



BRANDBOOK 2025

JULY 2025

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WORLD
LEADING
HOSPITALITY
GROUP



Manifesto

Our hospitality has feeling,
we offer heartfelt care that inspires unforgettable experiences.

Whether you are with us to live, work or play,
we lead the way to a future where hospitality connects cultures.

With powerful brands delivering exceptional experiences and value,
we pioneer the art of responsible hospitality.

Through innovation rooted in talent, creativity and a human touch,
we sustainably give back to our people, planet and many communities.

Together with our partners, guests and neighbors,
we transform everyday moments and unlock a life lived with passion.

Accor brings people together to feel welcome in a wider world
where emotion has the power to change everything.



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 360,000+ Heartists®, 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)

360,000+
Heartists®

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.



- 5,700+

hotels
- 10,000+

restaurants & bars
- 18,500+

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.

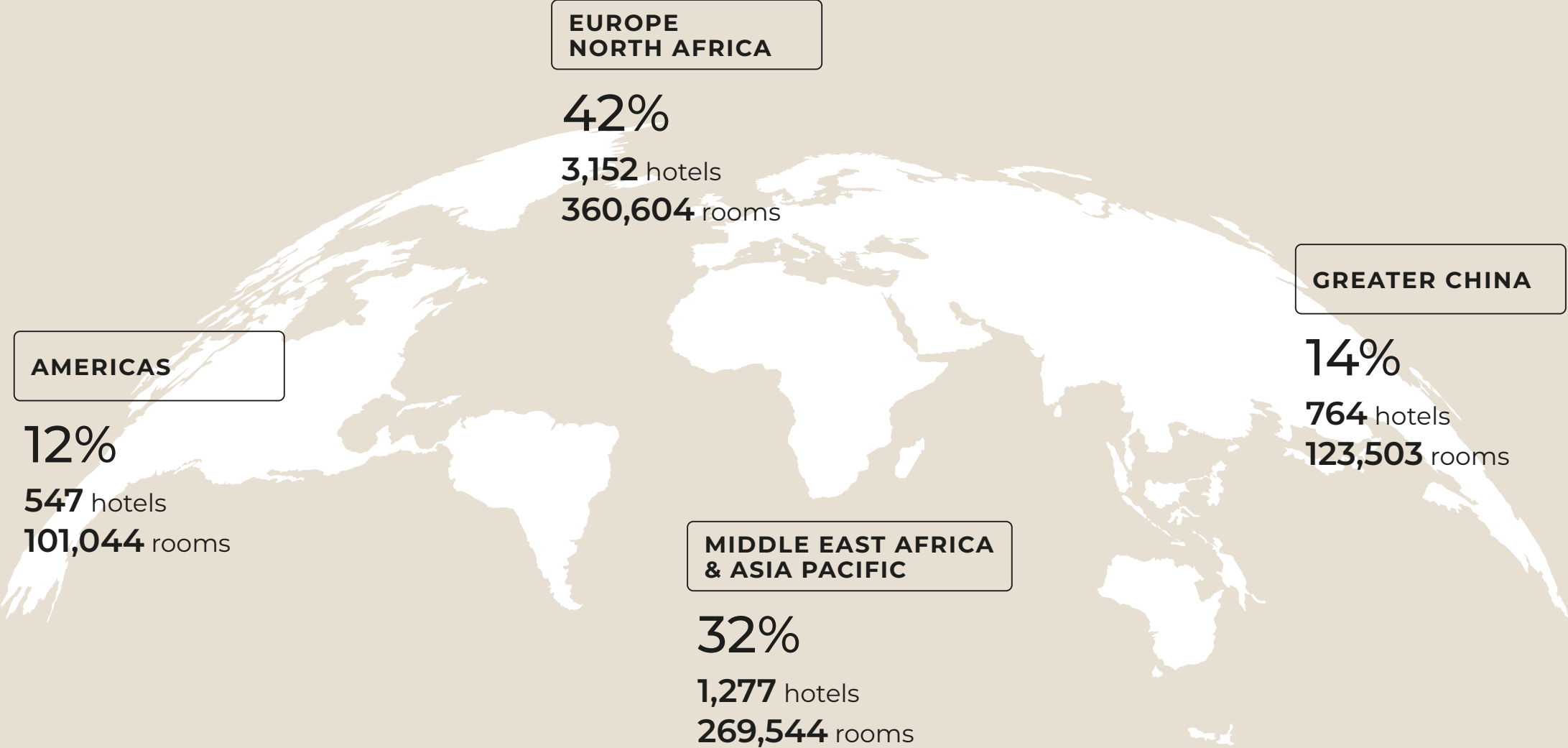
NETWORK

5,700+ hotels
850,000+ rooms

PIPELINE

1,400+ hotels
240,000+ rooms

% in number of rooms - Figures at June 30, 2025



WE ARE

REIMAGINING HOSPITALITY



STAY WITH US



EXPERIENCE MORE



RELY ON US



CRAFTED BY PASSIONATE **Heartists®**

2

A WORLD OF
EXPERIENCES



REDEFINING LIMITLESS WITH LIFESTYLE REWARDS



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.

100M
members

5,700+
affiliated
hotels

7,700+
Limitless Experiences
purchased

110+
affiliated
partners

5 SEGMENTS TO MATCH EVERY EXPERIENCES

ACCOR'S UNRIVALLED PORTFOLIO OF BRANDS



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 Hoxton, Mama Shelter and 25hours Hotels.





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, exemplified in the revitalization of Orient Express.

9
brands

370+
hotels

85,910+
rooms

ORIENT  EXPRESS

RAFFLES

Fairmont

SOFITEL
LEGEND

EMBLEMS

S O F I T E L



BANYAN TREE

FAENA



WHERE TRAVEL BEGINS

UNEXPECTED • CAPTIVATING • AVANT-GARDIST • CULTURED

A myth for 140 years, Orient Express remains the symbol of luxury travel and timeless refinement. The heritage and spirit of the legendary train will soon be transported into a collection of iconic Orient Express travel experiences, taking travelers on a captivating journey to elsewhere, through Orient Express Hotels, Trains, and Sailing Ships.



Orient Express presidential suite

NETWORK

2 hotels
83 rooms

PIPELINE

3 hotels
205 rooms

Figures at June 30, 2025



A WORLD OF ELEGANCE AND ENCHANTED GLAMOUR

GLAMOUROUS • MAGICAL • GRACIOUS • CULTURED

Raffles London at The OWO - United Kingdom

A true pioneer of worldly elegance and hospitality. An iconic brand where each Raffles hotel offers gracious warm and discreet service, delivering emotional luxury to the well travelled guests. Legendary service since 1887.

raffles.com

NETWORK

25 hotels
3,775+ rooms

PIPELINE

10+ hotels
1,530+ rooms

Figures at June 30, 2025



Fairmont

GRAND SINCE 1907

CHARISMATIC · THOUGHTFUL · CHERISHED · EXCEPTIONAL



Fairmont Breakers Long Beach - United States of America



Fairmont Banff Springs - Canada

At Fairmont, our passion is to connect our guests to the very best of our destinations. From the beaches of California to the forests of Canada to the heart of London, our hotels offer guests extraordinary places, created by combining unique architecture, expressive decor and artistry, and magnificent features.

