

TRAVEL AND HOSPITALITY

AccorHotels plans global resort growth through Rixos collaboration

March 6, 2017



Rixos and AccorHotels will work together to expand its resorts internationally

By STAFF REPORTS

French hospitality group AccorHotels is entering a long-term joint venture with Turkey-based resort company Rixos as it looks to further its presence in upscale hospitality.

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Through this partnership, AccorHotels and Rixos will work together to develop and manage Rixos hotels and resorts around the world. After purchasing FRHI Hotels & Resorts last year, which included the Fairmont brand, AccorHotels has its sights set on further expanding its luxury footprint.

Eyeing expansion

AccorHotels will own 50 percent interest in the joint management company formed. Through this partnership, AccorHotels will add 15 Rixos-brand hotels in Europe, the UAE, Russia, Turkey and Egypt to its network.

In addition to the hotels joining its group, the venture will also see five Rixos properties located in city centers transitioning to Accor brand hotels. Along with the name change, AccorHotels will manage these properties.

Rixos owns and operates hotels in key places such as The Palm in Dubai and Rixos Premium Belek in Turkey. A hallmark of the brand, each hotel features a traditional Turkish Hammam in the wellness and spa center.



Spa and wellness center at Rixos The Palm Dubai

The joint venture will also manage a hotel within the newly created The Land of Legends Theme Park in Antalya, Turkey. Rixos is an investor in the amusement park, which opened in July.

"This new partnership has many benefits for us," said Sbastien Bazin, CEO and chairman of AccorHotels. "It enables us to become a leading resort operator in a growing market and to complement our offer with attractive leisure destinations to our guests and loyalty members.

"And moreover, we are going a step further in our ambition to be the best provider of multi-nature services to guests by operating hotels in major entertainment complexes which offers new opportunities both in terms of customer experience and of development strategy."

Last July, AccorHotels finalized its acquisition of FRHI Hotels & Resorts, owner of the Fairmont, Raffles and Swisstel brands, for \$2.7 billion. AccorHotels' global platform and digital expertise and FRHI's expertise in operating and marketing luxury hotels suggested mutual benefit ([see story](#)).

In 2016, AccorHotels had record development, adding more than 81,000 rooms across 347 hotels, 117 of which were added from Fairmont Raffles Hotel International. Following its acquisition of FRHI, AccorHotels created a global luxury/upscale division within its organization ([see story](#)).