



Press release
JUNE 29, 2026

Accor and H World Group Expand Long-Term Partnership Across Direct Booking and Loyalty Platforms

Paris, June 29th, 2026 – Accor, a world-leading hospitality group, and H World Group, one of the world's largest hotel groups, today announced a new chapter in their long-term strategic alliance, with a phased partnership designed to broaden hotel choice and select loyalty benefits for ALL Accor and H Rewards members through their respective direct platforms across China, Europe and the Middle East. The expanded partnership lays the foundation for further and deeper collaboration over time.

Sébastien Bazin, Chairman & CEO of Accor, said, *"Just as our Master Franchise agreement with H World Group was a first in 2014, this new agreement represents another groundbreaking milestone. It's about breaking down geographical barriers, enhancing distribution, and enriching our loyalty ecosystem for a combined 430 million members. This long-standing partnership with H World Group is a testament to Accor's pioneering spirit and our commitment to strategic, sustainable growth through our asset-light model."*

Ji Qi, Chairman of H World Group, said, *"This partnership is a natural evolution of more than a decade of trust between H World and Accor. By bringing together our complementary strengths in membership, direct distribution and hotel operations, we can create more value for travelers, hotel owners and partners, while making journeys more connected and rewarding for guests around the world."*

A Partnership Built for Scale

The agreement builds on their long-term partnership and reflects the complementary strengths of both groups: Accor's global brand portfolio and international distribution network, and H World's scale, direct channel strength and deep customer base in China, the world's largest travel market.

H Rewards brings together more than 310 million members, while ALL Accor serves almost 120 million members worldwide. Together, the two programs represent a member base of 430 million, alongside close to two million rooms across the two groups' hotel networks.

Both programs will continue to operate independently, with each platform maintaining its own identity and value proposition.



Opening Up New Experiences for Loyalty Members

Throughout 2026, the partnership will be rolled out in phases, enabling members of both programs to access a broader selection of Accor and H World properties through their respective platforms, with more options and benefits when they travel.

- H World International's hotels in Europe and the Middle East will be progressively made available to ALL Accor members through Accor's direct platforms.
- More of Accor's premium and luxury brands in the Chinese mainland will be progressively made available to H Rewards members in China through H World's direct platforms.
- Members of both programs will begin to access select status recognition, member rates, hotel-level benefits and earn points when booking participating partner hotels through their respective direct platforms.

As the partnership develops, both groups will continue to expand participating hotels and select member benefits, creating a more interconnected direct booking and loyalty experience for travelers across key global markets.

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ABOUT ACCOR

[Accor](#) is a world-leading hospitality group offering stays and experiences across more than 110 countries with over 5,800 hotels and resorts, 10,000 bars & restaurants, wellness facilities and flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing around 45 hotel brands from luxury to economy, as well as lifestyle, with Ennismore. ALL Accor, the booking platform and loyalty program embodies the Accor promise during and beyond the hotel stay and gives its members access to unique experiences. Accor is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity, and inclusivity. Accor's mission is reflected in the Group's purpose: Pioneering the art of responsible hospitality, connecting cultures, with heartfelt care. Founded in 1967, Accor SA is headquartered in France. Included in the CAC 40 index, the Group is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) For more information, visit group.accor.com or follow us on [X](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

ABOUT H WORLD GROUP

H World Group Limited (NASDAQ: HTHT; HKEX: 01179) is one of the world's largest hotel groups, operating over 13,000 hotels and more than one million rooms across 21 countries. Headquartered in Shanghai, H World offers a portfolio spanning economy to luxury, and lifestyle brands including HanTing Hotel, JI Hotel, Orange Hotel, IntercityHotel, Zleep Hotel, Steigenberger Hotels & Resorts and Steigenberger Icons. H World's direct booking channels and digital infrastructure give it one of the hospitality industry's most powerful member ecosystems, with more than 310 million H Rewards members. H World is committed to creating better journeys — for guests, hotel owners, employees and partners.

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