers wise to the world.

## NETWORK

**1** hotel  
**51** rooms

## PIPELINE

**10+** hotels  
**1,090** rooms

Figures at December 31, 2025

SOFITEL



# HEARTFELT HOSPITALITY WITH A FRENCH TOUCH

ELEGANT & INSPIRING

Addresses where French elegance meets the soul of the destination.  
Iconic cities or peaceful retreats, each stay is a cultural journey  
— warm, welcoming, and imbued with timeless hospitality.

SOFITEL  
LEGEND

# SIMPLY LEGENDARY

EPICUREAN & INSPIRING

A mosaic of unique destinations and carefully selected hotels.  
These places, witnesses to historic moments, echo with remarkable  
encounters and extraordinary stories, making each address a legend.



## NETWORK

125+ hotels

32,970+ rooms

## PIPELINE

35+ hotels

9,435+ rooms

Figures at December 31, 2025

[sofitel.com](https://www.sofitel.com)





# CREATING MEANINGFUL AND MEMORABLE MOMENTS

SINGULAR & SOULFUL

MGallery is the first boutique collection of its kind, opening a new chapter of hospitality in 2008. Founded on the vision that every place has a soul, it broke with traditional standards, offering a collection of intriguing hotels, each with a unique story to tell.



## NETWORK

**125+** hotels

**14,900+** rooms

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## PIPELINE

**55+** hotels

**7,415+** rooms

Figures at December 31, 2025



BANYAN TREE

Banyan Tree Hotels and Resorts are places of extraordinary beauty and rejuvenation. Each Banyan Tree sanctuary, Banyan Tree Escape or Banyan Tree Veya is anchored in local community and lush nature, awakening emotions by evoking the senses.

# A SANCTUARY FOR THE SENSES

RESTORATIVE & ENTWINED



Banyan Tree Alula - Saudi Arabia

## NETWORK

**5** hotels

**780+** rooms

---

## PIPELINE

**6** hotels

**910+** rooms

Figures at December 31, 2025

**FAENA**

# A CULTURAL EPICENTER OF THE EXTRAORDINARY

IMMERSIVE & VISIONARY

Faena defies convention, redefines luxury and celebrates community by creating cultural epicenters inspired by joy, rooted in connection, and brought to life through immersive art, cuisine, wellness, and performance.



Faena Hotel Miami Beach - United States of America

## NETWORK

4 hotels  
425+ rooms

## PIPELINE

7 hotels  
825+ rooms

Figures at December 31, 2025



# LIFESTYLE

A collective of entrepreneurial  
and founder-built brands

Accor has long recognized the potential of the lifestyle hospitality industry. In 2021, the Group and Ennismore formed a joint venture and created a new standalone entity that is now experiencing the fastest growth in the sector. With over 150 hotels and 300 renowned restaurants and bars, Ennismore's lifestyle brands attract guests from around the world, as well as from their local neighborhoods.

14  
brands  
hôtelières

210+  
hotels

48,945+  
rooms



25h  
twenty five hours hotels

DELANO

GLENEAGLES

HYDE

JO&  
JOE

MAMA  
SHELTER

MONDRIAN

MORGAN'S  
ORIGINALS

OUR HABITAS

RIXOS

SLS

SO/

the hoxton



# AT THE CORNER OF CURIOSITY

CONTEMPORARY & CULTURED



21c Museum Hotel St Louis - United States of America

21c Museum Hotels push the boundaries of both the museum and hotel worlds for a visit unlike any other. The union of authentic hospitality, thoughtful design, and culinary creativity, the brand transforms the contemporary art museum into a new travel experience.

## NETWORK

**6** hotels  
**735+** rooms

## PIPELINE

**2** hotels  
**280+** rooms

Figures at December 31, 2025

[21cmuseumhotels.com](https://21cmuseumhotels.com)

**25h**  
twenty five hours hotels  
come as you are

# YOU KNOW ONE, YOU KNOW NONE

ONE-OF-A-KIND & SOUGHT-AFTER

Each 25hours Hotel is individual and made-to-measure. Each one has a soul inspired by its location and is shaped by the art, culture, gastronomy and stories of its surroundings. 25hours gladly opens its world to those who open theirs.

