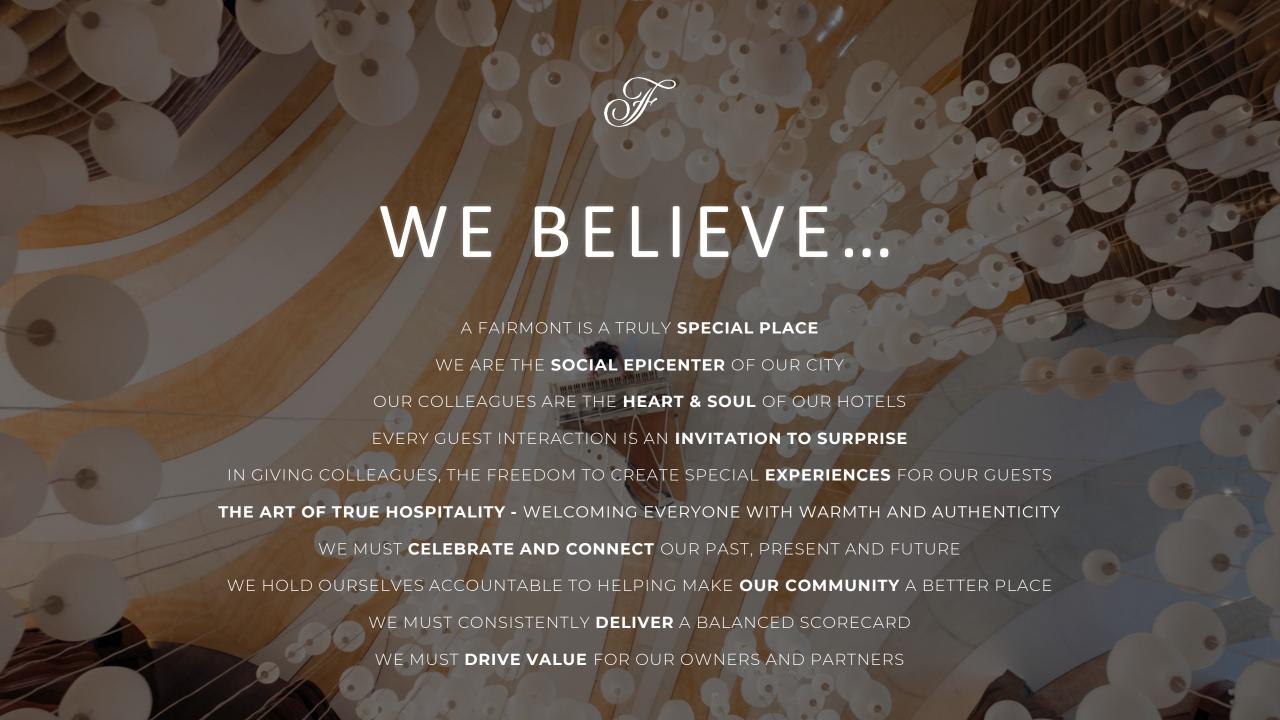


## DEVELOPMENT BROCHURE

MAY 2025





## BRAND USP's









+100 YEARS PRESENCE

20 CENTENERIAN HOTELS

**16 GOLF RESORTS** 

9 COUNTRIES

#### **WORLDWIDE MOMENTUM**

31 RESORTS 15 RESIDENCES +100 HOTELS + PIPELINE

A LEADER IN MICE

25% MICE BUSINESS GLOBALLY

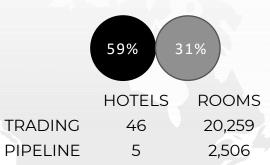
**FAIRMONT GOLD** 

48 HOTELS



### GLOBAL NETWORK

#### **AMERICAS**

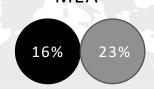


#### **EUROPE & MOROCCO**



	HOTELS	ROOMS
TRADING	15	3,787
PIPELINE	4	783

#### MEA



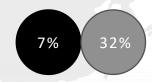
	HOTELS	ROOMS
TRADING	17	5,603
PIPELINE	9	1,832

