

ALL ACCOR.

Stay for more.



MORE OF WHAT
MATTERS TO YOU

A full-page photograph of a couple walking down a grand, ornate staircase. The woman is on the left, wearing a long, flowing, gold-colored dress with a thin belt and a small, dark, shiny handbag. The man is on the right, wearing a dark blue suit and dark brown leather shoes. They are holding hands and looking down at the steps. The staircase has a patterned carpet and ornate metal railings. The lighting is warm and dramatic, highlighting the couple against the architectural details of the staircase.

*This is the vision behind
Stay for More, ALL Accor's
new promise: more feelings,
more new memories, more
experiences, more possibilities,
and above all, more of what truly
matters to each of us.*



Editorial

Today, travel is about much more than simply discovering a destination. It is about **fully embracing everything it has to offer.** We travel to feel the thrill of a live concert, pursue a passion, explore somewhere new, reconnect with people we miss, taste something unfamiliar, take a moment for ourselves, celebrate a special occasion or simply get away from it all.

What makes a stay meaningful goes far beyond a change of scenery. It is the moments we experience, the people we share them with, the discoveries we make and the memories we take home that give travel its true meaning. In a world saturated with constant demands and distractions, travel becomes a way to disconnect from everyday life so we can reconnect deeply with what truly matters.

The international study* conducted by **OpinionWay for ALL Accor** confirms this shift: **44% of respondents say that, above all, they seek the feeling of freedom that comes from stepping away from the pressures of everyday life.**

Travel is therefore becoming an **experience rooted in presence, connection and emotion.** The feeling of what we experience in the moment and what stays with us long after is becoming its new measure of value.

This evolution opens a new way to think about hospitality. The hotel remains at the heart of the journey, but it also becomes a **gateway to everything that can make a stay more personal, more enriching and more memorable.**

*Barometer study conducted in August 2026 among 7,019 travelers across seven countries

Stay for more

A NEW PROMISE FROM ALL ACCOR

ALL Accor, Accor's free Travel & Lifestyle Membership is a booking platform and loyalty program that opens the door to an ecosystem that goes far beyond the hotel stay itself. Experiences, rewards, partners and exclusive benefits enrich the relationship with its more than 120 million members, both when they travel and in their everyday life.

With Stay for More, ALL Accor is embodying this new vision of hospitality: giving everyone access to **more of what matters to them. More feelings. More destinations to discover. More experiences to enjoy. More recognition at every step. More peace of mind to make the most of every journey.**