## NETWORK

**15+** hotels

**3,355+** rooms

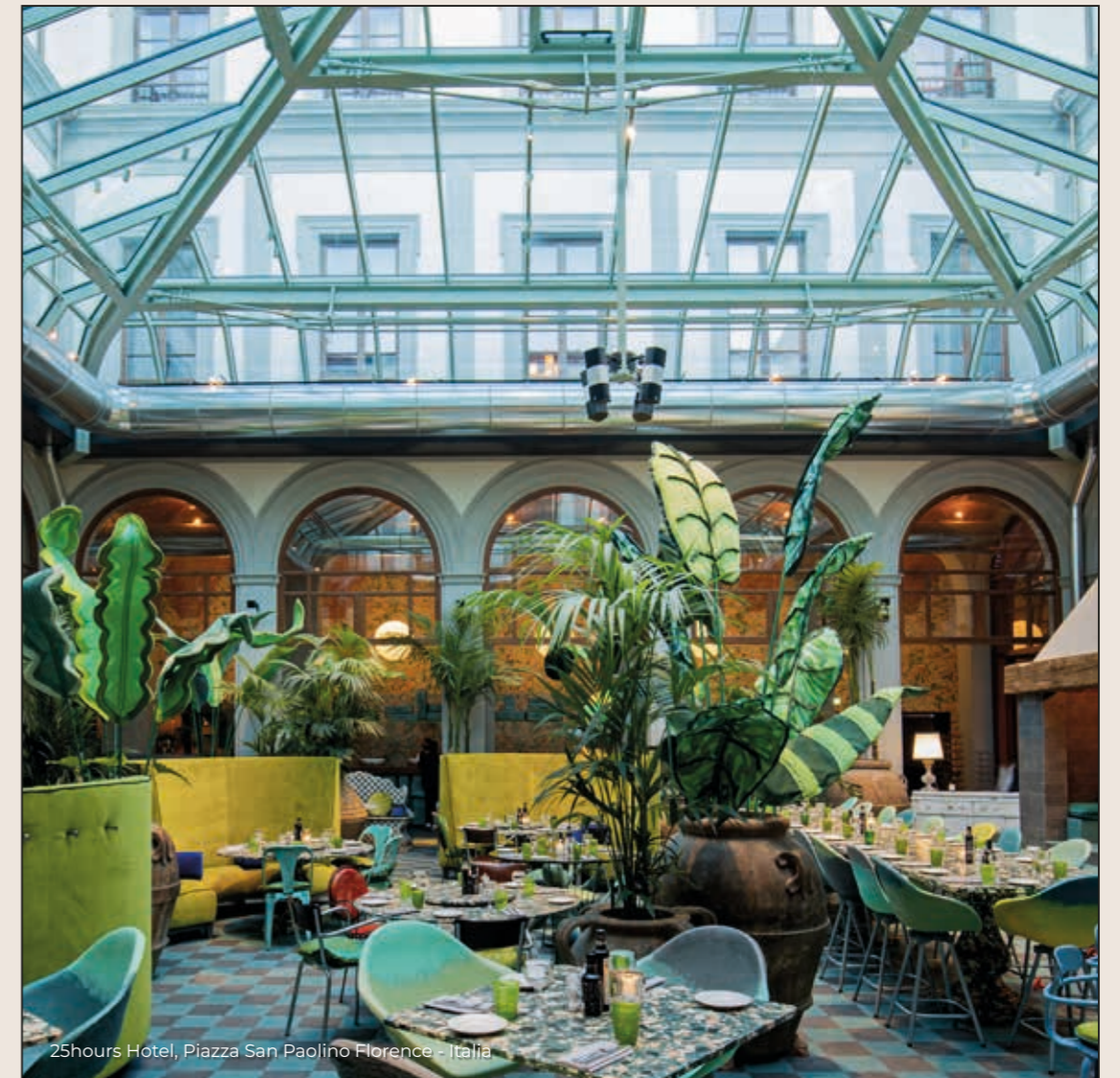
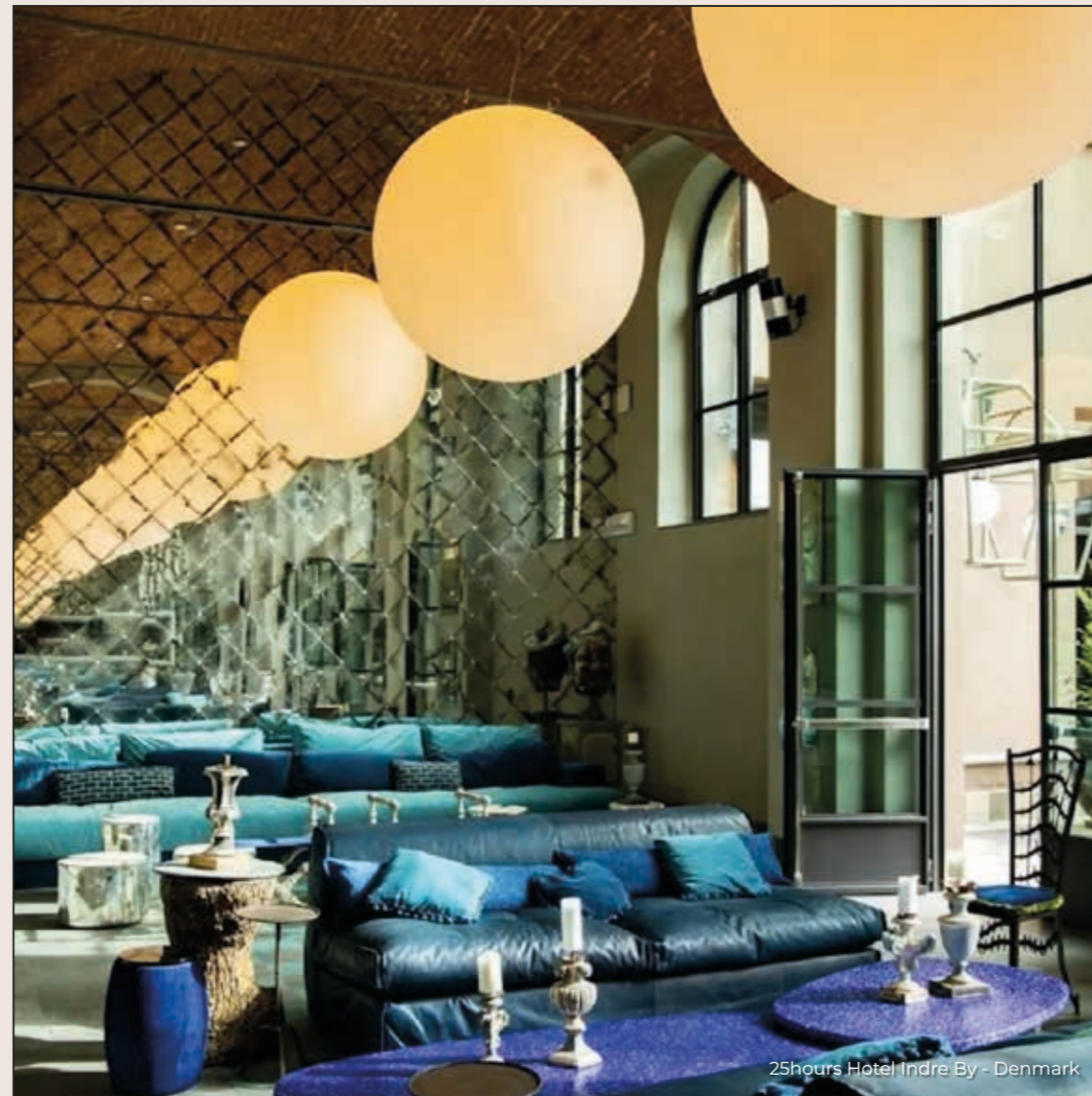
## PIPELINE

**10+** hotels

**2,865+** rooms

Figures at December 31, 2025

[25hours-hotels.com](https://25hours-hotels.com)



# DELANO

# A COCOON OF PLEASURE

MESMERIZING & INTIMATE

Delano is a heady sanctuary of social energy and sophisticated style. It is a place of pleasure and play, where guests can be their true self, from having a wild night or taking the time to nourish their senses, all within the trust of ultimate discretion.



Delano Miami Beach - United States of America

## NETWORK

**5** hotels

**930+** rooms

## PIPELINE

**7** hotels

**675+** rooms

Figures at December 31, 2025

GLENEAGLES

# THE GLORIOUS PLAYGROUND

A GLAMOUROUS COUNTRY ESTATE



Since opening its doors in 1924, Gleneagles has been one of Scotland's most iconic hotels and sporting estates, set beneath the Ochil Hills in the heart of Perthshire. With its glorious playground of country pursuits and fine dining, the 850-acre country estate epitomises the natural beauty for which Scotland is famed. In 2022, Gleneagles embarked on a journey from the countryside to the city with the opening of Gleneagles Townhouse in the Scottish capital, Edinburgh.

**NETWORK**  
**2** hotels  
**265+** rooms

Figures at December 31, 2025

# HYDE

## THE RHYTHM OF FREE SPIRITS

BOHEMIAN & CHIC

Rooted in music culture, Hyde embodies the spirit of the music festival. With a vibrant, bohemian aesthetic, the DNA of every Hyde property sings the same song, but each property is designed with its location in mind, ensuring that no two Hydres are exactly alike.



Hyde Dubai - United Arab Emirates

### NETWORK

9 hotels

1,545+ rooms

### PIPELINE

10 hotels

2,070+ rooms

Figures at December 31, 2025



# CREATING CONNECTIONS AND COMMUNITY

COMMUNAL & CAREFREE

Combining the fun of a hostel and the comfort of a hotel, Jo&Joe redefines expectations for the social, budget-conscious traveler. A hybrid accommodation-destination at an affordable price, Jo&Joe celebrates togetherness, sharing and having fun.