#### **GREATER CHINA**



	HOTELS	ROOMS
TRADING	8	2,534
PIPELINE	2	342

#### **ASPAC**



	HOTELS	ROOM
TRADING	6	2,545
PIPELINE	10	2,589



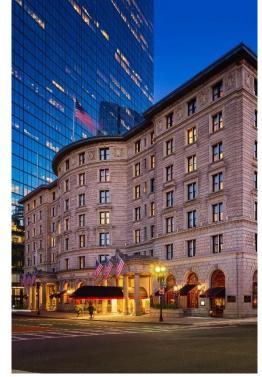


### HOTELS UNITED STATES OF AMERICA











CENTURY PLAZA
LOS ANGELES

MIRAMAR SANTA MONICA

THE PLAZA

NEW YORK

COPLEY PLAZA

BOSTON

SAN FRANCISCO
CALIFORNIA



## HOTELS











VANCOUVER
BRITISH COLUMBIA

CHÂTEAU LAKE LOUISE

ROYAL YORK
TORONTO

EMPRESS VICTORIA

CHÂTEAU FRONTENAC
QUEBEC



## HOTELS











THE SAVOY

CARTON HOUSE

VIER JAHRESZEITEN
HAMBURG

MEKKAH KSA

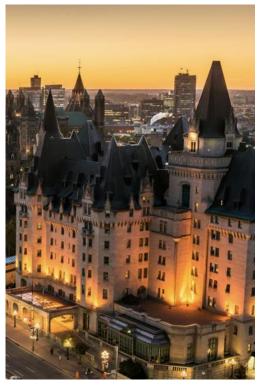
PEACE HOTEL
SHANGHAI, CHINA



## CHATEAUX



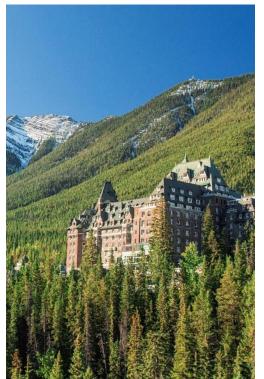
CHÂTEAU FRONTENAC QUEBEC, CANADA



CHÂTEAU LAURIER
OTTAWA, CANADA



MANOIR RICHELIEU
LA MALBAIE, CANADA



BANFF SPRINGS
ALBERTA, CANADA



MONTREUX PALACE
MONTREUX, SWITZERLAND



## RESORTS



MAYAKOBA MEXICO



**ROYAL PAVILION** BARBADOS



**TAGHAZOUT** MOROCCO



SOUTHAMPTON





**KEA LANI** MAUI, HAWAII



## GOLF RESORTS











SCOTTSDALE
ARIZONA, USA

MARRAKECH MOROCCO

ST. ANDREWS

JASPER PARK LODGE

GRAND DEL MAR
SAN DIEGO, USA



## SKI RESORTS



MONT TREMBLANT
QUEBEC, CANADA



BANFF SPRINGS
ALBERTA, CANADA



CHÂTEAU LAKE LOUISE
ALBERTA, CANADA



CHÂTEAU MONTEBELLO
QUEBEC, CANADA



CHATEAU WHISTLER
BRITISH COLOMBIA, CANADA



## RESIDENCES

GLOBAL











MAYAKOBA
FAIRMONT MAYAKOBA

TAGHAZOUT
FAIRMONT TAGHAZOUT BAY

SAN FRANCISCO
FAIRMONT HERITAGE PLACE GHIRARDELLI

LOS ANGELES
FAIRMONT CENTURY PLAZA

MARRAKECH
FAIRMONT ROYAL PALM



## OPENINGS

2024 – 2025















**CAPE GRACE**SOUTH AFRICA

MUMBAI INDIA

LONG BEACH
USA

LA HACIENDA SPAIN

**PRAGUE**CZECH REPUBLIC

UDAIPUR INDIA

TOKYO JAPAN