NETWORK

95+ hotels
35,620+ rooms

PIPELINE

25+ hotels
7,160+ rooms

Figures at June 30, 2025

SOFITEL
LEGEND

SIMPLY LEGENDARY

TIMELESS · ELEGANT · ART-DE-VIVRE · AWE-INSPIRING

Sofitel Legend weaves a tapestry of unparalleled destinations and timeless landmark addresses handpicked with care. These are not mere hotels; they are living legends, where secrets are whispered, where heartfelt encounters are curated and where awe-inspiring stories unfold every day. Set within historic destinations, each Sofitel Legend hotel is simply legendary.

NETWORK

6 hotels

1,045 rooms

PIPELINE

4 hotels

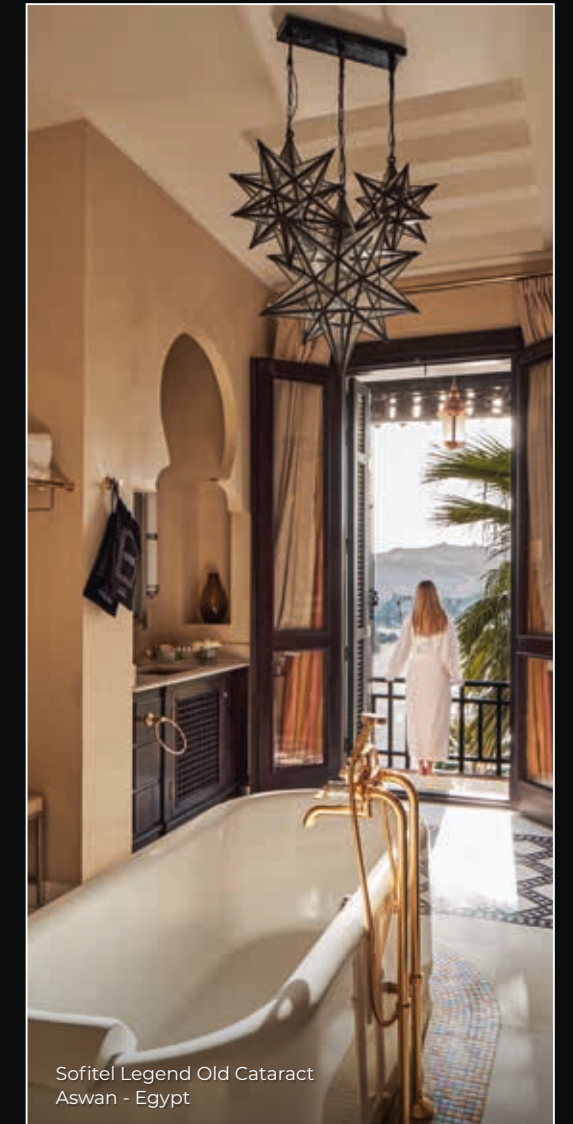
760+ rooms

Figures at June 30, 2025

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



Sofitel Legend Metropole
Hanoi - Vietnam



Sofitel Legend Old Cataract
Aswan - Egypt

EMBLEMS
COLLECTION

CURATING ADDRESSES OF EXCEPTIONAL CHARACTER

HEARTPICKED LOCATIONS • ULTIMATE INTIMACY • CHARISMATIC ALLURE



Guiyang Art Centre Hotel - China

From emblematic Heritage mansions, to secluded nature Retreats, and awe-inspiring architectural Signatures, the collection is a striking curation of addresses with exceptional character. Our commitment lies in the preservation of these treasures, ensuring that their essence and character endure. Crafting tomorrow's legacy.

PIPELINE

14 hotels

1,150+ rooms

Figures at June 30, 2025



HEARTFELT HOSPITALITY WITH A FRENCH ZEST

CULTURAL LINK • HEARTFELT SERVICE • COMMITTED LUXURY



Sofitel Ambassador Seoul Hotel & Serviced Residences - South Korea

Sofitel brings French zest and inspires heartfelt encounters to the most sought-after destinations worldwide. Seamlessly melding local culture with the French zest for life through remarkable savoir-faire and generous service, Sofitel is for free-minded travelers and arts and culture aficionados who have an appreciation for a refined and understated sense of modern luxury.

NETWORK

120+ hotels

32,520+ rooms

PIPELINE

35+ hotels

9,380+ rooms

Figures at June 30, 2025

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



Sofitel Shanghai North Bund - China



MGallery is the first boutique collection of its kind. Our first chapter was written in 2008. Founded on the vision that every place has soul, MGallery broke with traditional standards to offer a collection of more than 120 intriguing hotels, each with a unique story to tell. They stand for a new kind of luxury being Meaningful & Memorable.