MEHDI HEMICI
Chief Loyalty & E-Commerce
Officer, Accor

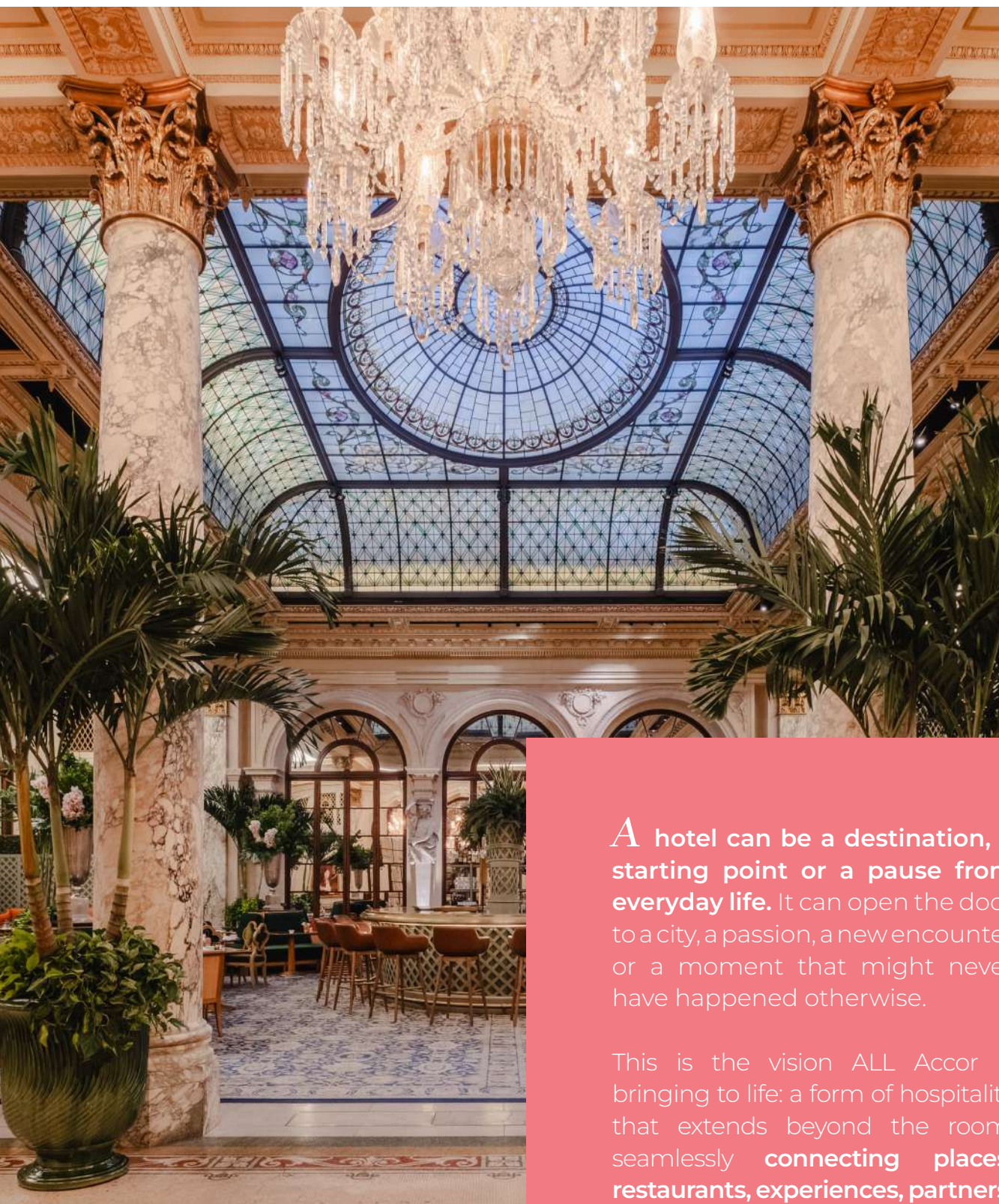
With Stay for More, we are responding to travelers' evolving expectations. They want a loyalty program that goes beyond points and transactional benefits to enrich their journey before, during and after their stay. Loyalty should give them access to more of what truly makes a difference: a thoughtful gesture, a lasting memory, a soul-stirring emotion...

That is precisely the role of ALL Accor: to support our members at every stage, from inspiration to booking, from the stay itself to the experiences they enjoy on site and far beyond. By bringing together the strength of more than 45 brands, our destinations, experiences and partners, ALL Accor opens up a unique world of possibilities, enriching every stay and building a relationship that lasts. Hospitality is no longer limited to a place to sleep and Stay for More brings this promise to life: making ALL Accor a natural part of every journey by offering everyone, more choice, more experiences and more possibilities at every stage of the stay.

MEHDI HEMICI,
Chief Loyalty & E-Commerce Officer, Accor



Staying, AND SO MUCH MORE



The Plaza New York, by Fairmont

A hotel can be a destination, a starting point or a pause from everyday life. It can open the door to a city, a passion, a new encounter or a moment that might never have happened otherwise.

This is the vision ALL Accor is bringing to life: a form of hospitality that extends beyond the room, seamlessly **connecting places, restaurants, experiences, partners, and members throughout their journey.**



Banyan Tree Vabbinfaru

More destinations

TO DISCOVER ON ALL.COM

With more than 45 brands, ALL Accor offers an address for every way of traveling for leisure, business and everything in-between: from the world's most prestigious properties to premium, lifestyle and more accessible brands.

Its portfolio spans Raffles, Fairmont and Sofitel, as well as lifestyle brands such as The Hoxton,

Mondrian and Mama Shelter, alongside Pullman, Novotel, Mercure and ibis. With **more than 5,800 hotels in over 110 countries**, bookable on [ALL.com](https://all.com), ALL Accor makes it easy for everyone to find the hotel that suits them, based on their destination, budget, occasion or simply what they feel like at the time.

From iconic city hotels and beachfront resorts to properties at the heart of cultural destinations and places designed to slow down, every brand offers a different way to experience the world.