HANOI VIETNAM



## DEVELOPMENT

PIPELINE



9

10

29

## AMERICAS









NEW ORLEANS
USA

ORLANDO usa

PHOENIX usa SAN DIEGO



### EUROPE PIPELINE





CHESHIRE, THE MERE

LUTON HOO



## MIDDLE EAST

PIPELINE











RED SEA

CAIRO EGYPT JEDDAH KSA MEDINA KSA AL KHOBAR



## **APAC**PIPELINE











PHU QUOC

HANOI VIETNAM

PORT DOUGLAS

AUSTRALIA

XIAMEN G. CHINA

GUIYANG G. CHINA







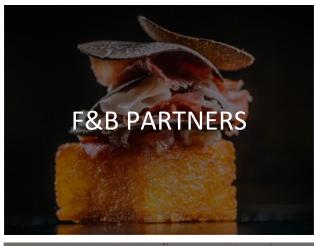


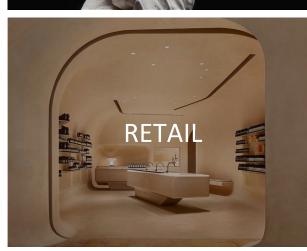




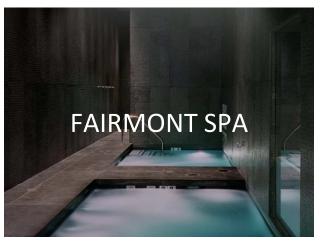














### PARTNERSHIPS

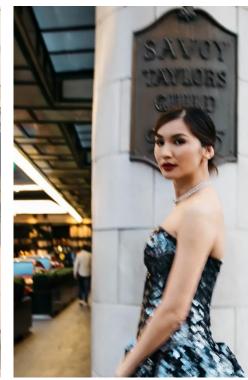
HIGHLIGHTS











BARBIE DREAM SUITE

RED BULL KATARA TOWERS

FESTIVAL ACTIVATION

RIO, MONTREUX & CHINA

**DRINKS** 

LAURENT-PERRIER ROSE BRUNO MARS RUM 818 KENDALL JENNER

**FASHION** 

CANADA FASHION WEEK LONDON FASHION WEEK VOGUE | GUCCI

QUEEN ELIZABETH

DOHA

RIO | MONTREUX | CHINA

THE SAVOY | MIRAMAR HAWAII | CHICAGO ROYAL YORK | THE SAVOY

## PARTNERSHIPS

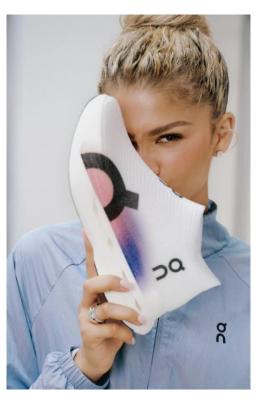
UPCOMING



AERIN LAUDER
FAIRMONT GOLD



CADILLAC SUSTAINABILITY (EV)



ON FAIRMONT FIT



CANADA GOOSE RETAIL + ACTIVATION



MAKE-A-WISH GLOBALIZE



### **AWARDS**



## RECOGNITION MAJOR HOTEL LUXURY PROGRAMS











44 HOTELS 27 HOTELS 30 HOTELS 47 HOTELS 43 HOTELS







PIONEERING THE ART OF
RESPONSIBLE HOSPITALITY,
CONNECTING CULTURES,
WITH HEARTFELT CARE.

This is our Purpose.



### A GLANCE AT ACCOR PORTFOLIO

Open & in the pipeline

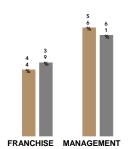
+7000 +1,083,000 **HOTELS ROOMS** 

Accor network\*

+5,600 +850,000 HOTELS **ROOMS** 

Accor pipeline\*

+233,000 +1,300 HOTELS **ROOMS** 



**EUROPE & NORTH AFRICA** NETWORK **PIPELINE** 466 H. 3,123 H. 357,346 R.

59,565 R.