mgallery.com

THAT'S MY M MOMENT

MEANINGFUL · MEMORABLE · MOMENTS



Domaine Reine Margot Paris Issy MGallery Collection - France

NETWORK

120+ hotels

13,890+ rooms

PIPELINE

45+ hotels

5,950+ rooms

Figures at June 30, 2025



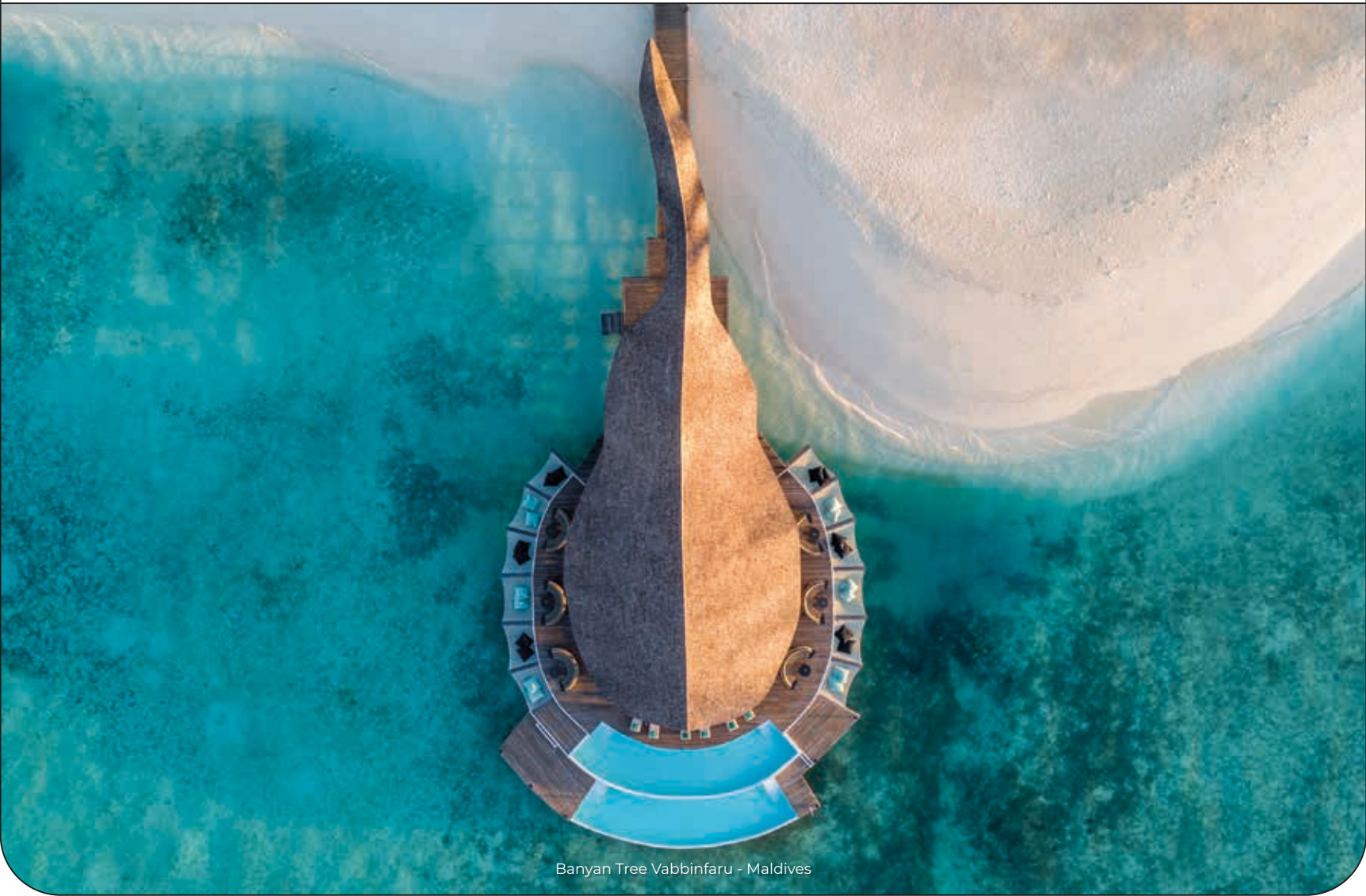
BANYAN TREE

Rediscover the romance of travel as you journey to iconic cities or far flung destinations where authentic, memorable experiences await providing a true appreciation of where you are in the world.

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

A SANCTUARY FOR THE SENSES

ROMANCE • AWE-INSPIRING • SANCTUARY • SUSTAINABILITY



Banyan Tree Vabbinfaru - Maldives

NETWORK

5 hotels
695 rooms

PIPELINE

6 hotels
910+ rooms

Figures at June 30, 2025

FAENA

Faena defies convention and redefines the luxury hospitality industry with a unique combination of art, technology, service, nature and sustainability. Faena’s standout and diverse expertise ranges from resilient urban design, to inspiring cultural manifestations, celebrated epicurean concepts, original experiential retail, wellness, topped with soulful entertainment and cutting-edge interdisciplinary art.

faena.com

A PLACE LIKE NO OTHER

LUXURY · LIFESTYLE · CULTURE



Faena Hotel Miami Beach - United States of America

NETWORK

2 hotels
210+ rooms

PIPELINE

7 hotels
805+ rooms

Figures at June 30, 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
hotel
brands

180+
hotels

145+
hotels
in pipeline



25h
twenty five hours hotels

DELANO

GLENEAGLES

HYDE



MAMA
SHELTER

MONDRIAN

MORGAN'S
ORIGINALS

OUR HABITAS

RIXOS

SLS

SO/

the hoxton



AT THE CORNER OF CURIOSITY

CONTEMPORARY ART MUSEUM



21c Museum Hotel St Louis - United States of America

21c Museum Hotels pushes the boundaries of both the museum and hotel worlds to create a new kind of travel experience. Founded as by contemporary art collectors and preservationists Laura Lee Brown and Steve Wilson in 2006, 21c is a union of genuine hospitality, thoughtful design, and culinary creativity — all anchored by a contemporary art museum.

NETWORK

7 hotels
1,030+ rooms

PIPELINE

2 hotels
280+ rooms

Figures at June 30, 2025

21cmuseumhotels.com

25h
twenty five hours hotels
come as you are

YOU KNOW ONE, YOU KNOW NONE

QUIRKY • ELABORATE

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. Democratic and tolerant, catering for work and leisure, we welcome anyone with a sense of inquisitiveness and an adventurous spirit.

NETWORK

15+ hotels
3,250 rooms

PIPELINE

10+ hotels
2,625+ rooms

Figures at June 30, 2025

25hours-hotels.com



DELANO

AN ICON, EVOLVED

REFINED • ENCHANTING

Delano is a heady sanctuary of convivial energy and sophisticated style. When Delano burst onto the scene in Miami in 1995, it redefined the luxury resort experience, marking the inception of lifestyle hospitality. Delano 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.

delanohotels.com



Delano Miami Beach - United States of America

NETWORK

3 hotels

695 rooms

PIPELINE

7 hotels

710+ rooms

Figures at June 30, 2025

GLENEAGLES

THE GLORIOUS PLAYGROUND

A GLAMOUROUS COUNTRY ESTATE



Gleneagles Hotel, Auchterarder Scotland - United Kingdom



Gleneagles Royal Lochnagar Suite Scotland - United Kingdom

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.

gleneagles.com

NETWORK

2 hotels

265+ rooms

Figures at June 30, 2025

HYDE

THE FREEDOM OF A FESTIVAL

BOHEMIAN • CHIC

When Hyde Lounge opened in 2005, it transformed the Sunset Strip in Los Angeles, along with the concept of nightlife itself. Since then, the brand has expanded to include Hyde Hotels and Residences, Beach Clubs, and Mixology Lounges. Hyde fosters a sense of mystery – the exciting feeling that anything can happen.

NETWORK

7 hotels

1,230 rooms

PIPELINE

10+ hotels

2,145+ rooms

Figures at June 30, 2025

hydehotels.com



Hyde Ibiza - Spain



Hyde Bodrum - Türkiye



BRINGING TRAVELLERS TOGETHER

HANDCRAFTED • CAREFREE

Redefining hostels, by combining the fun of a hostel and the comfort of a hotel. A new hybrid accommodation destination at affordable price, we celebrate togetherness, sharing and having fun. Open to travellers and locals, JO&JOE supports the creative expression of street art and the boardsports community.



NETWORK

10 hotels
1,360+ rooms

PIPELINE

10+ hotels
1,205+ rooms

Figures at June 30, 2025

joandjoe.com

MAMA
SHELTER

MAMA LOVES YOU

SASSY • FLAMBOYANT



Mama Shelter Paris West - France



Mama Shelter Nice - France

Mama Shelter is a place to live life to the full: it's 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

15+ hotels

2,780+ rooms

PIPELINE

15+ hotels

3,005+ rooms

Figures at June 30, 2025

MONDRIAN

A CULTURAL GALLERY

SLEEK • SCULPTURAL

Always at the heart of the most exciting cultural scenes in the world, Mondrian serves up innovation and creativity with its progressive forward-thinking approach that plays with perspective and makes you dream, meaning both guests and locals alike can immerse themselves in the culture of each city it inhabits.