JO&JOE Auckland - New Zealand



JO&JOE Paris - France

## NETWORK

**10+** hotels  
**1,630+** rooms

## PIPELINE

**10** hotels  
**1,270+** rooms

Figures at December 31, 2025

[joandjoe.com](http://joandjoe.com)

**MAMA  
SHELTER**

# MAMA LOVES YOU

SASSY & FLAMBOYANT



Mama Shelter is a place to live life to the full. Affordable, irreverent, popular, sassy, and sexy. A haven that Mama has created for her guests. Much like a mother who cares for her children, Mama looks after travellers as if they were her own.

## NETWORK

**20** hotels  
**3,070+** rooms

## PIPELINE

**20+** hotels  
**3,540+** rooms

Figures at December 31, 2025

MONDRIAN

# CENTER STAGE OF THE CULTURAL SCENE

CHIC & EDGY

Always at the heart of the world's most exciting cultural scenes, Mondrian is synonymous with creativity and the avant-garde, allowing both guests and locals alike to immerse themselves in the cutting-edge culture of each city it inhabits.

## NETWORK

10+ hotels

2,580+ rooms

## PIPELINE

15+ hotels

3,575+ rooms

Figures at December 31, 2025

[mondrianhotels.com](https://mondrianhotels.com)



MORGAN(S)  
ORIGINALS

# INDEPENDENT HOTELS, CURATED INDEPENDENTLY

ELEGANT & ECCENTRIC

Morgans Originals is rooted in a respect for iconic cultural legacy, with a collection of independent hotels all sharing the same spirit of independence. Each hotel, one of a kind, is brought together by a shared culture and community.



## NETWORK

5 hotels  
615 rooms

## PIPELINE

7 hotels  
750 rooms

Figures at December 31, 2025

⊗ OUR HABITAS

Our Habitas is the local home for a global community of like-minded people seeking connection, inspiration and a better future together. Powered by music, wellness, art, adventure, food, learning and giving back, the Our Habitas experience is what we call luxury for the soul.

# LUXURY FOR THE SOUL

MAGICAL & COMPASSIONATE



Our Habitas Bacalar - Mexico

## NETWORK

**10+** hotels

**560+** rooms

---

## PIPELINE

**4** hotels

**255+** rooms

Figures at December 31, 2025



# REDEFINING ALL-INCLUSIVE FOR THE LUXURY SET

ABUNDANT & EXCLUSIVE

Rixos offers a luxurious, all-inclusive experience characterized by abundance, encompassing fine dining, immersive entertainment, and wellness. Every stay is thoughtfully tailored to individual guests with intuitive service and flexible programming. Rooted in Turkish heritage, Rixos blends classical culture with contemporary design and local character.



Rixos The Palm Hotel & Suites - United Arab Emirates

## NETWORK

**50** hotels

**20,230+** rooms

---

## PIPELINE

**20+** hotels

**9,285+** rooms

Figures at December 31, 2025

# SLS

# A SENSORY WONDERLAND

INDULGENT & MISCHIEVOUS

SLS delivers the luxury and excellence of a grand hotel, with a wink and a sexy little smile. Imbued with culinary artistry, theatrical interiors, subversive design touches and unexpected indulgences, each SLS property is a temple of sumptuous experiences in a playful settings.



## NETWORK

**10** hotels  
**2,805+** rooms

## PIPELINE

**4** hotels  
**705** rooms

Figures at December 31, 2025

SO/

# A FASHION STATEMENT

STYLISH & AVANT-GARDE



SO/ is a coveted collection of hotels, born from the world of fashion. Making its stylish debut on the global hotel scene in 2011, SO/ continues to command attention with its avant-garde design and creative approach to the world of luxury.

[so-hotels.com](https://so-hotels.com)

**NETWORK**  
**10+** hotels  
**1,915+** rooms

**PIPELINE**  
**15** hotels  
**2,880** rooms

Figures at December 31, 2025

**the hoxton**

# AN OPEN DOOR JUST AROUND THE CORNER

FRIENDLY & ECLECTIC

Founded in the values of culture and community, every Hoxton hotel reflects its neighborhood. The Hoxton is known for their vibrant, cozy lobbies and their celebration of the local through art, design, retail and eclectic programming.



## NETWORK

**15+** hotels

**3,490+** rooms

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## PIPELINE

**10+** hotels

**2,210+** rooms

Figures at December 31, 2025





# PREMIUM

## Curating character for the discerning traveler

Accor's premium brands are known for their distinctiveness and unique character, delivering experiential and sophisticated offerings. From Pullman's energy to the culinary brilliance of Mövenpick and Swissôtel's vitality, each brand provides a custom-made guest experience unlike any other.

**9**  
brands

**520+**  
hotels

**125,825+**  
rooms

**PULLMAN**

**SWISSÔTEL**

**MÖVENPICK**

**MANTIS**

**ART SERIES**

**GRAND MERCURE**

**ANGSANA**

**PEPPERS**

**THE SEBEL**



# AN EPICENTER OF EXCHANGE

DYNAMIC & VISIONARY

Pullman Hotels & Resorts are places of exchange where ideas come to life and connections thrive. With thoughtful, inspiring design; vibrant, social experiences; and dynamic, engaging service, each Pullman becomes the ultimate address to make the most of every opportunity.

## NETWORK

155+ hotels

45,275+ rooms

## PIPELINE

65+ hotels

14,695 rooms

Figures at December 31, 2025

[pullman.accor.com](https://pullman.accor.com)



Pullman Chennai Anna Salai - India



Pullman Ambassador Seoul East Pole - South Korea



# A MODERN RETREAT FOR PURPOSEFUL LIVING

VIVACIOUS & INTUITIVE

Shaped by its heritage of Swiss excellence, craftsmanship, and vitality, Swissôtel blends warm, efficient service and nature-inspired, intuitive design to rekindle a sense of awe.



Swissôtel Living Bodrum - Turkey

## NETWORK

**45+** hotels

**16,330+** rooms

## PIPELINE

**55** hotels

**12,090+** rooms

Figures at December 31, 2025



# CELEBRATING LIFE'S EVERYDAY MOMENTS

JOYFUL & GENEROUS



Mövenpick offers joyful and generous experiences through thoughtful design, genuine care, and shared culinary offerings. A place to savor life through meaningful rituals and experiences.

[movenpick.accor.com](https://movenpick.accor.com)

## NETWORK

**140** hotels  
**32,625** rooms

## PIPELINE

**105+** hotels  
**22,105+** rooms

Figures at December 31, 2025



# AN EXCEPTIONAL PLACE TO FIND YOURSELF

ENGAGED & RESPONSIBLE

Mantis has curated a unique collection of eco-lodges, eco-escapes, and waterway-based properties, grounded in the principles of conservation. With a mission to preserve and promote biodiversity and sustainable tourism, Mantis unites travel and impact.

## NETWORK

**15+** hotels

**585** rooms

---

## PIPELINE

**5** hotels

**425+** rooms

Figures at December 31, 2025

[mantiscollection.com](https://mantiscollection.com)



Feline Fields Lodge - Botswana



Chobe Princess boat by Mantis

**A** Art Series

Each Art Series hotel is dedicated to a contemporary Australian artist and filled with their original artworks. Located in cultural hotspots, with personalized service and sophisticated style.