The aim is not simply to offer more destinations. It is to help everyone find the place that sets the tone for how they want to feel.



Mövenpick Hotel & Residences
Kvarner Bay, Croatia, 4*



Pullman Dubai Jumeirah Lakes Towers, 5*



The Plaza New York, by Fairmont, 5*



Mercure Maldives Kooddoo Resort, 4*

Every mood HAS ITS ADDRESS

Mövenpick Hotel & Residences Kvarner Bay, Croatia

★★★★

Overlooking the deep blue waters of Kvarner Bay and the island of Krk, along the **Adriatic coast**, this new resort offers a rare escape where the landscape itself becomes the ultimate luxury.

From a private pebble beach and horizon-facing pools to dining inspired by Mediterranean flavors, **every moment invites guests to slow down and savor the beauty of Croatia's coastline.**

Learn more about the hotel: [here](#)

Pullman Dubai Jumeirah Lakes Towers

★★★★★

At the heart of Jumeirah Lakes Towers, this hotel offers a contemporary take on Dubai hospitality, combining elegant lines, effortless comfort and cosmopolitan energy.

From Seasons All-Day Dining to La Vue Bar, and from Café 1859 to Social 35, set beside the rooftop pool, every venue makes the hotel a natural destination for **leisure stays, business meetings and events.**

Learn more about the hotel: [here](#)

Mercure Maldives Kooddoo Resort

★★★★

Just a 55-minute domestic flight from Malé, Mercure Maldives Kooddoo Resort offers a rare escape in the heart of Gaafu Alifu Atoll, surrounded by turquoise lagoons, coral-fringed beaches and untouched nature.

Reserved for adults, this boutique resort draws inspiration from Maldivian heritage and features **68 villas across seven categories**, each designed as an intimate retreat for reconnecting with the islands' peaceful rhythm.

Learn more about the hotel: [here](#)

The Plaza New York, by Fairmont

★★★★★

Since 1907, The Plaza has embodied a distinctive vision of New York glamour, welcoming generations of leaders, artists, celebrities and prominent figures to its legendary setting on Central Park South.

Behind its château-like façade, refined rooms, exceptional service and signature experiences - including the celebrated afternoon tea at the Palm Court - **make this Fifth Avenue landmark one of Manhattan's most coveted addresses.**

Learn more about the hotel: [here](#)



Le Royal Monceau, Raffles Paris

★★★★★

In the shadow of the Arc de Triomphe, Le Royal Monceau – Raffles Paris offers a distinctive vision of the Parisian palace hotel, where the heritage of a legendary address meets Philippe Starck's creative boldness.

Just steps from the Champs-Élysées, Le Royal Monceau's rooms and suites offer **a refined retreat**, enhanced by **personalised hospitality and a distinctly artistic atmosphere.**

Learn more about the hotel: [here](#)



More experiences TO ENJOY



With more than 7,300 experiences available around the world, ALL Accor gives its members access to events and moments that go far beyond the traditional hotel stay.

Sport, music, culture, food and wellness: members can reconnect with what they love, discover something new and experience moments they might not otherwise have had the chance to enjoy.



Alongside ALL Accor's signature experiences, from access to VIP lounges and backstages at concerts and sporting events to experiences offered with Fever, Limitless Experiences open up an entirely new world of possibilities. Tailored for members, they provide access to exclusive moments created to go beyond the traditional event experience.

Rarer and more immersive, **Limitless Experiences** give

ALL Accor members access to extraordinary moments, offering exclusive opportunities to experience an event from an entirely different perspective.

Using their Reward points, members can enjoy experiences that are usually out of reach access to VIP areas at sold-out events, meet & greets with artists or athletes, and exclusive experiences created with ALL Accor's leading partners.

Sport experienced differently

THANKS TO
ALL ACCOR

Step inside the moments that move the world - closer to the action, the athletes and the moments that make sport unforgettable.



SAIL GP

ALL Accor has been a partner of Paris Saint-Germain since 2019, in a collaboration that has now been extended through 2030. As the club's premium hotel partner, ALL Accor gives its members access to selected match pre-sales, hospitality lounges and VIP areas, as well as Limitless Experiences created in collaboration with the club.