**AMERICAS NETWORK PIPELINE** 558 H. 138 H. 103,728 R. 19,711 R. 11%\* 13%\*

#### MIDDLE EAST AFRICA

**PIPELINE NETWORK** 140 H. 364H. 31,156 R. 91,276 R.

+ 2,400 Hotels under management contract

+ 3,300 Hotels under franchise contract

14%\* 25%\* **GREATER CHINA** 

NETWORK PIPELINE 354 H. 736 H. 57,406 R. 121,062 R.

#### **ASIA & PACIFIC**

PIPELINE NETWORK 283 H. 65,361 R.



## A GLIMPSE INTO OUR LUXURY

PORTFOLIO

Open & in the pipeline

+550 +119,000
HOTELS ROOMS

**Luxury & Lifestyle network\*** 

382 85,668 ROOMS

Luxury & Lifestyle pipeline\*

168 33,730 ROOMS

29% 16%\* AMERICAS

NETWORK PIPELINE 72 H. 14 H. 24,983 R. 5,332 R. N°2 Accor is the second global player in the world

40% Pipeline represents 40% of existing network in rooms

WELL balanced footprint

20%\* 14%\*

#### **EUROPE & NORTH AFRICA**

NETWORK PIPELINE 121 H. 36 H. 17,263 R. 4,636 R.

19%\* 21%<sup>3</sup>

#### MIDDLE EAST AFRICA

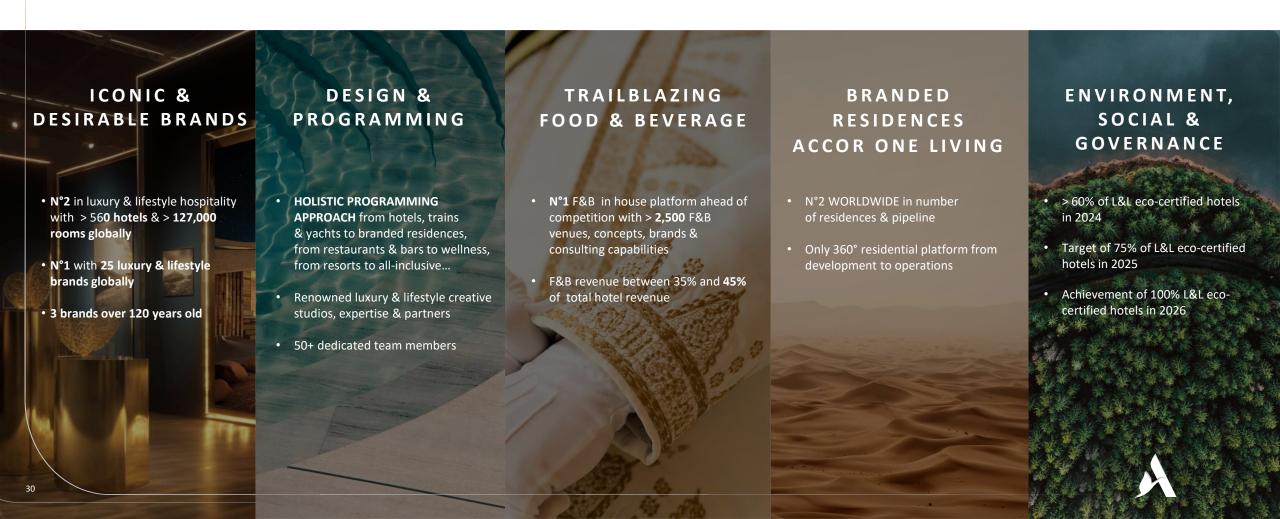
NETWORK PIPELINE 73 H. 40 H. 16,295 R. 6,934 R. 32%\* 50%\*
ASIA PACIFIC & GREATER CHINA

NETWORK PIPELINE 116 H. 78 H. 27,127 R. 16,828 R.



<sup>\*</sup>Based on number of rooms for hotels and Extended Stay hotels, open and in the pipeline, Including MGallery Collection

### OWNER VALUE PROPOSITION



### LUXURY BRAND PORTFOLIO

The Accor Luxury division offers an unrivaled opportunity for partners to invest in a diverse portfolio of iconic and desirable brands covering a broad range of options, from luxury to ultra-luxury, from finely adaptive to perfectly defined or highly curated brands.

