

COMMERCE

Accor revenue up 11pc in 2024

February 24, 2025



The group opened 293 hotels in 2024. Image credit: Accor Image credit: Accor

By LUXURY DAILY NEWS SERVICE

French hotel giant Accor is preparing for the future in the wake of a record-breaking year.

In 2024, the company's total consolidated earnings before interest, taxes, depreciation and amortization (EBIT DA) set a new milestone at 1.12 billion euros, earning \$1.17 billion at current exchange and up 12 percent versus last year. Reported revenues were up 11 percent year-over-year (y-o-y), amounting to 5.6 billion euros, or \$5.8 billion at current exchange.

"Ambition, discipline and high standards are the three pillars that have guided Accor's actions in 2024," said Sbastien Bazin, chairman and CEO of **Accor**, in a statement.

"They have once again enabled us to post record results, in line with each of the objectives we have set for the Group," Mr. Bazin said. "This performance reflects the extraordinary commitment of our teams, the strength of our brands and our digital tools, the renewed confidence of our partners and the efficiency of our organization based on two autonomous and complementary divisions."

A promising future

The high-end business's revenue per available room, or RevPAR, increased by 5.7 percent versus 2023. In particular, the Luxury & Lifestyle (L&L) division posted the best performance for the year with a 10 percent increase in RevPAR compared with Q4 2023 a rise that was driven by both prices and occupancy.



The group's luxury division led the way in 2024. Image credit: Accor Image credit: Accor

Growing 3.5 percent in the last 12 months, the hospitality firm expanded its footprint with 293 hotels and more than 50,000 rooms worldwide. The company has 233,000 more rooms, at 1,381 hotels, in the pipeline.

Accor is hopeful for the future and confirmed its ambitions for medium-term growth, with RevPAR predicted to increase between 3 and 4 percent and network expansion growing between 3 and 5 percent. In addition, the group expects a shareholder payout of around 3 billion euros, or \$3.1 billion at current exchange, over 2023-2027 and a share buy-back program of 440 million euros, or \$460 million, in the 2025 fiscal year.

"Thanks to this vigorous growth, we will propose an increased return to shareholders at the next General Meeting," Mr. Bazin said.

"On these solid foundations, and by continuing to control our destiny, we are approaching 2025 with confidence and the ambition to once again deliver excellent results."

In February, the hotelier revealed its continued commitment to guest experiences with an eye to wellness and personalization ([see story](#)).