At the Parc des Princes, ALL Accor's Dream Tournament* allows members from around the world to step into the shoes of a Paris Saint-Germain player

for a day alongside club Legends: entering through the players' tunnel, changing in the official locker rooms, taking part in the pre-match preparations with Legends, receiving coaching and playing a tournament on one of the most iconic pitches in the world.

An experience that perfectly embodies **ALL Accor's commitment to sport and its ambition to offer members moments they might never have imagined:** stepping beyond the stands, discovering the behind-the-scenes world of major competitions, accessing exclusive spaces and, sometimes, playing alongside the athletes they usually watch from the sidelines.

At SailGP, the international sailing championship bringing together national teams in high-speed competition, members can experience the action from a whole new perspective - from exclusive hospitality areas and behind-the-scenes access to the opportunity to get out on the water.



*The latest edition of the Dream Tournament took place in May 2026.

Roland-Garros

ON AND OFF THE COURT

An official supplier of Roland-Garros since 2015 and an official partner of the tournament since 2024, ALL Accor has been bringing the spirit of Roland-Garros into Accor's hotels and destinations since 2025.

Several properties available on [ALL.com](https://www.all.com) have been transformed in the tournament's colours. [Le Royal Monceau - Raffles Paris](#)

became, in 2026, the first palace hotel to be fully immersed in the Roland-Garros universe.

Internationally, ALL Accor has transformed several Accor group's iconic hotels, including Pullman Ibirapuera in São Paulo, Pullman Tokyo Tamachi and MGallery Shanghai Nanjing, **in the colours of Roland-Garros, giving guests an immersive experience of the tournament** wherever they are in the world. Pullman Ibirapuera and MGallery Shanghai Nanjing also **hosted screenings and dedicated experiences**.



Whether it's football, sailing or tennis, these experiences go beyond the competition itself. From the stadium to the hotel, sport, music and culture can become part of the journey, with selected properties features on [ALL.com](https://www.all.com) offering members new ways to experience the passions that matter to them.

Sleeping at the heart of the Parc des Princes

WITH ALL ACCOR

In Paris, ALL Accor also gives members the chance to enjoy one of the world's most extraordinary stays: spending the night at the heart of the Parc des Princes, in La Suite Novotel by ALL Accor. For a die-hard fan, spending the night above the pitch and hearing the roar of 47,929 supporters from the comfort of their bed turns match day into a once-in-a-lifetime experience.

Every detail brings ALL Accor members closer to the action: a private butler, gourmet dining, a professional photoshoot to capture the moment, and privileged access to the backstage areas of the Parc des Princes. More than watching a game, it is an opportunity to feel the energy of the stadium from an extraordinary perspective, **with memories that last long after the final whistle.**



A “Money Can’t Buy”* experience, exclusively available to ALL Accor members through Reward point auctions or prize draws, making it one of the most coveted experiences in sports hospitality.

* Money Can't Buy experiences are opportunities that cannot be purchased.

Music beyond THE STAGE

From exclusive access to unforgettable live experiences, experiencing music in a whole new light.



Music is another way for ALL Accor to connect members with the passions that move them. Through partnerships with five major arenas and live entertainment venues across Paris, London, São Paulo and Sydney - including Accor Arena, OVO Arena Wembley, Afterpay Arena, Salaria and Allianz Parque - members can enjoy premium seating, VIP access and, through **Limitless Experiences**, exclusive opportunities such as backstage access and meet-and-greets with artists.



For KATSEYE's concert in Paris, ALL Accor brought its **"Get Ready With ALL Accor"** campaign to life, by transforming SO/ Paris into the starting point of an experience that continued all the way to Accor Arena. Over two days, ALL Accor members **stepped into the group's world, culminating in an exclusive meet-and-greet** with the artists before they took to the stage.

The activation illustrates how ALL Accor brings members closer to the artists and experiences they love, with the hotel becoming an integral part of the journey rather than simply a place to stay.



From the bedroom to the stage, ALL Accor turns the hotel into a true gateway to members' passions.



Whether intimate concerts illuminated by candlelight, immersive exhibitions, exclusive Fever Originals productions or unexpected experiences, ALLAccor turn every destination - and everyday moments - **into an opportunity to discover something extraordinary.**

fever

Concert Candlelight by Fever

More possibilities IN EVERYDAY LIFE

Because our passions are not limited to major events, ALLAccor brings culture and entertainment closer to its members' everyday lives.

