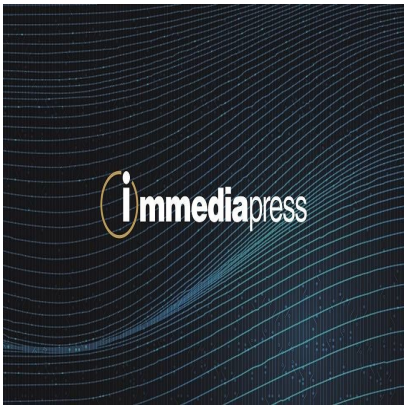


Accor Group & Hard Rock International Sign Global Strategic Partnership

Descrizione

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COMUNICATO STAMPA â?? CONTENUTO PROMOZIONALE

Images, Info

HOLLYWOOD, Fla., Nov. 9, 2026 /PRNewswire/ â?? Accor and Hard Rock International have announced a global strategic partnership covering loyalty, distribution, and international development.

Upon successful closing, the partnership aims to enhance access to benefits for members by bolstering both loyalty programsâ??ALL Accor and Unity by Hard Rockâ??including point conversion and status matching to existing members. Ennismore, will provide development and operational support, strengthening the growth opportunities for the Hard Rock brand portfolio.

Hotels within the Hard Rock brand portfolio will have the option to join the globally renowned ALL Accor distribution and loyalty platform, gaining access to over 125 million ALL Accor members worldwide. Accor will connect participating Hard Rock hotels to its global sales and distribution network, broadening the brandâ??s reach, while Hard Rock continues to operate its own direct marketing and distribution channels.

â??Hard Rock has always believed in the power of music, entertainment and hospitality to bring people together, and this partnership carries that spirit to more guests, in more places, than ever before,â?• said Jim Allen, Chief Executive Officer of Hard Rock International. â??Together with Accor and Ennismore, we are opening a new chapter for our brand, one that will introduce Hard Rock to exciting new destinations around the world and give Unity by Hard Rock members expanded access, reciprocal benefits and unforgettable new ways to experience our resorts.â?•

SÃ©bastien Bazin, Chairman & CEO of Accor, said: â??We are incredibly proud and excited to partner with Hard Rock, one of the worldâ??s most iconic and globally recognized hospitality and entertainment brands. With its extraordinary heritage, powerful identity and unique ability to connect music,

entertainment and hospitality, Hard Rock will bring an exciting new world of experiences to our guests, while opening up exceptional opportunities to connect with new audiences around the globe. This landmark partnership is a powerful demonstration of the strength, scale and global reach of ALL Accor, our unique platform connecting more than 125 million members across 110 countries with exceptional brands and experiences. Combined with Ennismoreâ??s unrivalled expertise in operating culturally relevant lifestyle brands and experiences, we have a tremendous opportunity to accelerate Hard Rock Hotelsâ?? global expansion and unlock significant value for all our stakeholders. Together, we are bringing the power of two exceptional platforms to build something truly distinctive and further reinforce our leadership in lifestyle hospitality worldwide.â?•

View original content to download multimedia:https://www.prnewswire.co.uk/news-releases/accor-groupâ??hard-rock-international-sign-global-strategic-partnership-302933650.html

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