

TRAVEL AND HOSPITALITY

Accor set to triple branded residence portfolio by 2027

June 7, 2023



The brand will expand its reach from 40 communities to over 150 across 20 of its established brands by the end of 2027. Image credit: Accor

By LUXURY DAILY NEWS SERVICE

French hotel giant Accor announced massive progress in its developing line of branded residences.

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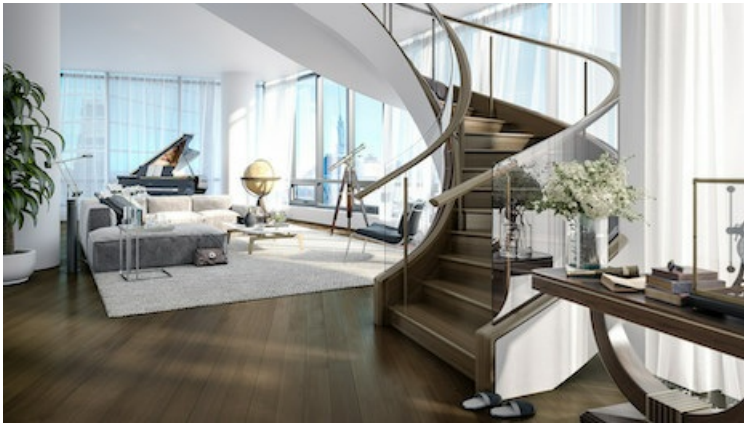
Branded residential communities are proving to be massively lucrative for the hospitality frontrunner, which is committing to tripling its footprint in the fast-growing industry. The brand will expand its reach from 40 communities to over 150 across 20 of its established brands by the end of 2027.

"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 at **Accor** One Living, in a statement.

Living ecosystem

Those residing in the branded communities will have access to all the perks of Accor's portfolio of brands and solutions, granting them an ecosystem of new opportunities to live in and play with.

Being one of the fastest-growing segments in luxury real estate, branded residencies also take advantage of the swiftest-growing division in hospitality, lifestyle. This new and ever-evolving sector is poised to appeal to both existing and new homeowners seeking casually luxurious modern living solutions.



An example of one of the branded residences from Accor. Image credit: Accor

"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," Mr. Tisdall said.

"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."

Accor will use its brands, such as Ennismore, Raffles and Fairmont, among others, to spearhead this massive expansion. Cities included in the expansion plan include Dubai, Marrakech, Los Angeles, Boston and London.

The hotel giant was recently in the news for granting exclusive access to the 2023 Rugby World Cup to its loyalty program members ([see story](#)).

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