Through an **international partnership with Fever**, the world's leading live entertainment and cultural discovery platform, the ALL Accor universe now extends into new and memorable adventures.

Through the dedicated **ALL Activities & Events** platform,

members can access a catalogue of **more than 2,000 events and activities in over 140 cities** worldwide, from local activities and museums to Candlelight concerts.

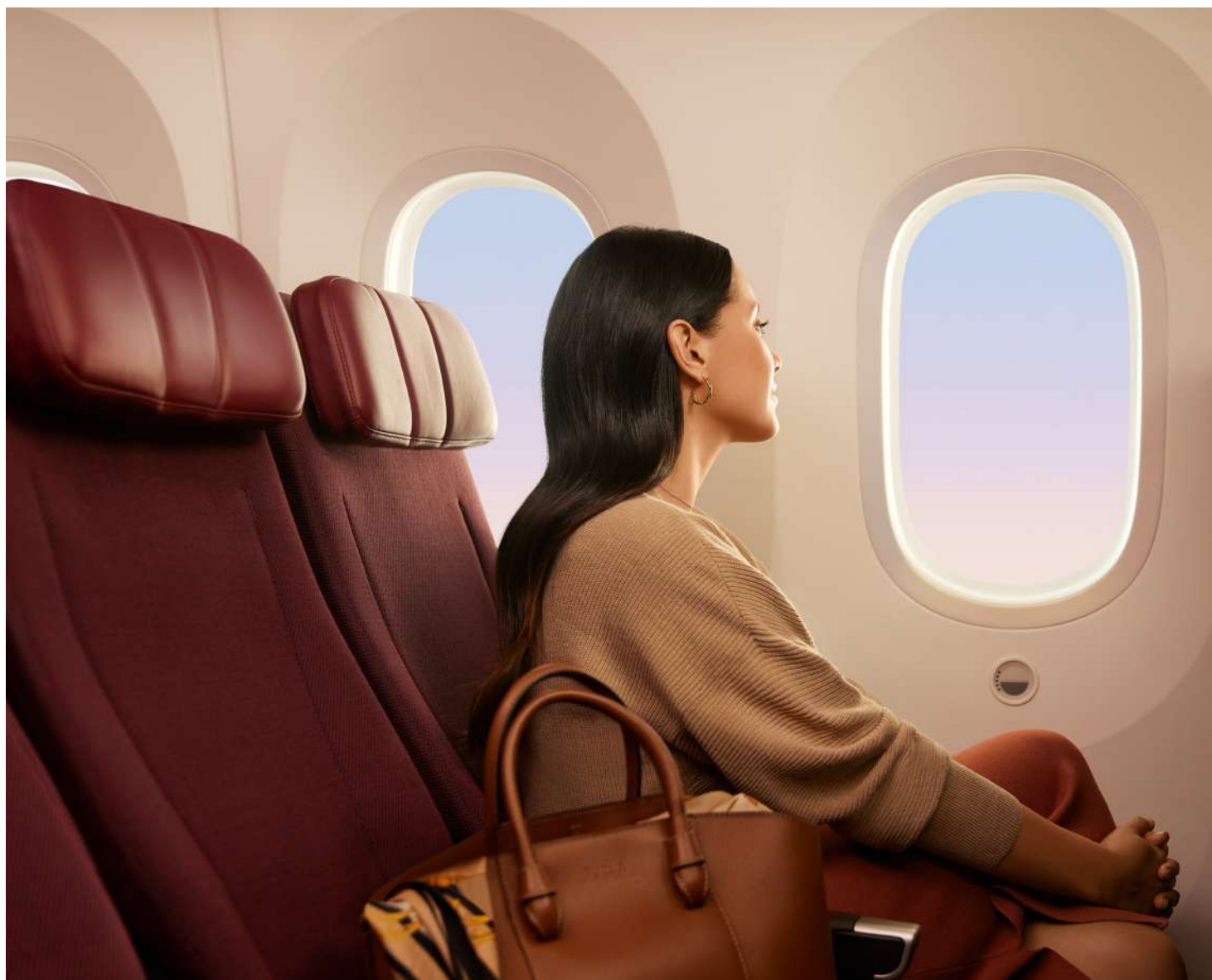
Candlelight transforms its venues into exceptional cultural settings, with its signature staging illuminated by thousands of candles and a carefully curated live music program.