[artserieshotels.com.au](https://artserieshotels.com.au)

# ART-INSPIRED BOUTIQUE HOTELS

ARTISTIC & CULTURAL



**NETWORK**

**7** hotels

**1,830+** rooms

Figures at December 31, 2025

GRAND MERCURE  
HOTELS AND RESORTS

# LIVING LIKE THE PROUDLY LOCAL

AUTHENTIC & IMMERSIVE

Grand Mercure invites travelers on a proudly local sensory journey through national heritage, traditions, and flavors. Evoking a true sense of place, Grand Mercure offers immersive stays that awaken curiosity and connection.



## NETWORK

**85+** hotels  
**21,235+** rooms

## PIPELINE

**45+** hotels  
**11,935+** rooms

Figures at December 31, 2025

[grandmercure.com](https://www.grandmercure.com)



ANGSANA

Angsana transforms destinations into playgrounds of unique activities for cultural discovery. With spacious accommodations and immersive local programming, we create stays that spark joy and create unforgettable moments for families, couples, and groups.

# SEIZE THE MOMENT

VIBRANT & JOYFUL



Angsana Corfu Resort & Spa - Greece

## NETWORK

**9** hotels

**450+** rooms

Figures at December 31, 2025

**PEPPERS**  
RETREAT — RESORT — URBAN

Peppers offers quintessentially Australian hospitality that embraces the individuality of each property. Across resorts, retreats, and urban hotels, each address offers a personal touch and community connection.

# AN INTIMATE GUEST HOUSE

INDIVIDUAL & WELCOMING



Peppers Hunter Valley - Australia

## NETWORK

**30** hotels

**4,845+** rooms

---

## PIPELINE

**4** hotels

**765+** rooms

Figures at December 31, 2025



# THE FREEDOM OF CHOICE, THE COMFORT OF SERVICE

## ATTENTIVE & INTIMATE

The Sebel offers a sophisticated, stylish place to relax and unwind, with round-the-clock hosts providing thoughtful attention - hotel service and flexible independence in perfect harmony.



The Sebel Residence, Melbourne Docklands - Australia

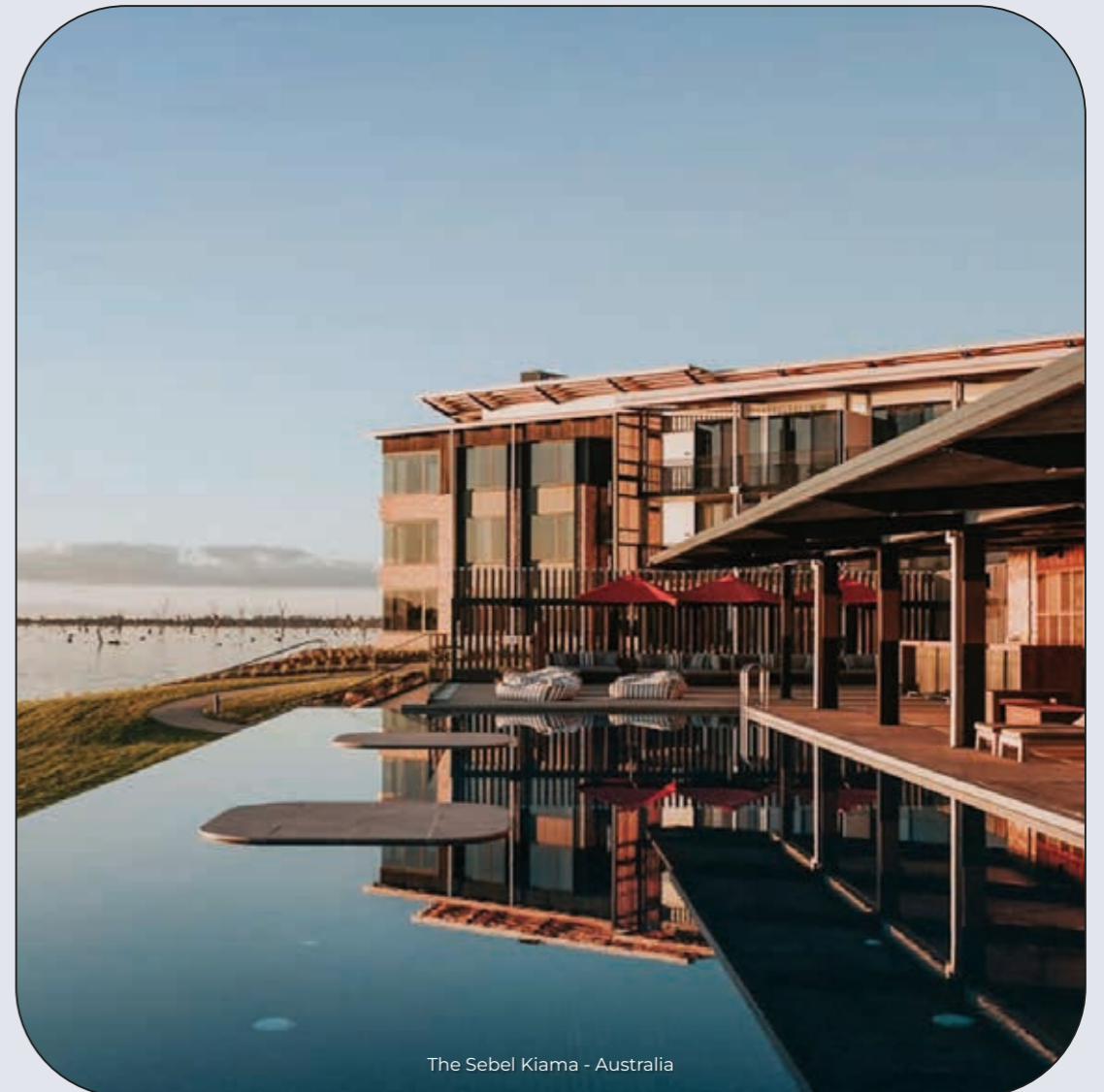
## NETWORK

**35+** hotels

**2,720+** rooms

Figures at December 31, 2025

[thesebel.com](https://thesebel.com)



The Sebel Kiama - Australia



# MIDSCALE

## Expanding access to leisure travel

Accor's 50+ year history began in France, when Novotel and Mercure made leisure travel and hotels accessible to the broader public. Our midscale segment has remained a global leader in exemplary thoughtful, quality experiences ever since, recently diversifying our suite of unique properties with the launch of Handwritten Collection.

**7**  
brands

**1,940+**  
hotels

**304,480+**  
rooms

*Handwritten*

NOVOTEL

MERCURE

TRIBE

ADAGIO

mantra-

NEQTA

*Handwritten*  
COLLECTION

# UNIQUELY STYLISH HOTELS CURATED WITH PASSION

AUTHENTIC & INDIVIDUAL

Genuinely human and charmingly bespoke, each Handwritten Collection hotel reflects the warmth and personality of a thoughtful, passionate host.

## NETWORK

**40+** hotels  
**7,195+** rooms

## PIPELINE

**45+** hotels  
**4,685+** rooms

Figures at December 31, 2025



Hotel Abbaye Le Tronchet, Handwritten Collection - France



The Crown Krakow Center, Handwritten Collection - Poland

## NOVOTEL

Pioneering the seamless equilibrium of business and leisure, Novotel champions balanced living. Warm, modern design and thoughtful wellbeing offerings leave guests feeling both refreshed and invigorated.