NETWORK

10+ hotels

2,580+ rooms

PIPELINE

10+ hotels

2,760+ rooms

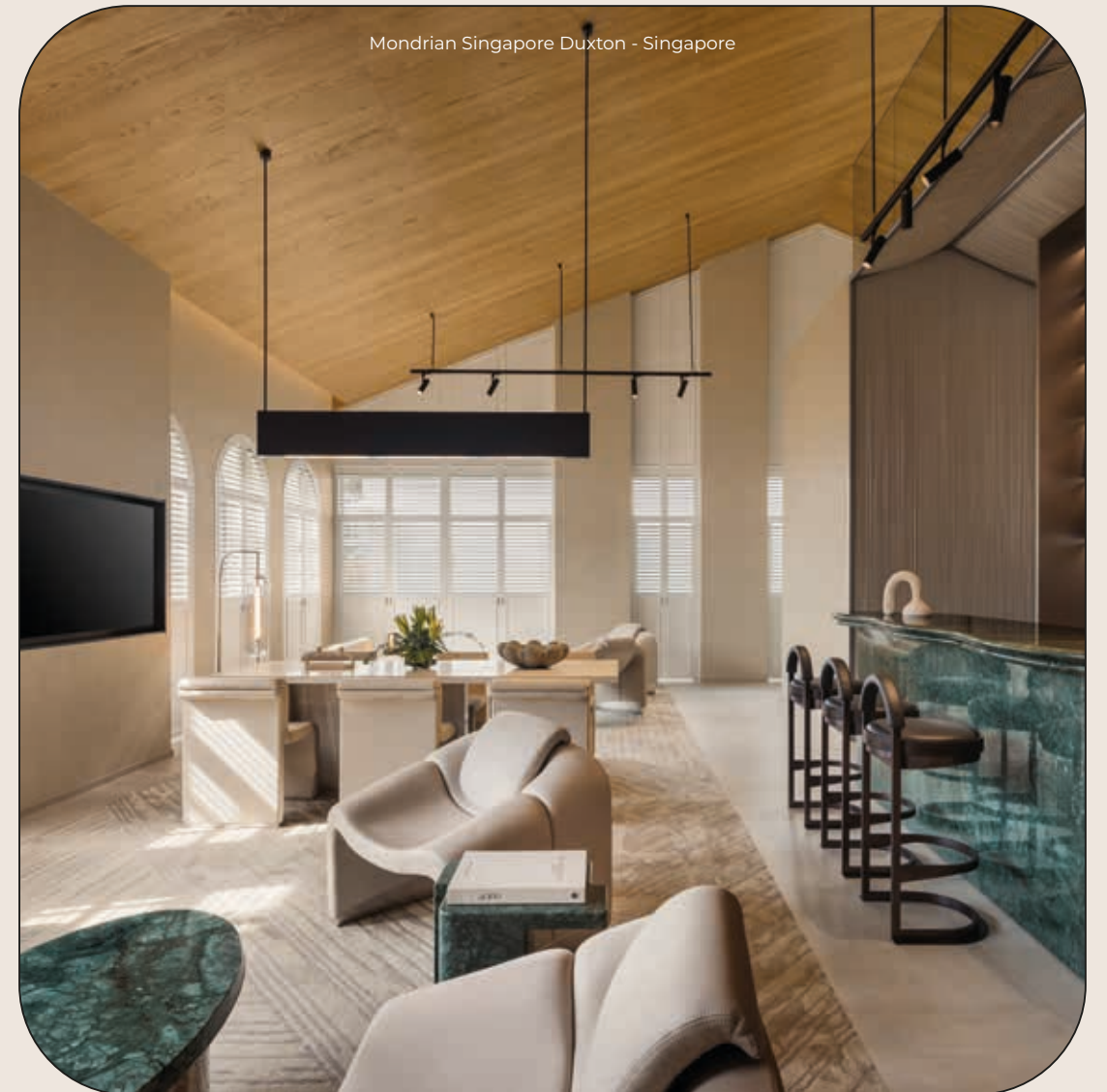
Figures at June 30, 2025

mondrianhotels.com

Mondrian Gold Coast - Australia



Mondrian Singapore Duxton - Singapore



MORGAN'S
ORIGINALS

ORIGINAL HOTELS, ORIGINAL STORIES

ELEGANT • EDGY

Morgans Originals is rooted in iconic cultural legacy, with a collection of independent hotels all sharing the same free spirit. Each one of a kind hotel is brought together by a shared culture and community. No matter how big or small, a Morgans Originals is always entertaining, celebrates a love for the glossy hey days, and the magic of a Friday night where time disappears.



NETWORK

3 hotels
435 rooms

PIPELINE

9 hotels
935+ rooms

Figures at June 30, 2025

✱ OUR HABITAS

Our Habitas is a global home for a global community of like-minded people seeking connection, inspiration and a better future together. Their experience is powered by music, wellness, art, adventure, food, learning and giving back. Through these pillars, they craft magical worlds of wonder in which strangers become friends and friends become family. This is what Our Habitas call luxury for the soul.

ourhabitas.com

LUXURY FOR THE SOUL

ENERGIC • CURATED



Our Habitas AlUla - Saudi Arabia

NETWORK

9 hotels

450+ rooms

Figures at June 30, 2025



LUXURY ALL INCLUSIVE EXPERIENCES

ALL INCLUSIVE • ALL EXCLUSIVE

Established in 2000 in Turkey, Rixos pioneers the 'all inclusive, all exclusive' concept, inviting guests to discover a world of possibilities, with luxurious stays, inclusive of culinary delights, live entertainment, daily sports and fitness, spa and wellness journeys and fun-filled kids and teens activities. Each property presents a unique experience inspired by local culture, global influences, and Rixos' Turkish heritage, all within a setting of unparalleled luxury.

rixos.com



Rixos The Palm Hotel & Suites - United Arab Emirates

NETWORK

40+ hotels

15,335 rooms

PIPELINE

15+ hotels

9,230+ rooms

Figures at June 30, 2025

SLS

AN INDULGENT
WONDERLAND

OPULENT • MISCHIEVOUS

SLS is crafted with the luxury and excellence of a grand hotel, and delivered with a mischievous wink and a sassy little smile. It's the home of lavish and extraordinary experiences coupled with a playful ambiance. Culinary artistry, theatrical interiors, subversive design touches and unexpected indulgences are at the heart of every SLS property.



SLS dubai Hotel & Residence - United Arab Emirates



SLS Barcelona - Spain

NETWORK

9 hotels
2,655+ rooms

PIPELINE

5 hotels
775 rooms

Figures at June 30, 2025

SO/

A FASHION STATEMENT

AVANT-GARDE • STYLISH



SO/ is a coveted collection of hotels, rooted in 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

NETWORK

10 hotels

1,660+ rooms

PIPELINE

10+ hotels

2,735 rooms

Figures at June 30, 2025

the hoxton

A GOOD NEIGHBOUR WITH AN OPEN HOUSE

HOMELY • LAYERED

The Hoxton is a series of hotels reflecting its neighborhood, inspired by the diversity of the streets and scenes that surround them. Ever since we opened the doors of our first hotel in Shoreditch back in 2006, we've been known for our vibrant, homey lobbies and our celebration of the locality through art, design, retail and eclectic programming.



