

TRAVEL AND HOSPITALITY

AccorHotels launches lifestyle-focused loyalty program

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Fairmont Toronto. Image credit: Fairmont

By STAFF REPORTS

Hospitality group AccorHotels is tapping into consumer passion points by rolling out a new loyalty program that includes partnerships with entertainment, dining and sports.

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AccorHotels' revamped loyalty program is dubbed All, positioned to provide access to the company's 30 hotel brands as well as experiences beyond its properties. Hotel groups are increasingly focusing on elevating their loyalty offerings, seeking to compete with perks and access that are one-of-a-kind.

Retention and rewards

AccorHotels, the parent company of Fairmont, Raffles and Sofitel, is making a shift with its loyalty program, turning it into a globally integrated rewards system for members.

New features include a premium tier of membership for the most loyal guests and updated benefits.

Another new rollout is experiences through partnerships, which are based on a study of existing loyalty members' interests.

AccorHotels is working with sports and live entertainment company AEG to offer perks such as tickets and private suites to members of All.

Speaking to consumers' culinary interests, AccorHotels is adding a partnership with IMG on chef masterclasses and access to Taste Festivals starting in 2020.

All is also becoming the partner of the Paris Saint-Germain Football Club, which will include jersey placement.

The program is now accessible via a new Web site and mobile application.



AccorHotels' new loyalty branding. Image courtesy of AccorHotels

Loyalty programs are one of the best ways to ensure continued customer retention, something hotel brands are embracing by unifying those programs across multiple brands and merging luxury with mass market.

Marriott International has officially unified the loyalty programs across three of its brands, while Hyatt Hotels and Small Luxury Hotels of the World similarly unveiled plans to combine loyalty programs this month. By merging their programs across brands, these groups are pooling resources to gain access to a wider consumer base and ensure a seamless and desirable customer experience no matter where guests stay ([see story](#)).

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