#### THE CULTURAL VOYAGE

Elevate ultra-luxury travel to culture

#### THE LANDMARKS

A world of elegance and enchanted glamour

#### **SOCIAL EPICENTERS**

Turning moments into special memories

#### THE FRENCH ZEST

Heartfelt hospitality with a French Zest

#### THE COLLECTIONS

Charismatic collections of boutique-style hotels offering one-of-a-kind experiences











Entry Luxury

31

Highly Curated Perfectly Defined

Adaptive

# THE ART OF DESIGN & PROGRAMING

200+ Luxury & Lifestyle hotel and residential projects

**50+** Luxury & Lifestyle D&TS experts worldwide in 10 countries

1+ Luxury & Lifestyle opening per week

Our dynamic, brand-led teams deploy their great savoir-faire to ensure the highest quality of craftsmanship at each stage of the project, through a global Hotel Consultancy Services Agreement (HCSA).

We work with the most renowned creative studios to conceive innovative, highly curated, interior designs.

#### PROGRAMMING

Feasibility Studie

Brand & Design
Standards Introduction

Facilities Area Program

Key Consultants recommendations – Scope of work advise

Design Brief(s)

Budgets & Timeline alignment

**Procurement Strategy** 

#### DESIGN

Project kick-of

Brand & Design Standards Immersion

Operational Planning FoH/HoH zoning, staffing guide

Architecture & Interior Desigr Lighting/Graphics/Art

Engineering & Sustainability

Food & Beverage Sangueting & Events

Wellness Gym & Spa

OS&E / FF&E / EQS / EQT\*

Value Engineering

#### CONSTRUCTION

Samples & Mock-up Reviews

Supplier & Manufacturer visits

Design Development Package reviews

Tender & Procurement

Site Inspections

Quality Control

Testing & Commissioning ~

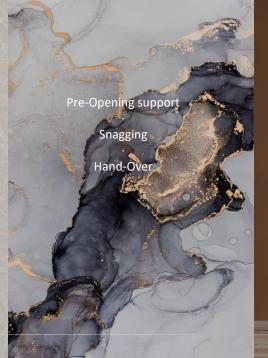
#### HAND-OVER



CapEx\*\* planning

Asset Repositioning

Continuous Relationship



All figures as of end of September 2024 \*Operating Supplies & Equipment / Fixtures, Furniture & Equipment / Specialized Equipment (IT) / Technical Equipment (Fit out) \*\* Hotel Capital Expenditures



## IN HOUSE FOOD & BEVERAGE PLATFORM BOOST LUXURY & LIFESTYLE HOTELS' REVENUE

2,500+ Restaurants and bars in Luxury & Lifestyle brands

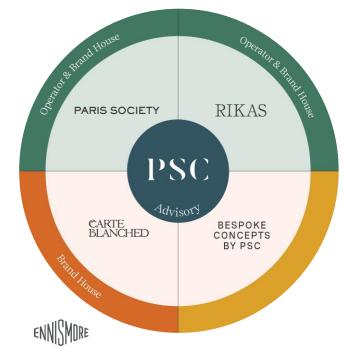
Between 35% to 45% F&B contribution to total hotel revenue

#### Luxury Brands' Original F&B Concepts

Our mission is to make F&B the heart and soul of our luxury hotels by thinking like restaurateurs and delivering an experience that is excellent, relevant and authentic.