For Accor hotels, this format offers an opportunity to create exclusive, emotional and memorable experiences while establishing their properties as cultural destinations in their own right.

Beyond these experiences, **ALL Accor's 140 partners bring loyalty into the moments that surround travel** - sometimes even before a hotel is booked. With Uber, American Express, Air France-KLM, Emirates and Orange Travel, **members can earn and use their points across different worlds**, from mobility and flights to everyday services.

These partnerships **build bridges with other loyalty programs** and create **new ways to extend the ALL Accor experience** through each member's everyday habits and passions.

By connecting stays, experiences and everyday life, **ALL Accor brings travel into daily life and extends the experience far beyond the hotel.**



Uber

AMERICAN
EXPRESS

AIRFRANCEKLM
GROUP

Emirates

Orange Travel



As members stay and accumulate Reward points, they progress through the program's different tiers. Each tier unlocks benefits that evolve with their loyalty and adapt to different ways of traveling, including **priority welcome, personalised touches, tier-related services and dedicated experiences.**

More recognition

At ALL Accor, recognition is not limited to membership status, with five tiers: Classic, Silver, Gold, Platinum and Diamond. It takes shape through a range of benefits that support every

member throughout their journey including Member Rates, tier-related benefits, privileged access to Limitless Experiences and exclusive advantages.

Free to join, the program allows everyone to start enjoying its

benefits from the moment they enrol.

All members can access to **Member Rates**, enabling them to book directly through [ALL.com](https://www.allaccor.com) or in the **ALL Accor app** on preferential terms.

Personal attention.

MEANINGFUL REWARDS.

Because every member is different, ALL Accor puts customer understanding at the heart of a more personal experience.

Preferences, passions and habits help deliver more relevant

recommendations, tailored offers and thoughtful touches that make all the difference.

The goal is not simply to offer more, but to offer what feels right for each person: the right attention, at the right time, in the right way.



*The goal is not simply
to offer more. It is to offer
more meaningfully.*

Depending on their status and the applicable terms, these benefits may include a welcome drink, Early Check-in, Late Check-out, an upgrade to a higher room category or complimentary breakfast. These thoughtful touches **make every stay more comfortable, more seamless and more personal.**

Through **Limitless Experiences**, members can also access exclusive events, encounters and moments across sport, music, culture, food and wellness.

Status, Member Rates, Limitless Experiences and exclusive benefits therefore address four complementary dimensions of loyalty: being recognized, enjoying preferential conditions, experiencing something extraordinary and benefiting from thoughtful touches that make a real difference.

Being recognized means having your preferences remembered, receiving the right attention at the right time and accessing possibilities that reflect your interests.



*The journey does
not begin only
when you arrive.*

More peace of mind

Travel can start while planning a stay, continue along the way, be enriched by an experience on-site and carry on long after returning home.

With [ALL.com](https://www.all.com) and the ALL Accor app, members can book stays, access their benefits, manage their account, find information about their upcoming stays and discover experiences offered by hotels and partners. **The app supports them before, during and after their stay**, bringing together in one place the information and services they may need.

This continuity creates a seamless experience, connecting the booking platform and the hotel

experience, from online booking to arrival. While online travel platforms mainly focus on the moment of booking, **ALL Accor extends the relationship with both the hotel and the member.** Information, preferences, benefits and points follow the journey instead of stopping when the reservation is made.

With ALL Concierge, this continuity is set to go even further. This conversational travel companion **supports members throughout their journey**, from first inspiration to post-stay follow-up. It can help them compare hotels, manage a booking, find a suitable experience or get information, all within the same conversation.

Peace of mind comes from something simple: not having to start your story again at every stage. Members can access their information, preferences and benefits within one ecosystem, with no gaps between booking, the app, the hotel and life after the stay.

ALL Accor connects every stage of the journey: planning, the stay itself, experiences and the relationship with each member.

Travel becomes a continuous experience that stays with you long after you have checked out.