The Hoxton Rome - Italy

thehoxton.com



The Hoxton Paris - France

NETWORK

15+ hotels

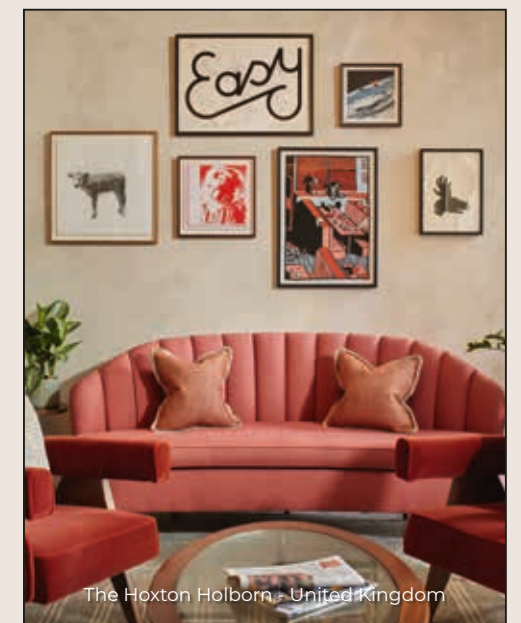
3,360+ rooms

PIPELINE

10+ hotels

1,780+ rooms

Figures at June 30, 2025



The Hoxton Holborn - United Kingdom



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

510
hotels

122,330
rooms

PULLMAN

swissôtel

MÖVENPICK

mantis

Art Series

GRAND MERCURE

PEPPERS

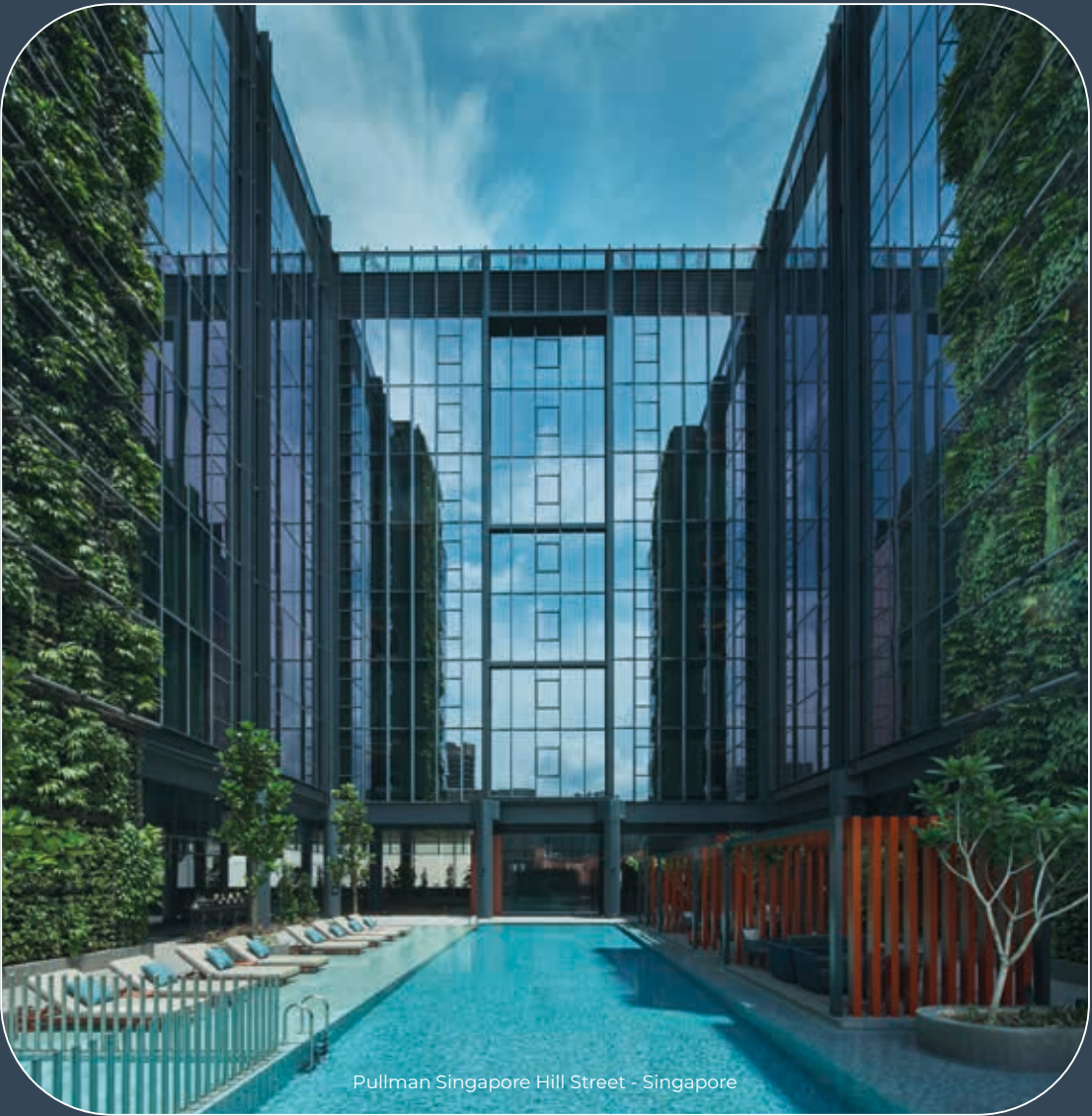
**THE
SEBEL**

Thalassa



OUR WORLD IS YOUR PLAYGROUND

PIONEERING · STYLISH · ACCOMPLISHED · INVIGORATED



Pullman Singapore Hill Street - Singapore

Hotels and resorts in tune with today's mobile world, blending peak performance and personal well-being. A vibrant place where global nomads can feel at their very best, whether on business or leisure.

