



Press release

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Accor launches ALL CONNECT, new hybrid meeting concept powered by Microsoft Teams

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INNOVATIVE HYBRID EVENTS CONCEPT TO ENABLE SEAMLESS PHYSICAL & VIRTUAL MEETINGS WORLDWIDE

PARIS – World leading hospitality group Accor today announced it is collaborating with Microsoft to launch ALL CONNECT a new hybrid meetings concept supported by Microsoft Teams. This new concept will enable guests around the world to adapt to the new ways of working that are expected to be an enduring legacy of the Covid-19 pandemic.

Today, 55% of Accor hotels with meeting rooms are already providing hybrid meetings solutions to their clients. Launching in April 2021, the new ALL CONNECT concept will ensure Accor hotels can provide an enriched full experience which resets the bar on hybrid meeting experience. Accor's ambitious target is to achieve 100% of its hotels with meeting room comply with hybrid meetings new standard by 2022 across all brands, from economy to ultra-luxury worldwide.

By combining the brands and service culture of Accor with the powerful meetings and collaboration technology of Teams, this new offering will enable corporate customers and meeting planners to combine physical in-hotel meetings with virtual interactions across multiple locations simultaneously. Meetings will take place on the Microsoft Teams platform, where attendees can connect and engage virtually. In Accor meeting spaces, Microsoft Teams Rooms and Surface Hub 2S will connect people on-site, to those joining remotely with industry leading audio and video device experiences. People can easily present content and see virtual participants as if they were in the same room. With this solution, Accor guests and their meeting attendees can come together through professional, inclusive meeting experiences, from wherever they are.

The concept will focus primarily on small meetings (8 to 50 physical participants) and customers will benefit from the expertise of dedicated teams, Accor's meetings & events experience, and a seamless digital booking platform. Distinctive and bespoke meeting programs & experiences will be available to attendees who can also expect the highest sanitary and safety measures as part of the ALLSAFE expert vetted protocol co-developed with Bureau Veritas through the expert vetted ALLSAFE program.



Research by Accor shows that 50% of physical meetings planned by the company's Meetings & Events customers in 2021 will switch to virtual formats, and that 70% of respondents see hybrid meetings as an important service in the future.

Furthermore, sector analysis shows that the trend towards remote events and meetings is likely to endure beyond the pandemic even as corporate budgets return to pre-Covid levels. Accor's hybrid meeting offer will be a new revenue stream for the Group as corporate customers will focus on more sustainable corporate travel, continuing to prioritize health and safety, while maintaining business connections.

Patrick Mendes - Group Chief Commercial Officer in charge of Sales, Marketing, Distribution and Loyalty at Accor, said:

"The Covid-19 pandemic has caused business travelers and meeting planners to review the way they work. Virtual and hybrid formats have become an essential part of daily business life. Accor's new concept ALL CONNECT, created in collaboration with Microsoft Teams, will be an important tool for our guests, offering them the opportunity to organize safe, qualitative and seamless hybrid meetings as they continue to focus on health & safety and sustainability. ALL CONNECT is another example of Accor responding rapidly to the ongoing crisis following on from the launch of ALLSAFE and the rollout of Hotel Office & coworking concepts. We are delighted to launch this collaboration with Microsoft, knowing that Teams has become a new way to work for 115 million daily users who come together every day to meet, call, chat, and collaborate."

Jean-Philippe Courtois, executive vice president and president, Microsoft global sales, marketing & operation, said:

"The future of work is hybrid, and the services and experiences which organizations offer their customers will reflect this. We want every person and every organization to benefit from this new working environment in a way that ensures business continuity. That's why we are proud to collaborate with Accor on ALL CONNECT, helping their customers stay connected wherever they are."

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ABOUT ACCOR

Accor is a world leading hospitality group consisting of more than 5,000 properties and 10,000 food and beverage venues throughout 110 countries. The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing luxury and premium brands, midscale and economy offerings, unique lifestyle concepts, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor also boasts an unrivalled portfolio of distinctive brands and approximately 300,000 team members worldwide. Over 65 million members benefit from the company's comprehensive loyalty program ALL-



Accor Live Limitless - a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 – Acting Here, Accor Solidarity, RiSE and ALL Heartist Fund initiatives, the group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRYF) in the United States. For more information visit group.accor.com or follow Accor on [Twitter](#) and [Facebook](#).

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