NOVOTEL:

### NETWORK

**590+** hotels

**116,535** rooms

### PIPELINE

**200+** hotels

**39,990+** rooms

[novotel.accor.com](http://novotel.accor.com)

# SEAMLESSLY BALANCING FAMILY, BUSINESS, AND WELLBEING

BALANCED & ADAPTABLE

Novotel Istanbul Bosphorus - Turkey



## NOVOTEL SUITES

A truly comfortable, spacious pied-à-terre offering convenient services, the Novotel Suites apartment is ideal for extended business trips, family getaways or immersive tourist stays.

NOVOTEL SUITES:

### NETWORK

**30+** hotels

**3,950+** rooms

### PIPELINE

**2** hotels

**415+** rooms

Figures at December 31, 2025

MERCURE  
HOTELS

FEEL LOCAL  
EVERYWHERE

INSPIRED & IMMERSIVE

Mercure hotels are infused with a deep sense of the local. Every detail – from immersive design to authentic cuisine – reflects the essence of each destination, so guests can feel local everywhere.



**NETWORK**  
**1,035+** hotels  
**141,200+** rooms

**PIPELINE**  
**265+** hotels  
**38,945** rooms

Figures at December 31, 2025



# WHAT HAPPENS WHEN DESIGN POWERS COMFORT AND VALUE

AUDACIOUS & FUNCTIONAL



Tribe Düsseldorf - Germany



Tribe Medellín - Colombia

TRIBE focuses on the essentials: intelligent, functional, design-driven hotels that give guests everything they need and nothing they don't. The result: a polished, high-end experience at a fair price.

**NETWORK**

**25+** hotels  
**4,215+** rooms

**PIPELINE**

**25+** hotels  
**6,205+** rooms

Figures at December 31, 2025



# FEEL AT HOME

URBAN & OPEN-MINDED



Adagio Koeln City, Cologne - Germany



Aparthotel Adagio Abidjan Marcory - Ivory Coast

Whether it's a short break or a stay of several months, Adagio offers guests a friendly, tailor-made experience in the heart of the world's largest cities. The freedom to stay in an apartment that feels like a home away from home, with some extra services.

ADAGIO ORIGINAL:

**NETWORK**  
**70+** hotels  
**8,620+** rooms

[adagio-city.com](https://adagio-city.com)

**PIPELINE**  
**10+** hotels  
**1,090+** rooms

ADAGIO ACCESS:

**NETWORK**  
**50+** hotels  
**5,570+** rooms

**PIPELINE**  
**10+** hotels  
**1,415+** rooms

ADAGIO PREMIUM:

**NETWORK**  
**2** hotels  
**360+** rooms

Figures at December 31, 2025



# AN ESCAPE TO THE CITY AND THE SEA

LAIDBACK & BRIGHT

Mantra gives guests the freedom to stay their way, with fun-loving vibes and a laidback spirit courtesy of flexible urban and beachside hotels, resorts, and apartments across Australia, New Zealand, and Hawaii.



Mantra On the Inlet, Port Douglas - Australia



Mantra The Observatory, Port Macquarie - Australia

**NETWORK**

**80** hotels  
**14,795+** rooms

**PIPELINE**

**3** hotels  
**320** rooms

Figures at December 31, 2025

# NEQTA

NEQTA hotels stand out for their artistic and creative design, shaping multifunctional spaces that are hearty, clever and adaptable. These places are designed to offer the new generation of travellers a pleasant and inspiring experience during their stay.

# AN INSPIRING JOURNEY

INGENIOUS & HEARTY



Neqta Shanghai Clover - China

## NETWORK

**2** hotels

**220** rooms

Figures at December 31, 2025



# ECONOMY

## Ensuring style and substance for value-first visitors

Market leaders in this segment, Accor's economic brands offer fun, comfortable, quality experiences with real added value. Thanks to their solid reputations and strong ties to local communities, our hotels are as popular with locals as they are with travelers.

6  
brands

2,770+  
hotels

314,420+  
rooms

**ibis**

**ibis**  
STYLES

**ibis**  
budget

**BreakFree**

**greet**

**hotelF1**



# WARM AND WELCOMING SPACES

SOCIAL & COMFORTABLE

A world-leading economy hotel brand, ibis offers cozy comfort and social connection to budget-conscious travelers. Friendly service, vibrant shared spaces, flexible design.



ibis Porto Centro Mercado Bolhao - Portugal

## NETWORK

**1,240+** hotels

**154,175+** rooms

## PIPELINE

**120+** hotels

**14,275+** rooms

Figures at December 31, 2025



# PLAYFUL, DESIGN-LED HOTELS THAT SPARK INSPIRATION FOR EVERY GUEST

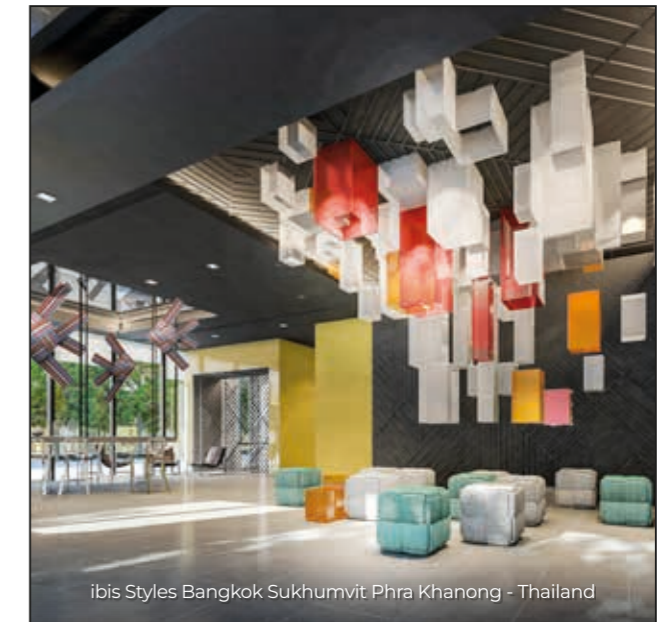
CREATIVE & DESIGN-FORWARD

Each ibis Styles hotel is unique. Bold design, inspiring social hubs and distinctive themed guestrooms attract creative minds, connecting cultural explorers with local creators.



5 5

ibis styles Madrid Airport Valdebebas - Spain



ibis Styles Bangkok Sukhumvit Phra Khanong - Thailand

## NETWORK

**700+** hotels

**75,575+** rooms

## PIPELINE

**165+** hotels

**23,355+** rooms

Figures at December 31, 2025



# BASE CAMP FOR SAVVY BUDGETS

RELIABLE & ACCESSIBLE

Maximum fun, minimum cost. The most affordable of the ibis family brands, ibis budget offers ultra-reliable service and comfortable rooms at a budget-friendly price, making travel accessible to all.



ibis budget Nantes Nord Treillières - France



56 ibis budget Guarulhos Airport, Sao Paulo - Brazil

## NETWORK

**590+** hotels

**63,720+** rooms

## PIPELINE

**35** hotels

**3,620+** rooms

Figures at December 31, 2025



# FUN AND NON-FUSS HOLIDAYS

RELIABLE & UNPRETENTIOUS

BreakFree offers spacious, self-contained apartment and hotel-style accommodation in the best holiday spots for families, groups, and couples. Reliable, unpretentious stays with a fun, no-fuss style.



