

NYU June 2023– Accor’s take on the Next Big Frontier for the Global Hospitality

LIFESTYLE BRANDED RESIDENCE WHICH REPRESENTS THE NEXT BIG FRONTIER IN THE GLOBAL HOSPITALITY INDUSTRY

Accor and the second largest developer and operator of lifestyle branded residences globally, provided an update on the progress of its fast-growing, branded residences business line. Currently, Accor is welcoming residents’ home at some 40 branded residence communities around the world, with another 100+ projects under development, across 20 distinct brand collections. By 2027, the company expects to have more than 150 branded residences in operation, an increase of more than 300%. These properties are supported by Accor One Living, the company's industry-first platform focused on the development, design and operation of mixed-use projects and branded living communities. Through Accor One Living, homeowners, guests, and partners are connected to Accor's diverse ecosystem of brands, expertise, and solutions - creating a constant flow of new opportunities to live, work, and play.



"The intersection of private residences and lifestyle brands is one of our most compelling areas of growth right now - two areas in which Accor leads the global hospitality industry and is continuing to push forward," said Jeff Tisdall, Chief Business Officer, Accor One Living. "Around the world, we are seeing strong demand for homes that are anchored by the comforts and promises of a beloved brand experience, providing a sense of belonging and community This is particularly true for our lifestyle brands, where we see an important and growing segment of residential buyers who are seeking design-led brands, with unique personalities that celebrate modernity, creativity, compelling food and drink, and extraordinary experiences