



*Press Release*

DECEMBER, 3, 2020

## ***Accor strengthens its leadership position in branded residences, private rentals and extended stay hotels***

Accor announces the launch of the "**Apartments & Villas**" website, entirely **dedicated to the rental of private residences and extended stay hotel properties, enabling guests feel at home anywhere in the world. The site makes more than 50,000 apartments, villas and chalets available**, drawing from Accor's 15 extended stay hotel brands (including Adagio, Mantra, and Hyde Living), as well as the company's portfolio of branded private residences which are privately owned and frequently included in managed rental programs (Raffles Residences, Banyan Tree Residences, Delano Residences, Fairmont Residences, SLS Residences, etc.) and one-of-a-kind private rentals (onefinestay), in over 350 destinations.

The Covid-19 crisis has transformed the way we live, work and travel. Branded Residences, which typically combine private home ownership with luxury branding and a comprehensive menu of hotel and residential services, have proven to be very resilient, with an increasingly diverse pipeline and record growth. In ten years the sector has grown by 170% and despite a difficult context, 2020 should be another record year with the opening of more than 100 additional projects, according to the recently published Savills 2020 Spotlight on Branded Residences: "*We see increasing demand for residentially designed short term rental accommodations, as consumers seek out accommodations which enable more privacy and self-sufficiency and include features like extra living space and generous outdoor space*", says Riyan Itani, Head of Savills International Development Consultancy.

According to Savills International Development Consultancy, a third of global markets have reported increased interest from buyers looking to expand their primary residence. This growing desire for space, coupled with the increase in working from home, could give a boost to resort projects. The global trends documented by Savills are reflected in Accor's rapidly expanding branded residence portfolio. Accor currently operates 30 branded residence projects globally, with another 70 under development. This growth has been particularly pronounced in the emerging lifestyle branded segment, where Accor's SLS Residences leads the way in terms of expansion. Accor already operates 6 lifestyle branded projects with another 18 under development. In many instances, purchasers of branded residences elect to make their homes available through a managed rental program. Participating homeowners will now see their homes distributed through the new Apartments & Villas" website

On the [Apartments & Villas](#) website, guests can book with confidence fully equipped apartments, villas, houses and suites while **enjoying all the benefits of the ALL-Accor Live Limitless lifestyle loyalty program**, and greater flexibility and reassurance thanks to the **new cancellation policy and the intensified hygiene and prevention measures** to ensure their safety (Allsafe).

"The launch of the [Apartments & Villas](#) website demonstrates our ambition to develop offers and solutions tailored to the extended stay hotel segment," said Jeff Tisdall, Senior Vice President Development, Residential and Extended Stay. "The launch of [apartmentsandvillas.accor.com](#) is an important milestone for our investment partners, guests and private residence owners, and further reinforces Accor's leadership position in extended stay hotel and branded residence segments".

"[Apartments & Villas](#) site reflects our ongoing commitment to innovation as consumer travel needs evolve, and allows all of our clients to discover an incredible collection of accommodations around the world on one digital platform, as well as to live an exceptional travel experience: the space, comfort and privacy of a home for a weekend, a vacation or working in a new setting, allied to the convenience of hotel services from Accor brands and to the best of loyalty advantages", said Yassine Hachem, Vice President Guest Digital Product.

## Eclectic brands

**Branded Residences** – privately owned apartments, villas or chalets which are developed and operated to the standards of a globally recognized brand, and typically co-located with a hotel sharing the same branding (i.e Fairmont and Fairmont Residences). Very often purchasers of branded residences may elect to rent there home through a managed rental program when not enjoying it personally. Such rentals combine the comfort of a luxury home, with a comprehensive array of on-demand hotel services.

### ➤ Fairmont Residences

Fairmont Residences helped to define the concept of branded residences more than two decades ago – by extending the services of legendary Fairmont hotels to privately owned apartments, villas or chalets. Fairmont Residences sets the standard for luxury living in their respective communities, with highly personalized service and locally inspired design. Located in the heart of the world's most exciting cities and in the sought-after resort destinations, Fairmont Residences owners are often able to rent their homes for short stays through a managed rental program. Now participating Fairmont Residences homes may be reserved through [Apartments & Villas](#) website, for truly extraordinary vacation experiences.



Fairmont Residences Royal Palm Marrakech

**Extended Stay Hotels** - Hotels featuring residentially designed guest rooms, catering to stays of a few nights to several months. Accor’s extended stay hotel portfolio spans the eco, midscale, premium and luxury segments, and has recently been expanded to include lifestyle brands like Hyde Living and Mondrian Living.

➤ **Adagio**

Aparthotel Adagio boasts more than 110 aparthotels in the centers of the world’s major cities. Enjoy all the comforts and freedom of an apartment with the added bonus of services. For more than 10 years, Aparthotel Adagio has offered its guests practical, attractive serviced apartments that combine the comforts and freedom of home with the benefits of services. The brand has three ranges: Adagio, the modern, midscale apartments; Adagio access, the affordable economy range; and Adagio premium, the upscale residences. Aparthotel Adagio is the European leader in serviced apartments with city-center establishments for every type of traveler.



*Adagio Paris Tour-Eiffel*



*Adagio Casablanca*

➤ **Mantra**

Offering premium accommodation with a warm welcome in bustling cities and favorite holiday destinations. Whether you’re travelling for business or relaxing with family, you will feel right at home with Mantra. With hotels, resorts and self-contained apartments on the coast and in the city, you will always find the perfect space in the ideal place. Across Australia, New Zealand and Indonesia, whether you want less hassle on business trips or more good times on holiday, Mantra makes room for you.



*Mantra Sirocco - Mooloolaba - Australia*



*Mantra Sirocco - Mooloolaba - Australia*

**Private Rentals** – these are one-of-kind apartments, chalets and villas which are available for nightly rental. Onefinestay offers a carefully curated collection of exclusive private rentals in some of the world’s most sought-after resort and urban destinations.

➤ **onfinestay**

onfinestay opens the doors of the finest homes and villas in the most desirable worldwide destinations. A beachfront villa in the Caribbean, a townhouse in New York City or a beautiful house in one of the most beautiful European capitals - wherever you go, each one is handpicked for its space, character and comfort.



*Marlborough Place - London*



*Villa Waters Edge - Saint Tropez*



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### **About ALL - Accor Live Limitless**

ALL - Accor Live Limitless is a daily lifestyle companion, enhancing the brands, services and partnerships offered by the Accor's ecosystem. ALL delivers meaningful experiences and rewards to its most engaged customers while enabling them to work, live and play far beyond their stay, at home and around the world. Thanks to this rich value proposition, Accor is bringing its Augmented Hospitality strategy to life with new digital platforms, iconic partnerships (Credit Cards, Mobility, Airlines, Entertainment with AEG, IMG, Paris Saint-Germain) and global roll-out plan for all its guests and 65 million of loyalty members

### **About Accor**

Accor is a world leading hospitality group consisting of more than 5,000 properties and 10,000 food and beverage venues throughout 110 countries, including 340 hotels, apartments and resorts in Australia. The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing luxury and premium brands, midscale and economy offerings, unique lifestyle concepts, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor also boasts an unrivalled portfolio of distinctive brands and approximately 300,000 team members worldwide. Over 65 million members benefit from the company's comprehensive loyalty program ALL - Accor Live Limitless - a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 - Acting Here, Accor Solidarity, RiSE and ALL Heartist Fund initiatives, the group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRYF) in the United States. For more information visit [group.accor.com](http://group.accor.com) or follow Accor on Twitter, Facebook, LinkedIn and Instagram.

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