## NETWORK

**20+** hotels

**2,900** rooms

Figures at December 31, 2025

**greet**

# FEEL-GOOD HOTELS WITH A DO-GOOD MISSION

RESPONSIBLE & FEEL GOOD



A beacon of sustainable tourism with comfort, affordability, and convenience at its core. greet champions a forward-looking circular hospitality movement with eco-friendly experiences and meaningful connections.

[greet.accor.com](https://greet.accor.com)

## NETWORK

**45+** hotels  
**3,350** rooms

## PIPELINE

**10+** hotels  
**1,145+** rooms

Figures at December 31, 2025



# A MOTEL FOR FAST-MOVING TRAVELERS

COST-EFFICIENT & TRUSTED

Hotelf1 is the smart accommodation choice for on-the-go travelers chasing the next great experience.



## NETWORK

**115** hotels

**9,120+** rooms

Figures at December 31, 2025

[hotelf1.accor.com](https://hotelf1.accor.com)



# RESIDENTIAL & PRIVATE RENTAL

## Extending the extended stay across segments

Accor is the largest operator outside the USA in the extended stay segment thanks to its most comprehensive portfolio, ranging from economy to luxury.

Accor also offers a range of private rentals through onefinestay's curated selection, as well as access to 33,000 villas, apartments and private rentals worldwide available for booking through a dedicated website.

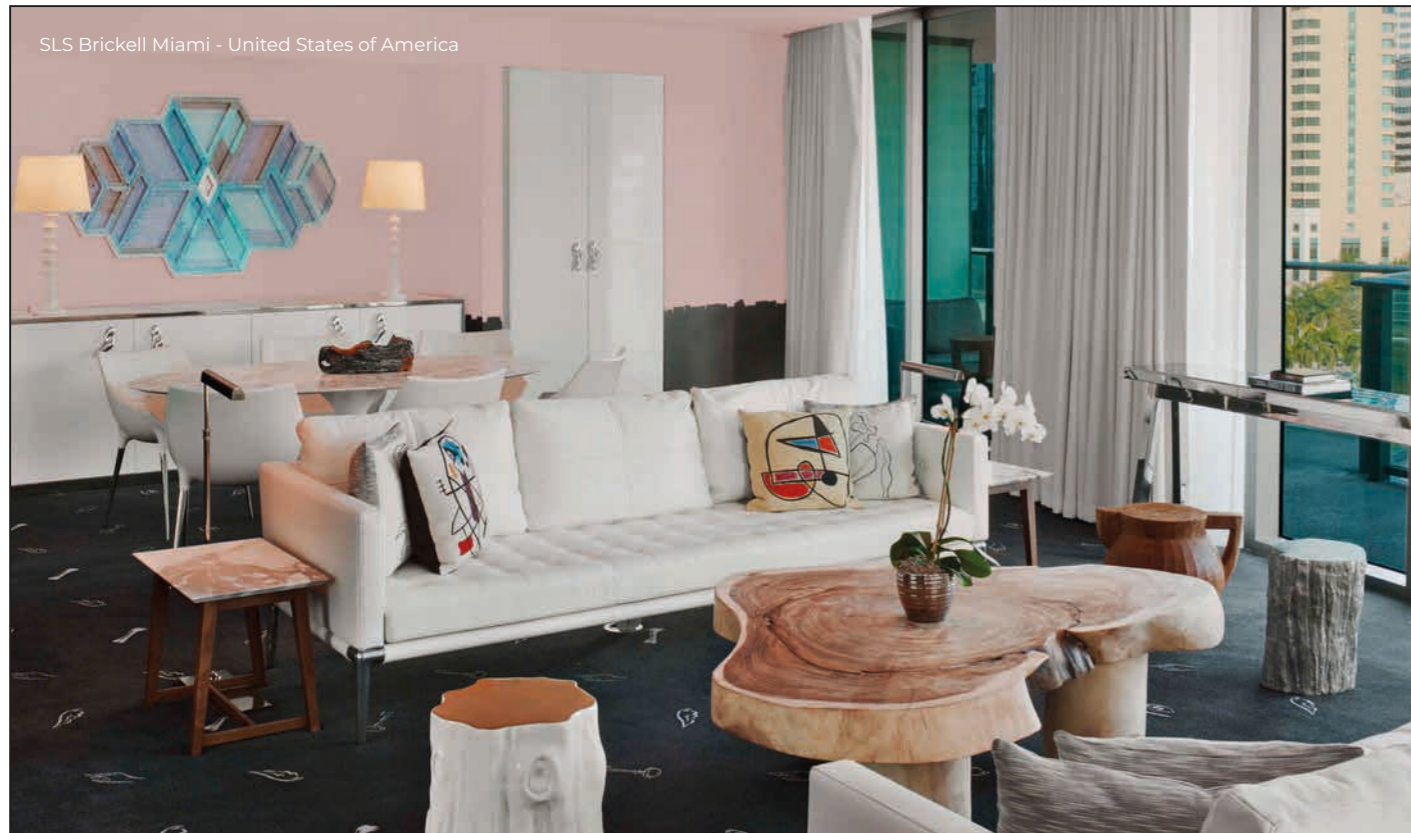
ACCOR ONE LIVING

onefinestay

ACCOR ONE LIVING

# BRINGING BRANDS HOME

RECOGNIZED & SERVICE



Building off the renowned presence of our brands across regions, Accor's residential properties combine exclusivity and the comfort of hotel living, with a comprehensive array.

[accor-residences.com](https://accor-residences.com)

## NETWORK

**55+** branded residences

**25+** brand offerings

## PIPELINE

**130+** residences

**270+** in 2028

Figures at December 31, 2025

onefinestay

# HANDPICKED LUXURY HOMES

DESIRABLE & PERSONABLE

Our luxury private rental brand offers a curated selection of the finest homes – beachside estates, sumptuous apartments, ski chalets, villas with views – in the world’s most desirable locations, brought to life by the highly personalized service and local knowledge of the passionate concierge team.

Élysée Collection Paris - France



onefinestay.com

**3,000** properties  
**50** exclusive destinations

Figures at December 31, 2025



# WORKSPITALITY

## New workspaces for new ways of working

Remote flexible working and new ways of meeting are here to stay. Accor is well equipped to welcome professionals with flexible workspace solutions and services - coworking, office spaces, meeting solutions - for individual workers as well as for companies, both close to home and during travels.

W@J@ officeriders

MAMAWORKS working from | ENNISMORE



# THE WORKSPACE REINVENTED

WELCOMING & TAILORED

Wojo is one of Europe’s leading providers of flexible, on-demand office and shared workspace solutions designed to meet professionals’ evolving need for flexibility. Its private offices, coworking spaces, and meeting rooms offer a welcoming atmosphere, refined design, and a wide range of services tailored to remote workers and businesses alike.