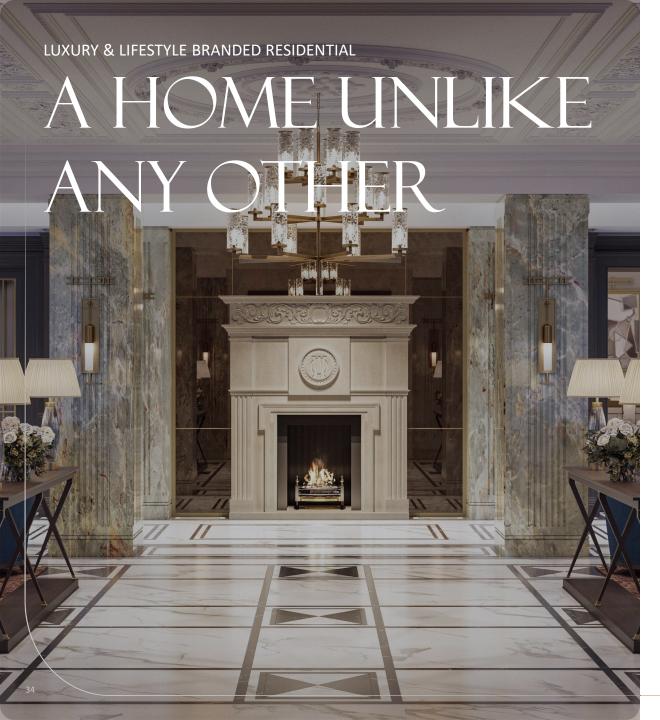
#### POTEL CHABOT

Legendary French cuisine for contemporary events. Potel et Chabot has been reinventing the art of gastronomic catering since 1820.



Ennismore has created an F&B Platform through targeted acquisitions and in-house development to bring together a unique collection of brands with industry-leading advisory and operating capabilities.





#### ACCOR ONE LIVING

## OUR EXPERTISE IN LUXURY & LIFESTYLE BRANDED RESIDENTIAL LEVERAGES HOTEL DEVELOPMENT PROFITABILITY

#2 global operator & developer worldwide\*

c.\$2B residences sold annually under Accor brands\*

40 Luxury & Lifestyle Branded Residences

120 Luxury & Lifestyle Branded Residences open & in the pipeline\*\*

19,000 Luxury & Lifestyle Branded Residences units open & in the pipeline\*\*

5,000 Luxury & Lifestyle owners\*\*

Industry-first residential expertise brings iconic brands and legendary service to private home ownership, offering 360° turnkey solution: from project planning and development to sale and operating.