NETWORK

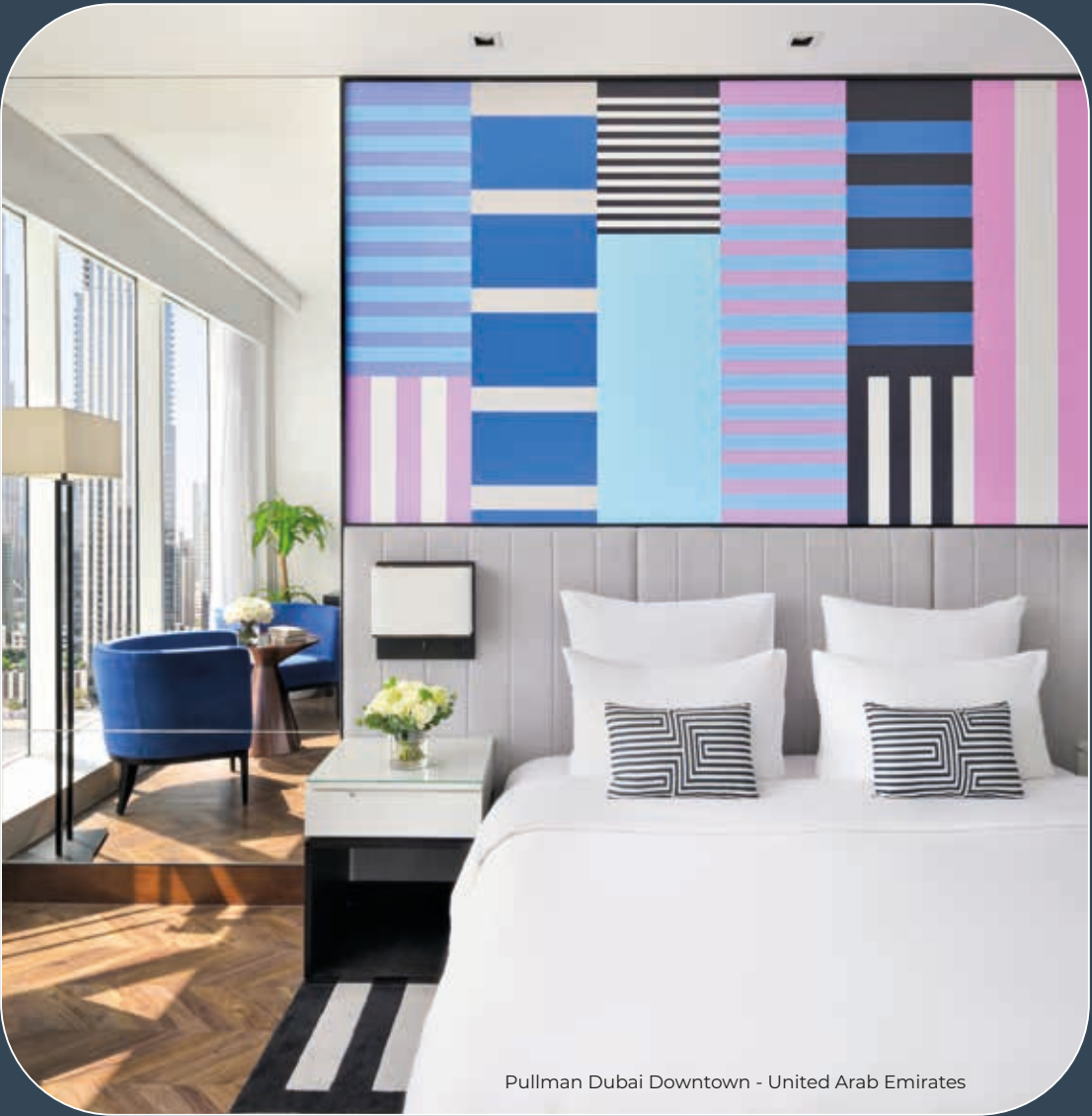
155+ hotels
44,890+ rooms

PIPELINE

70+ hotels
16,370+ rooms

Figures at June 30, 2025

pullman.accor.com



Pullman Dubai Downtown - United Arab Emirates



LIFE IS A JOURNEY, LIVE IT WELL

FULL OF VITALITY • RELIABLE • RECHARGED • AT EASE

Swissôtel's claim reinforces our belief that time and travel are true gifts in life and that we should use our time – wherever we are in the world – well and wisely. It also reminds us to ensure our guests spend quality time – our Swiss hospitality, synonymous with quality, efficiency and care, takes care of everything so time can be easily spent doing the things they love.



Swissôtel Tbilisi - Georgia

NETWORK

40+ hotels
15,880+ rooms

PIPELINE

45+ hotels
10,370+ rooms

Figures at June 30, 2025



THE PLACE TO SAVOUR LIFE

INTUITIVE · GENUINE · HUMAN · WARM



Mövenpick Resort El Quseir - Egypt



Mövenpick The Hague - The Netherlands

We believe true hospitality is about turning small gestures into heartwarming moments. We enable our guests to savour the flavour of life, balancing small indulgences with what's good for them – and good for the world.

movenpick.accor.com

NETWORK

135 hotels
30,875 rooms

PIPELINE

90+ hotels
17,010+ rooms

Figures at June 30, 2025



AN EXCEPTIONAL PLACE TO FIND YOURSELF

DIVERSE • INTIMATE • EXPERIENTIAL • UNEXPECTED

Mantis is a leading conservation-focused hotel group with luxury hotels, eco-lodges and waterways located across the globe. The brand pursues sustainable business practices and develops tourism products respectful of the environment and communities. With unique travel experiences, all our hotels are linked through a collective ambition to be extraordinary and rare, creating experiences that stir the soul, defy expectation and live in the heart forever.

NETWORK

15+ hotels
640+ rooms

PIPELINE

8 hotels
685 rooms

Figures at June 30, 2025

mantiscollection.com



Feline Fields Lodge - Botswana



Mantis Founders Lodge - South Africa



Inspired by and dedicated to Australian contemporary artists, Art Series offers an extraordinary boutique hotel experience. With original artworks and editions adorning the walls and halls, the multifaceted art-inspired experience is complete with dedicated art channels, art libraries, art tours and art utensils on supply.

artserieshotels.com.au

CREATING UNIQUE AND INSPIRED EXPERIENCES

REFINED • CONTEMPORARY • ENGAGING



The Adnate Perth - Art Series - Australia

NETWORK

7 hotels
1,830+ rooms

Figures at June 30, 2025

GRAND MERCURE
HOTELS AND RESORTS

PROUDLY
LOCAL

DISCERNING · CULTURED · LOCAL

At Grand Mercure, world-class standards are entwined with a uniquely local spirit. We provide hotel stays with fresh cultural perspectives. We inspire guests to discover their destination through our love for local culture and craft multi-sensory experiences of local celebrations, design and dining.



NETWORK

80+ hotels
20,425 rooms

PIPELINE

40+ hotels
11,845+ rooms

Figures at June 30, 2025

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

PEPPERS

Explore an irresistible and intriguing range of escapades selectively located in some of Australia, New Zealand and Indonesia’s most spectacular destinations, with a sense of refined indulgence and an attention to detail. From country estates to relaxing beachside resorts, from world-class golf resorts to romantic vineyard retreats, Peppers combines personal and friendly services with exceptional food and wine.

peppers.com.au

REMEMBER
WHEN

INDULGENT • REJUVENATING • EXPERIENTIAL • MEMORABLE



Peppers Beach Club & Spa Palm Cove - Australia

NETWORK

25+ hotels
4,745+ rooms

PIPELINE

3 hotels
615 rooms

Figures at June 30, 2025



THE LUXURY OF PERSONAL SPACE

EFFORTLESSLY SOPHISTICATED • TRAVELLED • UPGRADING LIVING • FREEDOM



The Sebel Sydney Martin Place - Australia

A high level of autonomy in elegant surroundings? The Sebel is THE upscale apartment brand in Australia and New Zealand, offering the warm experience of an unforgettable stay. Like at home.

NETWORK

35+ hotels
2,660+ rooms

PIPELINE

6 hotels
530+ rooms

Figures at June 30, 2025

thesebel.com



The Sebel Twin Waters - Australia



WELLNESS IS A WAY OF LIFE

SERENITY • WELL-BEING • SEA ESCAPE



We fully believe in the regenerating power of seawater and its lasting benefits for the body. Our exceptional destinations offer the ideal setting for a wonderfully break through contact with an essential element: the sea. Our guests enjoy the virtues of the marine environment in all its forms and leave completely relaxed and revitalized after their stay.

spa.accor.com

NETWORK
9 locations

Figures at June 30, 2025



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.

6
brands

1,835+
hotels

285,265+
rooms

Handwritten

NOVOTEL

MERCURE

TRIBE

ADAGIO

mantra-

Handwritten

HOTELS CURATED WITH PASSION

CHARACTERFUL • AUTHENTIC • CHARMING • INTIMATE

A collection of curated hotels thoughtfully inviting guests into their charming and stylish homes.

NETWORK

30+ hotels
2,815+ rooms

PIPELINE

35+ hotels
4,260 rooms

Figures at June 30, 2025



Relais San Martino Salento
Handwritten Collection - Italy



Hotel Les Capitouls Toulouse Centre
Handwritten Collection
France

NOVOTEL

Novotel believes it's important to leave space for slow living. Its hotels invite business travelers to clock out and rest up, while encouraging families to soak up quality time together. Novotel destinations offer travelers an opportunity to connect with family, friends, colleagues and themselves, while also taking time to unwind.

NOVOTEL:

NETWORK

570+ hotels
112,190+ rooms

PIPELINE

190+ hotels
38,790+ rooms

novotel.accor.com

YOUR TIME
YOUR WAY

RELAXED • BALANCED • COMFORTED • ENERGIZED



Novotel Miami Brickell - United States of America

NOVOTEL
SUITES

NOVOTEL SUITES:

NETWORK

30+ hotels
3,950+ rooms

Figures at June 30, 2025

MERCURE
HOTELS

FEEL LOCAL EVERYWHERE

CHARMING • DYNAMIC • LOCAL

Inspired by Mercury, the Roman god of travelers, Mercure hotels offer so much more than a place to find comfort and sleep – they are a portal to discovery, a springboard to exploration. From the moment guests arrive – be it in Rio, Paris, Bangkok or any other destination globally – they are instantly immersed in a locally inspired atmosphere.