Wojo Lyon - France



Wojo ibis budget Tambore, Barueri - Brazil

**18** addresses  
**170** working spaces  
**11,000** members

Figures at December 31, 2025

[wojo.com](http://wojo.com)



# THE FLEXIBLE WORK PLATFORM

SEAMLESS & ADAPTABLE

Worklib, now known as officeriders, helps companies and individuals select the workspaces across a network of providers and delivers a seamless, flexible experience for their needs.

**40,000** workspaces  
**90** countries  
**300** clients

Figures at December 31, 2025

[officeriders.com](https://officeriders.com)



L'Atelier, Montreuil - France



The Bureau Paris - France

MAMAWORKS

# WORKING WITH A TOUCH OF MAMA



VIBRANT & ENERGIZING

Mama Works reimagines coworking as a vibrant, joyful community. It's a true haven of well-being, designed to foster both inspiration and focus. It's an energizing agora where teams connect, debate, and collaborate. It's a bright, loft-style space where ideas, people, and energy flow freely.



- 2 coworking locations
- 4,600 sqm total space
- 40 members companies
- 500+ Mama Workers

Figures at December 31, 2025

[mamaworks.com](http://mamaworks.com)

Mama Works Bordeaux - France

working from

# A HOME AWAY FROM THE OFFICE

ENNISMORE

RECREATION & PROFESSIONALISM

Inspired by guests working from sofas in The Hoxton hotels, Working From was launched in 2019 with a simple idea: to offer the very best of The Hoxton's lobbies, enhanced with work-friendly features and dedicated equipment designed to support productivity.

**3** coworking spaces  
**1,600+** desks

Figures at December 31, 2025

[workingfrom.com](http://workingfrom.com)



Working From  
Fulton Market Terrace  
Chicago - United States of America

Working From  
Southwark Pantry  
United Kingdom



# ENTERTAINMENT & NIGHTLIFE

Introducing new ways to make stays memorable

Thanks to the unique expertise of our hotels and the bespoke events and concepts launched by our brands, we connect guests with the very best in entertainment and nightlife in unforgettable environments.

Accor has invested in a range of entertainment offerings and venues, from rooftops and underground clubs, to breathtaking bars and remarkable restaurants, offering unique themes and experiences and catering to a range of demographics and preferences.

POTEL&CHABOT SAINTCLAIR DALLOYAU THEATRE DU LIDO

PARIS SOCIETY | ENNISMORE

**POTEL&CHABOT**

# WHERE THE EPHEMERAL BECOMES UNFORGETTABLE

PRESTIGIOUS & SAVOIR-FAIRE

Since 1820, Potel et Chabot has embodied the French art of living, showcasing a unique expertise in creating bespoke events around the world. From crafting gourmet menus to tableware artistry, scenography, and décor, every detail is meticulously designed to offer guests a truly unforgettable experience.



**2** centuries of history  
**4** spectacular venues in Paris

Figures at December 31, 2025

**saintclair**

# THE TASTE OF SHARING

BOLD & MODERN

An encounter with SAINTCLAIR promises an exceptional moment. A SAINTCLAIR event is a bold and indulgent 360° experience, combining modern gastronomy, immersive staging, and flawless service.



**5,000+** events per year

Figures at December 31, 2025

DALLOYAU  
PARIS

# OFFICIAL PURVEYOR OF FINE CUISINE SINCE

## HISTORIC & EXCELLENCE

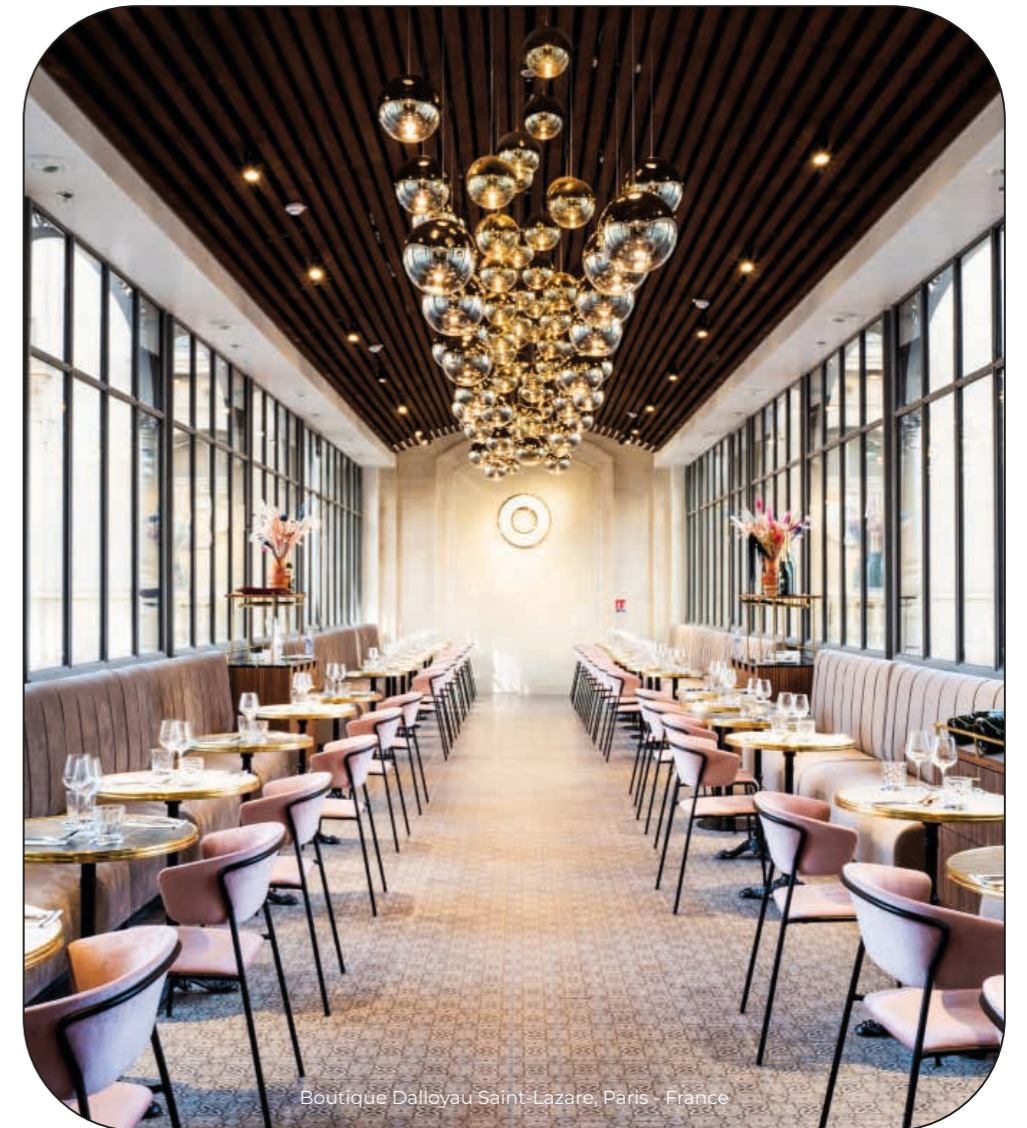


1682 – Founded in 1682 by Charles Dalloyau, Officer of the Royal Household to Louis XI. Heir to an exceptional savoir-faire, the House opened the very first « Maison de Gastronomie. » Dalloyau stands as a benchmark in fine pastry-making, notably thanks to the Opéra cake, created in 1955. Driven by a relentless pursuit of excellence, the House elevates each recipe with precision and refinement.