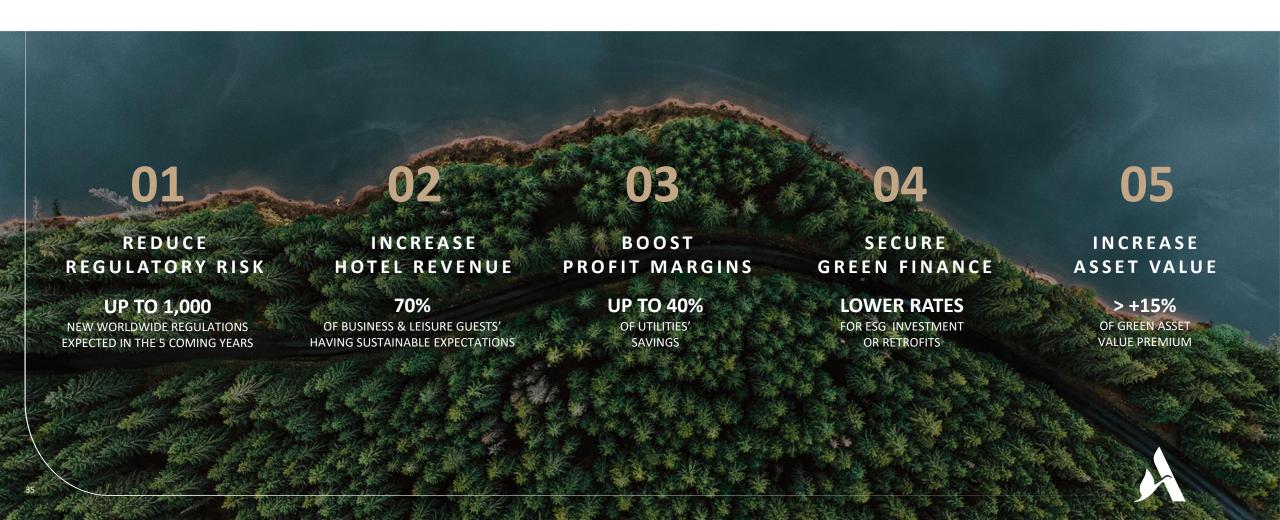


All figures as of end of December 2024

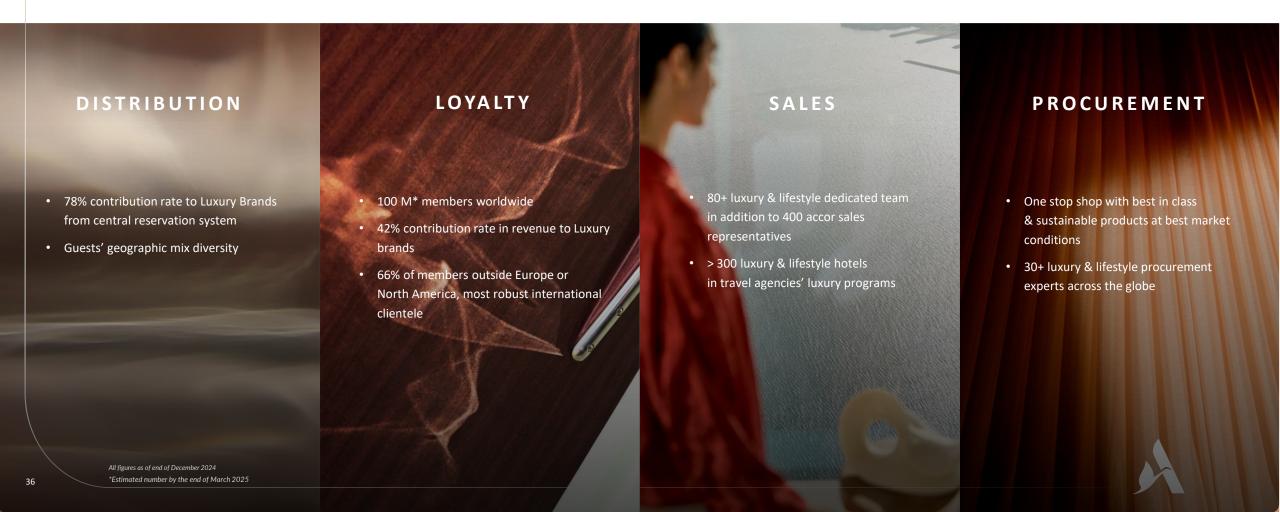
<sup>\*</sup>Based on branded residences for Luxury & Lifestyle and Premium , Midscale and Economy brands : 4. Network and 131 Pipeline worldwide across 26 brands.

<sup>\*\*41</sup> Luxury & Lifestyle Branded Residences and 5,900units & owners in the Network, 81 Luxury & Lifestyle Branded Residences and 12.900 units & owners in the Pipeline.

## SUSTAINABILITY BY NARRATIVE



### UNRIVALED SCALABILITY



## TEL BUSINESS DEVELOPMENT OPPORTI INITIES

#### **ACCOR DIRECT WEB**

18

Brands.com

websites

**MAXIMIZES HOTEL** DIGITAL NET REVENUE

300M +

Visits per year

ACCOR LIVE LIMITLESS

#### LOYALTY

DRIVES INCREMENTAL STAYS AND RETAINS DEMAND

42%

100

loyalty contribution rate in revenue Local & global partnerships Members

**DEVELOPS SALES REVENUE** 

160K+

**SALES** 

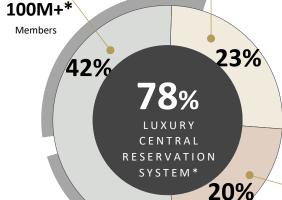
> 400+

> 80+

Managed accounts

Accor sales representatives spread all over the world

Luxury & Lifestyle sales experts



#### **REVENUE MANAGEMENT**

LEVERAGES REVENUE MANAGEMENT SYSTEMS POWER

+3%

1,200

Incremental revenue (independent hotels ioining Accor)

