

TRAVEL AND HOSPITALITY

Accor teams up with Rugby World Cup, benefiting loyalty members

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The brand is celebrating the Rugby World Cup this year, set to take place in its home country. Image credit: Rugby World Cup

By LUXURY DAILY NEWS SERVICE

French hotel giant **Accor** is backing one of France's largest sporting events.

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The brand's booking site and loyalty program, Accor Live Limitless, is giving members exclusive access to the Rugby World Cup 2023. The announcement is part of Accor's continuing support for the sporting world, having partnered with the likes of the Paris Saint Germain Football Club and the French SailGP Team of late the company is also sponsoring the upcoming Paris 2024 Olympic and Paralympic Games.

New pitch

This year, the Rugby World Cup aligns with a noteworthy milestone, as 2023 marks the sport's 200th birthday.

Through the partnership, Accor's loyalty members will get exclusive access to the milestone tournament, slated to take place in France from Sept. 8 to Oct. 28. The brand's community can use their points on the Accor Live Limitless platform to participate, booking hotels at members-only pricing.

We are thrilled to announce that Accor's booking platform and loyalty program **@All** is the Official Support of **@France2023 #RWC2023** This once again embodies the Group's DNA in participating in major sporting events around the world. pic.twitter.com/QD7UjzwoHC

Accor Group (@Accor) **April 11, 2023**

The brand has additionally supported the sport amid locations outside of its home country, often hosting Australia's international rugby matches at the Accor Stadium in Sydney.

The latest offering joins a slew of other inside experiences listed at limitlessexperiences.accor.com spanning Accor's 5,100 hotels and 40-plus brands around the world, with 1,600 hotels and 21 brands situated in France alone.

Accor first rolled out the program in 2019 in a move to build customer loyalty ([see story](#)).

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