Kylian Mbappé x ALL Accor

UNITED BY A SHARED VISION

Since 2024, Kylian Mbappé has been ALL Accor's ambassador. The partnership came naturally, built around shared values: **excellence, respect, self-improvement and a commitment to giving your best every day.**

An international figure and passionate sportsman, Kylian gives a face to this new dimension of ALL Accor: inspiring new travel desires and building a more aspirational brand relationship that feels closer to the passions of every member.





Before the stay

ALL Accor makes choosing and planning easier with special offers, exclusive Member Rates and recommendations tailored to each individual interests.

1



REAL-TIME OFFERS



EXCLUSIVE MEMBER RATES



PERSONALISED RECOMMENDATIONS

During the stay

The hotel experience becomes tangible. A warm welcome, personalised touches and status benefits enrich the stay. Depending on their **Classic, Silver, Gold, Platinum or Diamond status**, members may enjoy early check-in or late check-out, room upgrades, a welcome drink or complimentary breakfast.

2



EARLY CHECK-IN / LATE CHECK-OUT



ROOM UPGRADES



WELCOME DRINKS



COMPLIMENTARY BREAKFAST

Beyond the stay

Points reward loyalty and unlock new possibilities: extending a journey, making everyday life easier, enjoying an experience or accessing exclusive benefits from ALL Accor partners. Each stay feeds into the next, creating a relationship that becomes increasingly personal, relevant and privileged over time.

3



EXTEND THE JOURNEY



ENJOY AN EXPERIENCE



ENJOY EXCLUSIVE PARTNER BENEFITS



The world

MADE BIGGER



More than

45

BRANDS

from luxury to economy,
including lifestyle brands



More than

5 800

HOTELS

across brands such as Raffles, Fairmont,
Sofitel, Mondrian and Pullman



110

COUNTRIES



5

MEMBERSHIP STATUS

Classic, Silver, Gold,
Platinum and Diamond



More than

7 300

EXPERIENCES

Fever experiences, concerts
and major sporting events



More than

140

PARTNERS

Uber, American Express
and Emirates

PARTNER OF MAJOR EVENTS

Roland-Garros · Paris Saint-Germain · SailGP



SAILGP



RAFFLES · ORIENT EXPRESS · FAENA · BANYAN TREE
SOFITEL LEGEND · FAIRMONT · EMBLEMS · SOFITEL · MGALLERY
ONEFINESTAY · MANTIS · ART SERIES · PULLMAN
SWISSÔTEL · ANGSANA · MÖVENPICK · GARRYA
GRAND MERCURE · PEPPERS · THE SEBEL · ADAGIO PREMIUM
HANDWRITTEN COLLECTION · MANTRA · NOVOTEL · MERCURE
TRIBE · ADAGIO ORIGINAL · CASSIA · FOLIO · DHAWA · HOMM
NEQTA · BREAKFREE · IBIS · IBIS STYLES · ADAGIO ACCESS · GREET

Lifestyle by Ennismore

21C MUSEUM HOTEL · 25HOURS · DELANO · HYDE · JO&JOE
MAMA SHELTER · MONDRIAN · MORGANS ORIGINALS · SLS
SO/ · THE HOXTON · RIXOS

ABOUT ALL ACCOR

ALL Accor is Accor's group free Travel & Lifestyle Membership and booking platform, turning every stay into something more - more destinations and hotel brands you love, more recognition, more experiences, more peace of mind, more meaningful choices, and more of what matters to every member.

ALL Accor offers meaningful rewards, exclusive benefits and access to more than 45 hotel brands and 140 renowned partners, as well as over 7,300 experiences each year - from local discoveries and exceptional dining to chef masterclasses, major sporting events and the world's most anticipated concerts. Every interaction is designed to feel seamless, personal and rewarding, bringing peace of mind at every step.

PRESS CONTACTS

Zmirov Communication

Elvis Nourdjahane & Adélaïde Melon - all.accor@zmirov.com

ALL Accor

Stéphanie Gabriel - Senior Vice President, Brand, Marketing & Global Sponsorship, ALL Accor - stephanie.gabriel@accor.com

Lucie Metzger - Vice President, Global Brand Communication & Media, ALL Accor - lucie.metzger@accor.com

Accor Group

Alexis Blottière - Director of Press Relations, Accor - alexis.blottiere@accor.com