RM experts around the world

#### **OTAS**

**NEGOTIATES ATTRACTIVE** COMMERCIAL CONDITIONS

65M€

46%

international

flows

20

>35M

Investment in data in 5 years Partnerships with major OTAS **Room Nights** 

#### DIGITAL MARKETING

ATTRACTS & ENGAGES CUSTOMERS

1,6Bn

6Bn

Emails sent to customers per year SoMe Impressions

#### **CONTACT CENTRES**

**ACCELERATES BUSINESS** AND IMPROVES CUSTOMER SATISFACTION

1,000

**17** 

**7M** 

People covering Languages Requests all time zones over 12 locations



### ALL LOYALTY PROGRAM

100M\* OF ALL LOYALTY MEMBERS WORLWIDE

#### POWERFUL BUSINESS ALLY



X2

Members stay twice more than non-members



+10% ADR

Members spend more than non-members



>80%

of all.com bookings are from members

#### **AUGMENTED OPPORTUNITIES**

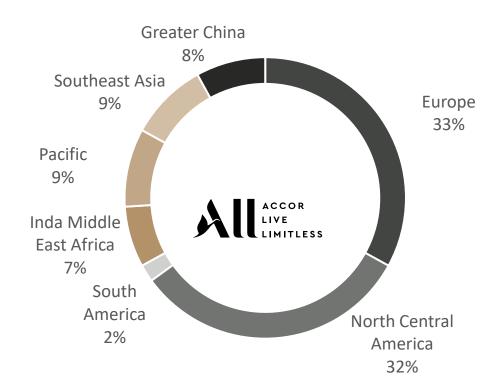
Earn & redeem points with global partnerships around our guests' three main passions: sport, F&B and entertainment.







#### MEMBERS' PLACE OF RESIDENCE





## GLOBAL SALES REACH LUXURY & LIFESTYLE

#### LUXURY PROGRAMS GATHERING PREFERRED LUXURY TRAVEL AGENTS

Luxury Programs, Prestigious Travel Networks & Partnerships with Credit Cards Travel Programs.

5,000

Luxury travel agencies

18

Luxury Programs

300+

Luxury & Lifestyle hotels in Luxury Programs











Hotels' Sales Teams

Global Sales Luxury & Lifestyle 80 experts



Worldwide **Accor Sales Teams** 400 experts

#### NEW APPROACH OF STRATEGIC ULTRA LUXURY CLIENTS

Dedicated key account directors covering all the client's needs, worldwide management and business development.

#### **IDENTIFIED LUXURY COMPANIES**

LVMH, Kering, Chanel, Hermès... & the associated agencies

#### **BUSINESS DEVELOPMENT**

Law firms, private banking, jewelry, fine watchmaking...

#### **ENTERTAINMENT**

Film/Music production, artist, specialized agencies

#### STRATEGIC ACCOUNTS

**EXCOM and High-end Meetings & Events** (in collaboration with Accor Sales teams)



All figures as of end of December 2024

## ASTORE BY ACCOR IS A LEADING PROCUREMENT ORGANIZATION DELIVERING VALUE TO HOTELS AND OWNERS

3B€+ managed spend worldwide

5,000 suppliers' partners globally

250 category management experts in 20 countries

30+ dedicated Luxury & Lifestyles Procurement experts across the globe

Astore by Accor is a leading hospitality Group Procurement Organization and a one stop shop covering luxury & lifestyle hotel needs, OPEX and CAPEX, from daily purchasing of products & services to supporting construction and renovation projects.

Astore actively contributes to the achievement of Accor Sustainability Commitments.

Accor as well as Hilton, IHG, Marriott and Radisson are co-founders of HARP: Hospitality Alliance for Responsible Procurement.



NEW ORGANIZATION DEDICATED TO LUXURY & LIFESTYLE BRANDS & OWNERS

# LEADERSHIP OF PROCUREMENT



RESTAURANT, BAR & ENTERTAINMENT



**OS&E AND FF&E PARTNERSHIP** 



PROFESSIONAL SERVICES & IT



ENERGY



**TECHNOLOGY** 



PRE OPENING & REFURBISHMENT SUPPORT