NETWORK
1,025+ hotels
139,395+ rooms

PIPELINE
230+ hotels
34,030+ rooms

Figures at June 30, 2025



A BOLD DESIGN EDIT

FUNCTIONAL • POLISHED



TRIBE Budapest Stadium - Hungary



TRIBE Amsterdam City - Netherlands

Our TRIBE hotels bring a bold new energy to locations across the globe. Born in Australia in 2017, TRIBE was created in response to the knowledge that today travelers crave design hotels at affordable prices. Defined by how people want to live and travel, TRIBE focuses on the things that really matter: intelligent, functional, design-driven hotels that give our guests everything they need and nothing they don't.

tribehotels.com

NETWORK

20+ hotels
3,565 rooms

PIPELINE

35 hotels
5,300+ rooms

Figures at June 30, 2025



THE CITY MADE EASY



URBAN • FRIENDLY • FLEXIBLE



Aparthotel Adagio Premium Casablanca City Center - Morocco



Aparthotel Adagio Paris Suresnes Longchamp - France

Whether it's a short break or a stay of several months, Adagio offers you a friendly, tailor-made experience in an apartment that feels like a home away from home. As the European leader in serviced apartments, situated in the heart of the world's largest cities, the brand proposes three ranges: Adagio Original, the warm apartments for families; Adagio Access, the friendly and affordable range; and Adagio Premium, the upscale residences.

ADAGIO ORIGINAL:

NETWORK
75 hotels
8,675+ rooms

adagio-city.com

PIPELINE
8 hotels
875+ rooms

ADAGIO ACCESS:

NETWORK
50+ hotels
5,505 rooms

PIPELINE
4 hotels
665+ rooms

ADAGIO PREMIUM:

NETWORK
2 hotels
360+ rooms

Figures at June 30, 2025



STAY YOUR WAY

PERSONAL • FLEXIBLE • TRUSTWORTHY • RELAXED

Offering flexible accommodation with a warm welcome in bustling cities and favorite holiday destinations. Whether you're travelling for business or relaxing with family, Mantra provides the freedom for people to come together in their own unique way. With hotels, resorts and self-contained apartments on the coast, idyllic towns and capital cities, you will always find the perfect space in the ideal place across Australia, New Zealand and Hawaii.



Mantra PortSea Port Douglas - Australia



Mantra Terrace Brisbane - Australia

NETWORK

75+ hotels
14,665+ rooms

PIPELINE

5 hotels
475+ rooms

Figures at June 30, 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

2,740+
hotels

309,130+
rooms

ibis

ibis
STYLES

ibis
budget

BreakFree

greet

hotelF1



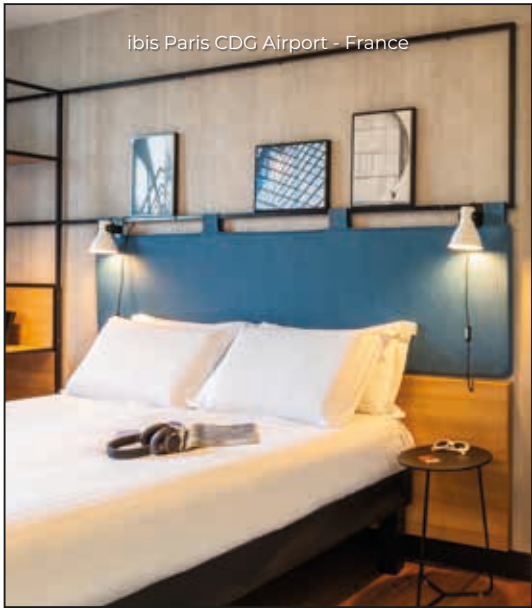
OPEN HOME

VIBRANT • CASUAL • FRIENDLY

Wherever you go, find yourself at home with ibis, where new friends meet and unwind in thoughtful yet affordable comfort.
ibis is the best known and trusted economy brand with vibrant, social places that are open to all kind of travellers.



ibis London Sutton Point - United Kingdom



ibis Paris CDG Airport - France

NETWORK

1,250+ hotels
155,755+ rooms

PIPELINE

130+ hotels
15,410+ rooms

Figures at June 30, 2025



OPEN TO CREATIVITY

BOLD • CREATIVE • TRENDY • PLAYFUL

ibis Styles are uniquely themed design hotels, where creators connect and guests find everything they need for a comfortable and effortless stay. Ideal for playful economy hotels with price premium, welcoming all with inspiring individuality.



ibis Styles
Copenhagen Orestad
Denmark



ibis Styles Dijon Sud Domaine de Beauregard - France

NETWORK

700+ hotels
76,070+ rooms

PIPELINE

170+ hotels
21,520+ rooms

Figures at June 30, 2025



OPEN TO ADVENTURE

SMART • FUN • COOL

Smart base camps for savvy travelers to live every day adventures, *ibis budget* offers maximum fun, minimum cost. With a reputation for reliable comfort, our hotels are cool, connected and full of energy.



NETWORK

590+ hotels
61,450+ rooms

PIPELINE

35+ hotel
3,925+ rooms

Figures at June 30, 2025





GIVE ME A BREAK

GREAT VALUE · GREAT LOCATIONS · GREAT BREAKS

Spacious self-contained apartment and hotel-style accommodation, combining value with the best beaches, city highlights and holiday attractions. Families, groups, couples recognize the style and promise of a BreakFree offer: all about the experience of the location and the comfortable, unpretentious accommodation and relaxed service they enjoy.



NETWORK

20+ hotels
2,855+ rooms

Figures at June 30, 2025



greet

DO GOOD FEEL GOOD HOTELS

LOCALLY ENGAGED • COLLECTIVE • CIRCULAR HOSPITALITY



greet Hotel Bourg-en-Bresse Sud Montagnat - France



greet hotel Salon de Provence - France

greet hotels welcome those who look for meaning in their purchase, relationships and way of living. Everyday, they contribute to make our world a better place, by giving a second chance to everything around them. Be greet!

greet.accor.com

NETWORK

45 hotels
3,280+ rooms

PIPELINE

10+ hotels
930+ rooms

Figures at June 30, 2025



ON THE ROAD

LOW COST • DISTINCTIVE • FRIENDLY • TRUSTFUL

A French motel positioning, with innovative, low-cost brand DNA. hotelF1 is the smart accommodation choice for enjoying even more experiences en route to your holiday destination!

NETWORK

120+ hotels

9,710+ rooms

Figures at June 30, 2025

hotelf1.accor.com



hotelF1 Nancy Sud - France



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

LIVING OUR BRANDS DIFFERENTLY

TURNKEY SOLUTIONS FOR HOTEL AND REAL ESTATE INVESTORS



Accor One Living supports the development and operation of branded residences and other unique products that add value to mixed-use projects, such as coworking offerings, extended stay hotels, private clubs and more.

accor-residences.com

NETWORK

50 branded residences

25+ brand offerings

PIPELINE

110 residences

270+ in 2028

Figures at June 30, 2025

onefinestay

ENJOY THE FINEST STAYS

DESIRABLE DESTINATIONS • EXCEPTIONAL HOMES • PERSONAL SERVICE



Groom Place Belgravia, London - United Kingdom

From bustling cities to iconic beach destinations, the luxury private rental brand of Accor handpicks the world's most exceptional homes, villas and chalets for its guests to enjoy in style and comfort. Each stay is brought to life by the passionate concierge team, whose expert local knowledge, seamlessly blends the charm and character of each space.

onefinestay.com



Belsize Park Gardens London - United Kingdom



Rue d'Aumale Paris - France

3,000 properties
50 exclusive destinations

Figures at June 30, 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@ worklib

MAMAWORKS working from

ENNISMORE



THE FUTURE OF WORK STARTS HERE

WORK • SHARE • LIVE

WOJO is one of the European leaders in flexible offices and workspaces, available on an à la carte basis to meet the high demand for flexibility. Its private offices, coworking or meeting rooms designed for professionals offer a friendly atmosphere, a strong design, and a wide range of services available to remote workers and companies alike.



