

Press release 24 June 2020

25hours Hotels joins ALL – Accor Live Limitless

Hamburg: ALL – Accor Live Limitless is Accor’s lifestyle loyalty programme offering premiums, services, events and much more as part of a worldwide integrated platform. With immediate effect, 25hours Hotels guests can now avail of all the advantages and benefits of this unique customer loyalty programme. From when they make their first reservation, ALL members benefit from discounts at more than 3,000 hotels, restaurants, bars and nightclubs worldwide. They also gain access to additional unique "money-can't-buy" experiences. Points can be earned in different status levels and then exchanged for a wide variety of premiums; in the hotel, for example, to pay for your stay and additional extras during your stay. The points earned can be used just like cash, starting from 2,000 premium points. 2,000 points are the equivalent of €40. Marc-Michael Hanemann, Director of Commercial Development at 25hours Hotels, talks about this next step: “We are delighted to now be a part of ALL and, during these difficult times in particular, to have the opportunity of reaching customers and guests who may not have yet had 25hours on their radar.” Nadja Rosenberger, Head of Loyalty & Partnerships Central Europe at Accor, explains: “25hours is the perfect addition to our ALL offering and offers our members further, very attractive options for earning and redeeming points, as well as providing inspiration for future travel plans.”

Furthermore, in order to ensure that all members of ALL – Accor Live Limitless members can use their status and points fully as soon as it is possible to travel again, Accor has announced the following amendments:

- **Status extension:** The status acquired by members in 2019 will be extended through to 31 December 2021, thus giving you more time to use all the benefits.
- **Expiry of points:** Your premium points earned under the Classic status will not expire before 15 December 2020; this will be extended to 30 April 2021 for Silver, Gold, Platinum and Diamond.
- **Transfer of status nights / points:** Members can roll over all status nights and points earned between 1 July 2020 and 31 December 2020 into 2021.
- **Suite Night Upgrades:** Suite Night Upgrades that have not been used by 31 December 2020 will be extended by 12 months for Platinum and Diamond members.

In addition, the “Points on a Mission” offer was recently launched. This campaign allows guests to donate premium points to Accor’s partner organisation, the Institut Pasteur, which is working on the search for a Covid-19 vaccine. All points donated will be converted into cash, with Accor matching the sum.

ALL members and guests worldwide can be inspired at home too. As part of the #ALLatHome social media campaign, the ALL Instagram and Facebook pages are showcasing content and live streams all about sport, food and entertainment. From intense workouts led by fitness trainers, exclusive DJ sets and masterclass cooking tutorials

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presented by world-leading chefs, the digital content is intended to entertain, stimulate the senses and keep the adventure spark ignited.

25hours Hotels terms for ALL members

When you book a stay at a 25hours Hotel, the following points will be earned and credited to your loyalty account:

Status	Points earned per €10 spent
Classic	25
Silver	31
Gold	37
Platinum	44
Diamond	44

The following benefits are associated with the respective status:

Classic

- Comes into force when you register with ALL
- Includes member rates (up to 10% off the public rate) and discounts at more than 3,000 hotels from when the first reservation is made (<https://all.accor.com/gb/services/members-rate.shtml>)
- Early access to exclusive offers worldwide on www.all.accor.com

Silver

- Benefits are unlocked when you spend more than €800 on reservations or stay at least 10 nights
- Includes all Classic benefits
- Late check-out and a welcome drink

Gold

- Benefits are unlocked when you spend more than €2,800 on reservations or stay at least 30 nights
- Includes all Classic and Silver benefits
- A guaranteed room up to three days before arrival and early check-in or late check-out regardless of availability, as well as an upgrade to a next room category, subject to availability

Platinum

- Benefits are unlocked when you spend more than €5,600 on reservations or stay at least 60 nights
- Includes all Classic, Silver and Gold benefits
- A guaranteed room up to two days before arrival and access to the Executive Lounge, if available

Diamond

- Benefits are unlocked when you spend more than €10,400 on reservations
- Includes all Classic, Silver, Gold and Platinum benefits

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- Complimentary breakfast at weekends for all guests in the room, four dinner and spa vouchers worth €25 each and a Gold Status gift to a person of your choice

Register for membership and for additional information under <https://www.25hours-hotels.com/en/loyalty-programme>

Press material for all 25hours Hotels is available [here](#).

For more information on all of the 25hours Hotels, visit: [25hours-hotels.com](https://www.25hours-hotels.com)

25hours Hotels videos: [youtube.com/25hourshotels](https://www.youtube.com/25hourshotels)

Press material and images: [https://www.25hours-hotels.com/en/company/media/images?set language=1592815863](https://www.25hours-hotels.com/en/company/media/images?set_language=1592815863)

About 25hours Hotels

25hours is a young hotel idea characterised by personality and charming yet relaxed service, which seeks to find contemporary answers to the demands of urban, cosmopolitan travellers. The brand focuses on individuality, authenticity and character, and designs each of its hotels in partnership with various designers and in a unique style, under the motto 'Know one, know none'. The 25hours Hotel Company was founded in 2005 by Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann, and today operates 13 hotels in German-speaking countries as well as one in Paris. There are also more openings scheduled: 25hours Hotel Florence, 25hours Hotel Dubai (2021) and 25hours Hotel Copenhagen (2021). The 25hours Hotel Company formed a strategic alliance with Accor in 2016. Europe's largest hotel group holds a 50 per cent stake in the young and dynamic hotel group. Hotel projects around the globe are being jointly pursued.

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ABOUT ACCOR

Accor is a world-leading augmented hospitality group offering unique and meaningful experiences in 5.000 hotels, resorts, and residences across more than 110 destinations. With an unrivalled portfolio of brands from luxury to economy, Accor has been providing hospitality savoir-faire for more than 50 years.

Beyond accommodations, Accor enables new ways to live, work, and play with Food & Beverage, nightlife, wellbeing, and co-working brands. To drive business performance, Accor's portfolio of business accelerators amplifies hospitality distribution, operations, and experiences. Guests have access to one of the world's most attractive hotel loyalty programs.

Accor is deeply committed to sustainable value creation, and plays an active role in giving back to planet and community. Planet 21 – Acting Here endeavors to act for "positive hospitality", while Accor Solidarity, the endowment fund, empowers disadvantaged people through professional training and access to employment.

Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRFY). For more information visit accor.com. or become a fan and follow us on Twitter and Facebook.

ABOUT ALL

ALL- Accor Live Limitless is a daily lifestyle companion. ALL harnesses and enhances the brands, services and partnerships offered by the Accor's ecosystem. ALL delivers meaningful experiences and rewards to its most engaged customers while enabling them to work live, and play, far beyond their stay, at home and around the world. Thanks to this rich value proposition, Accor is bringing its Augmented Hospitality strategy to life with new digital platforms, iconic partnerships (Credit Cards, Mobility, Airlines, Entertainment with AEG, IMG, Paris Saint-Germain) and global roll-out plan for all its guests and 64million loyalty members.

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