Over **340** years of experience

**5** boutiques

[dalloyau.fr](http://dalloyau.fr)



Boutique Dalloyau Saint-Lazare, Paris - France

**THEATRE  
DU LIDO**  
CHAMPS-ÉLYSÉES • PARIS

# A REIMAGINED CABARET FOR THE ART OF THEATER

CAPTIVATING & UNFORGETTABLE

From the great works of musical theater to surprising new and immersive forms, this legendary cabaret – a fully renovated jewel of Art Deco glamor – creates unforgettable moments for Parisians and visitors alike on the famous Champs-Élysées.



**870+** seats

**35** meters of immersive  
high-tech entrance

**70+** years of history

Figures at December 31, 2025



PARIS SOCIETY

# AN INVITATION INTO SPECTACULAR SPACES



A pioneer in the French art of hospitality, Paris Society, part of Ennismore, designs and delivers exclusive, one-of-a-kind concepts in spectacular places through its unique portfolio of premium event spaces and its collection of popular, high-concept Parisian nightlife venues.

**30** iconic venues  
**20** venues in the pipeline

Figures at December 31, 2025



# BUSINESS ACCELERATORS

## Maximizing performance for our partners

Our Business Accelerators include brands, solutions & services bringing their deep expertise to drive day-to-day operations and performance. With purchasing partners and unrivaled loyalty programs as well as hospitality tech and travel agencies, Accor is helping our partners simplify and optimize business.

**A**STORE   d•edge   **GEKKO**   JOHN PAUL   VERYCHIC



# ALLIES FOR THE INDUSTRY

INDUSTRY-DRIVEN & INDUSTRY-LEADING

Astore is a procurement provider that takes service to the level of allyship, with a wide range of products and offerings curated specifically for the hospitality industry: catering, furniture, equipment, household products, professional services... Beyond its pricing and contractual policy, Astore constantly strengthens and adapts its offering to meet the demands of its clients. The objective: to propose effective and flexible solutions and optimize operations at both local and global levels.



**8,500+** clients  
**4,500+** suppliers  
**3B€** managed spend/year

Figures at December 31, 2025

[astoreprocurement.com](http://astoreprocurement.com)



# CUTTING-EDGE E-COMMERCE FOR THE HOTEL INDUSTRY

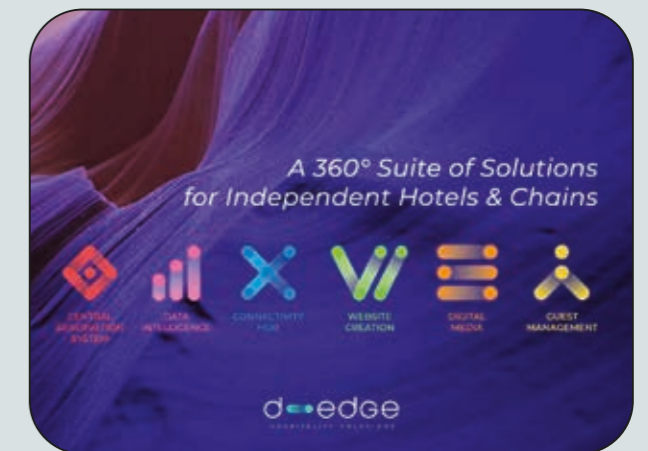
SIMPLICITY & PROXIMITY

D-Edge is a SaaS company that provides cutting-edge e-commerce solutions to over 17,000 hotels in 100 countries. Combining technical excellence with e-marketing expertise, D-Edge's solutions cover all stages of hotel distribution and meet the needs of international hotel chains as well as Independent hotels.

**17,000+** hotel customers  
**150+** countries  
**20** languages daily support

Figures at December 31, 2025

[d-edge.com](http://d-edge.com)





# BOOKING SMARTER SELLING FASTER

EXPERTS & DIVERSIFIED

Organized into five brands, the Gekko group develops hotel booking platforms and innovative loyalty programs for travel industry professionals: agencies, large and medium-sized businesses, and business travelers.



**2M** accommodations  
**3M** annual travelers  
**100%** owner of its technologies

Figures at December 31, 2025

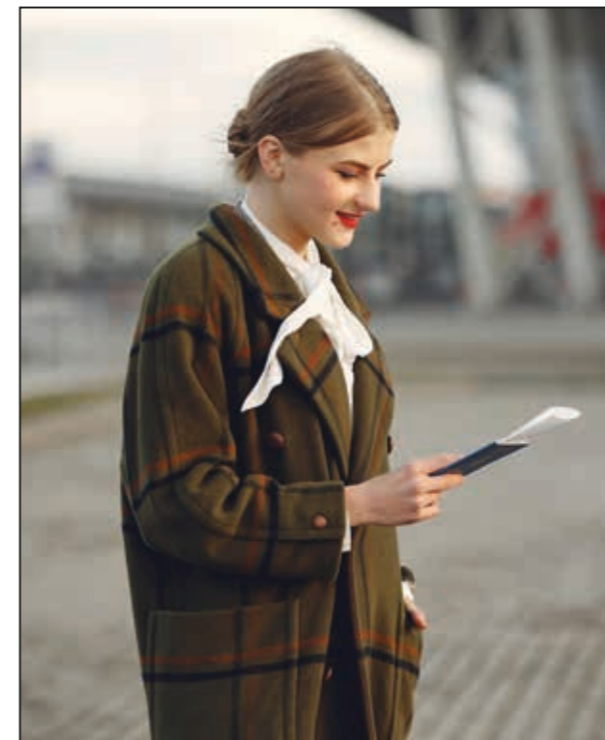
[gekko-group.com](http://gekko-group.com)



# DEPLOYING FRENCH CONCIERGE SERVICE GLOBALLY

BESPOKE & INTIMATE

Founded in 2008, John Paul's mission is to strengthen the emotional attachment between brands and their best clients through a 24/7 high-end concierge service and tailor-made loyalty programs. Supported by over 10,000 meticulously selected prestigious partners, we enhance the daily lives of our members with unparalleled exclusive offers and services.



**17** years of experience  
**10,000+** partenaires  
**4** hubs in Europe  
& North America  
**250+** concierges

Figures at December 31, 2025

[johnpaul.com](http://johnpaul.com)

VERYCHIC

# A CURATED SELECTION OF EXCEPTIONAL OFFERS

MEMBERS-ONLY & DISTINCTIVE



VeryChic, through its private sales, offers its members extraordinary hotels chosen for their character and charm in the world's most beautiful destinations, at exclusive rates.

[verychic.fr](https://www.verychic.fr)

**3M** members  
**10,000+** partners worldwide  
**100+** experts

Figures at December 31, 2025

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