18 addresses
170 working spaces
11,000 members

Figures at June 30, 2025

wojo.com

worklib

WORK WHERE IT WORKS

EFFICIENT • FLEXIBLE • COLLABORATIVE

Worklib helps companies define and manage personalized flexible work experiences and navigate the switch from office-first policies to activity-based setups. Employees can use our platform to easily find and book workspaces inside and outside the office, sharing their planning and location with their teams.

20,000 workspaces
80+ countries
250 B2B customers

Figures at December 31, 2024

en.worklib.io



MAMAWORKS

ENNISMORE

COWORKING WITH A MAMA SHELTER TWIST

MEETINGS - COWORKING - EVENTS

Mama Works reimagines the coworking space as a joyous community. It is a veritable cocoon of well-being, conducive to inspiration and concentration. It is an invigorating agora for creative teams to debate and discuss. It is a luminous loft where ideas, people and energies flow freely.

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

Figures at December 31, 2024

mamaworks.com



Mama Works Bordeaux - France

working from_

LIKE WORKING FROM HOME, WITHOUT THE DISTRACTIONS

HONEST • FLEXIBLE

ENNISMORE

Originally inspired by the comfy sofas at The Hoxton, Working From_ launched in 2019 with a simple idea – offer the best bits of The Hoxton lobbies, plus a few more work-friendly factors and office features, to create workspaces which are like working from home without the distractions.

3 coworking spaces
1,600+ desks

Figures at December 31, 2024

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



Working From
Southwark Pantry
United Kingdom



Working From
Fulton Market Terrace
Chicago - United States of America



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
PARIS

THEATRE
DU LIDO

PARIS SOCIETY

RIKAS

ENNISMORE

Potel & Chabot
PARIS
1820

ONCE UPON A LIFE TIME

GASTRONOMIC • PRESTIGIOUS • EXCELLENCE

Potel et Chabot has been an ambassador of the French art of living since 1820. It creates tailored reception events all over the world. From choreographing the table waiting, to setting the scene, and decorating the venue, every detail is taken care of to ensure that guests enjoy an unforgettable experience.



2 centuries of history
4 spectacular venues in Paris

Figures at June 30, 2025



A meeting with SAINTCLAIR creates an exceptional moment. SAINTCLAIR event is a daring and delicious 360° experience, combining modern gastronomy, immersive staging and impeccable service.

saintclair.com

A TASTE FOR CONNEXION

BOLD . FESTIVE . AFFORDABLE LUXURY



DALLOYAU
PARIS

OFFICERS' HOUSE OF CULINARY ARTS SINCE 1682

PASTRY • KNOW-HOW • EXCELLENCE • HERITAGE



Boutique Dalloyau Saint-Lazare, Paris - France

Founded in 1682 by Charles Dalloyau, Officier de Bouche for Louis XIV, Maison Dalloyau enchanted the Court of Versailles until the Revolution. Heir to exceptional know-how, it opened the first “Maison de Gastronomie” on rue du Faubourg Saint-Honoré in Paris, bringing together all culinary professions to transmit the art of living in the French style.

A member of the Comité Colbert since 2001 and awarded the “Entreprise du Patrimoine Vivant” label in 2007, Dalloyau has established itself as the reference in pastry making, particularly thanks to the famous Opéra cake, created in 1955. Driven by a quest for excellence, Dalloyau elevates each recipe with precision and refinement.

Over **340+** years of experience

5 boutiques

dalloyau.fr



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

THE BEATING HEART OF THE CHAMPS-ÉLYSÉES

CAPTIVATING · PRESTIGIOUS · UNFORGETTABLE

The legendary cabaret has embarked on a new chapter. Reopening its doors after a complete renovation, the temple of Parisian nightlife glitter has brushed up its feathers while retaining its Art Deco style and will flourish with a new label: The Théâtre du Lido. Renewed mythical venue enriches Paris' hospitality offerings, bringing Parisians and visitors together in this festive spot for exceptional night time events.



870+ seats
35 meters of immersive
high-tech entrance
70+ years of history

Figures at June 30, 2025

PARIS SOCIETY

THE ART OF FRENCH HOSPITALITY

ENNISMORE



Paris Society is building the future through four pillars:
CLUBS, institutions that make Parisian nights move;
TABLES, exceptional restaurants;
EVENTS, unique portfolio of event venues;
and HOTELS the result of all Paris Society's know-how
to transform everyday escapade into an unforgettable moment.

30 iconic venues
20 venues in the pipeline

Figures at June 30, 2025

paris-society.com

RIKAS

HOMEGROWN COLLECTION OF AWARD-WINNING DESTINATIONS

ENNISMORE

A collection of award-winning restaurants and cafes based principally in Dubai, Rikas aims to nurture a culture of culinary innovation, authentic hospitality, and family values across the Group. Having launched with a branch of Paris's much-loved La Cantine du Faubourg, the brand now consists of some of the Middle East's most exceptional culinary projects, such as Mimi Kakushi, Ninive, and Lana Lusa.



Kyma Beach Dubai - United Arab Emirates

NETWORK

16 venues

PIPELINE

10 venues

Figures at December 31, 2024



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.

ASTORE d•edge GEKKO JOHN PAUL VERYCHIC



YOUR PROCUREMENT PARTNER

DEMANDING SERVICE • EASY OPERATIONS

Astore is your procurement partner to cover all hospitality sector needs with an extensive range of products and services: from food and furniture to equipment and household products to professional services. Beyond pricing and terms & conditions, we are working to extend our offers and adapt our services to your needs. We aim to provide you with lean solutions and ease of operations at global and local level.



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

Figures at June 30, 2025

astoreprocurement.com



WE SIMPLIFY HOSPITALITY

EASE-OF-USE • RELIABILITY • PROXIMITY

D-EDGE is a SaaS company offering leading-edge cloud-based e-commerce solutions to more than 17,000 hotels in over 100 countries. Combining technical excellence with digital marketing expertise, D-EDGE solutions covers all stages of hotel distribution and addresses the needs of both Hotel Chains and Individual Hotels. Its ever-expanding international network of partners offers its clients an ecosystem in which to grow.

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

Figures at June 30, 2025

d-edge.com





YOUR TRAVEL TECH COMPANY

B2B EXPERTISE • TRAVEL SOLUTIONS

Through its 5 brands, Gekko offers accommodation booking solutions for travel agencies, large and medium-sized companies and business travelers. Gekko also managed the first innovative loyalty program dedicated to travel professionals.



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

Figures at June 30, 2025

gekko-group.com



CONCIERGE & LOYALTY PROGRAMS

SERVICE • EXCELLENCE • INNOVATION

Founded in 2008, John Paul supports the brands that entrust it with their best customers in order to create a strong and engaging emotional attachment between them, through tailor-made loyalty programs, such as its renowned 24/7 Concierge service. The company is a key player and a forerunner in the market. It relies on more than 10,000 carefully selected prestigious partners who enable it to enhance the daily lives of its Members.



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

Figures at June 30, 2025

johnpaul.com

VERYCHIC

PRIVATE SALES OF EXTRAORDINARY TRAVELS

EXCEPTIONAL HOTELS • EXCLUSIVE OFFERS



VeryChic's private sales of outstanding hotels offer members exclusive rates at cherry-picked properties.

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

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

Figures at June 30, 2025

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accor.com