



# ACCORHOTELS

## Feel Welcome

Press Release

Paris, October 4, 2018

CLUBEUROSTAR

LE CLUB ACCORHOTELS  
LOYALTY PROGRAMME

### AccorHotels and Eurostar join forces in loyalty programme first

AccorHotels and Eurostar today announce a partnership between their existing loyalty programmes, Le Club AccorHotels and Club Eurostar, that will provide more choice and exclusive access to a whole host of benefits and the flexibility to exchange points between the two loyalty programmes.

In this first loyalty programme partnership of its kind, Club Eurostar members can convert their points into Le Club AccorHotels rewards points, to be used for free nights and discounts at more than 3,500 hotels across the globe, from economy to upscale. They can also exchange Le Club AccorHotels rewards points for Club Eurostar points, giving them a new way to top up their points balance.

Club Eurostar members will also have the opportunity to tap into the Group's multiple rewards offerings such as Elite Experiences, La Collection e-boutique and Dream Stays, as well as exclusive access to sporting and music events at the AccorHotels Arena in Paris.

The 50 million Le Club AccorHotels members can now access Eurostar's loyalty programme, including Eurostar tickets, upgrades and special offers, as well as make purchases in the Club Eurostar shop.

The new partnership is the first time Eurostar has joined forces with a hotel group in a loyalty programme alliance. The partnership builds on both companies strengths in Western Europe, and the particular strength of AccorHotels hotel network in Eurostar destinations including being the leader in France and Belgium, and with strong networks from luxury to economy in the UK and the Netherlands, Eurostar's latest destination.

Dorothee Mariotte, Senior CRM and Retention Manager, Eurostar, said: *"Club Eurostar is designed to make it easy for all our travellers to access a wide range of benefits, irrespective of how much they travel or spend. The addition of AccorHotels offers even greater flexibility for our members to earn and spend their points. The breadth of accommodation in our destinations makes it the perfect partner to help our customers plan their next trip."*



Isabelle Birem, SVP Loyalty from AccorHotels said: *“This large-scale partnership is a major step towards the implementation of the Group’s augmented hospitality strategy in Europe, a strategic market. Le Club AccorHotels’ vision is to offer its members exclusive benefits and privileges. The partnership between our two loyalty programmes will contribute to making our customers’ every trip and every stay absolutely unique”.*

To take advantage of the partnership, members will need to join both loyalty programmes simply by entering their membership details.

The exchange rate between the two loyalty programmes is as follows:

- 500 Club Eurostar points converts to 1,500 Le Club AccorHotels Rewards points
- 4,000 Le Club AccorHotels points converts to 350 Club Eurostar points

To join Le Club AccorHotels go to <https://www.accorhotels.com/leclub>

To sign up for Club Eurostar go to <https://www.eurostar.com/fr-fr/club-eurostar>

#### ABOUT ACCORHOTELS

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,500 hotels, resorts and residences across 100 different countries.

With an unrivaled portfolio of internationally renowned hôtellerie brands encompassing the entire range from luxury to economy, from upscale to lifestyle and midscale brands, AccorHotels has been providing savoir-faire and expertise for more than 50 years.

In addition to its core hospitality business, AccorHotels has successfully expanded its range of services, becoming the world leader in luxury private residence rental with more than 10,000 stunning properties around the world. The Group is also active in the fields of concierge services, co-working, dining, events and digital solutions.

Relying on its global team of more than 250,000 dedicated staff, AccorHotels is committed to fulfilling its primary mission: to make every guest Feel Welcome. Guests have access to one of the world’s most attractive hotel loyalty programs - Le Club AccorHotels.

AccorHotels plays an active role in its local communities and is committed to promoting sustainable development and solidarity through PLANET 21 Acting Here, a comprehensive programme that brings together employees, guests and partners to drive sustainable growth.

From 2008, the fonds de dotation Solidarity AccorHotels has acted as a natural extension of the Group’s activities and values, helping to combat the social and financial exclusion experienced by the most disadvantaged members of society.

Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRY) in the United States.

For more information or to make a reservation, please visit [accorhotels.group](http://accorhotels.group) or [accorhotels.com](http://accorhotels.com). Or join and follow us on Twitter and Facebook.

#### Press contact AccorHotels

Melissa Levine

Responsible Relations Media Digital & Nouveaux Business

T. +33 1 45 38 84 76

[melissa.levine@accor.com](mailto:melissa.levine@accor.com)

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