

TRAVEL AND HOSPITALITY

Accor introduces new luxury hotel brand, Emblems Collection

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Emblems Collection will open its first hotel next December, in China's Guizhou province. Image credit: Accor

By LUXURY DAILY NEWS SERVICE

Global hospitality group Accor is launching a new line of luxury boutique hotels and resorts as it builds its expansive portfolio.

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Emblems Collection will debut its first property in December 2022, a flagship hotel in China's Guizhou province. The brand joins Accor's diverse portfolio, including luxury brands Raffles and Fairmont.

"Emblems Collection adds a fresh and exciting new dimension to Accor's luxury offerings," said Sbastien Bazin, chairman and CEO at **Accor**, in a statement.

"A key focus of our growth and development strategy is to add aggressively across our strongest lines and leading business accelerators, which includes luxury as well as collection brands, while ensuring all 40+ brands in our global network continue to grow, evolve and flourish."

Signature properties

Designed with independent and boutique hotel owners in mind, Emblems Collection will be Accor's only luxury brand to offer an option for franchise agreements. This allows hotels to retain their individual identities while enhancing their luxury status and profile through Accor's sales, distribution and loyalty program.

"The hotels we will feature in Emblems Collection are those sought out by travelers who appreciate high-end, boutique-style experiences, as well as by hoteliers who cherish the independent brands they've built while desiring the benefits that come with a global partner," Mr. Bazin said.

We are delighted to introduce **#EmblemsCollection**, a unique global portfolio of boutique **#hotels** and **#luxurious** resorts. Launching with a magnificent flagship hotel Guiyang Art Centre Hotel, opening in December 2022. Read more <https://t.co/0NnYIjw9sN#Accorpic.twitter.com/7JsilYE9M1>

Accor hopes to build Emblems Collection to 60 properties by the end of the decade

The brand's portfolio will include unique properties that exemplify their designers, demographics or destinations, but signature elements will include upscale surroundings, Instagram-level pools and engaging public spaces.

Emblems Collection will have three categories of hotels and resorts.

Landmark properties such as buildings that add character to a location or hotels that reflect cultural traditions or history will be part of the Emblems Collection Heritage category.

Emblems Collections Retreat will include resorts with spa and wellness experiences, in diverse settings including beaches, mountains and rural country towns. Emblems Collection Signature will include design-led hotels with a strong aesthetic or creative perspective.

Accor plans to grow Emblems Collections to 60 worldwide properties by 2030, starting with the Guiyang Art Centre Hotel, Emblems Collection.

Originally built as a private residence, the new hotel will include 64 suites, two ballrooms, a spa, a pool and fitness area, as well as bars, lounges and restaurants. Located in Guizhou province, Guiyang is one of China's fastest-growing cities and a leading resort destination during the summer months.

Other target destinations for Emblems Collection include Paris, Prague, London, Madrid, Cairo, Bangkok, Seoul, Montreal, New York, Havana, Santiago, Tuscany, Mykonos and Bali, among others.

Rival hospitality group Marriott International is similarly expanding its portfolio of independent-minded properties.

By the end of this year, the Autograph Collection, the Tribute Portfolio and Luxury Collection will have added almost 70 new locations combined, including 24 new markets. As pent-up travel demand builds, consumers are being drawn to more upscale boutique hotels ([see story](#)).