

GLOBETRENDER

HOTEL TRENDS FOR THE VIRAL AGE

IN ASSOCIATION WITH



INTRODUCTION

Welcome to Globetrender's *Hotel Trends for the Viral Age* report, produced in association with Accor and published in spring 2022. Together, we wanted to explore how the hospitality industry has changed and evolved since the pandemic took hold in 2020, highlighting positive shifts and innovations that will be here both for the short- and long-term.

Of course, there is a lot to talk about but for this report we decided to focus on five distinct trends that most relate to the initiatives and areas of focus that Accor is putting its efforts into. Despite being one of the world's biggest hotel groups with more than 5,300 hotels across 40 sub-brands, the company has been incredibly responsive and forward-looking during the health crisis.

One of the measures it is most proud of - and which is an example to the wider hotel industry - was the unveiling in early 2020 of its ALLSAFE accreditation, which is applied to every property that fulfills a long list of hygiene and cleanliness protocols. (You can read more about these efforts in our interview with Richard Short, Vice President Health and Security for Accor Northern Europe, on page 7 and in our Accreditation Reassurance trend on page 9.)

The other four trends Globetrender has identified exclusively for this report are: Touchless Technology, Health Concierges, Niche Curation and Openings Uplift. We have also provided a case study on Accor's Novotel Cambridge North hotel, which is one of the most technologically advanced hotels in the world, being a "digital-first" proposition. Here, guests can use their smartphone as a digital key, to activate lifts and message the front desk instead of calling from a room phone, among many other innovations.

Duncan O'Rourke, Accor's CEO Northern Europe, says: "Throughout the pandemic we have never stopped looking ahead, adapting to the impact of Covid and planning our recovery. As a result of our rapid response to the pandemic, Accor became the first major hotel group to launch a unique global cleanliness and prevention label - ALLSAFE - representing some of the most stringent cleaning standards and operational procedures in the hospitality world.

"Today, guests want to have a guarantee of health and cleanliness. It is their primary concern and an expected requirement whenever they travel. Accor addressed these concerns and highlighted

our highest standards globally via this professional certification.

"We are a dynamic business built on agility and innovation, which was crucial during the pandemic. Like Globetrender, we are constantly looking ahead, monitoring shifts in behaviour and trends to anticipate customer needs. The Covid years were a split focus - managing the impact of the crisis today and planning for the recovery tomorrow. Tomorrow is here, recovery is strong and maintaining our people-centric approach to hospitality remains crucial."

We hope you find this report illuminating and inspiring. Safe travels.



JENNY SOUTHAN
EDITOR, FOUNDER & CEO OF GLOBETRENDER

‘WE BELIEVE THE FUTURE IS KNOWABLE’

Globetrender is the UK’s leading travel trend forecasting agency and online magazine dedicated to the future of travel.

Founded by Jenny Southan, Globetrender delivers cutting-edge insights into how people will be travelling in the 21st century, giving professionals the knowledge they need to future-proof their businesses.

Globetrender’s trend reports are read by thousands of travel industry professionals, as well as executives from a wide-variety of multinational

corporations looking for insights into the future of travel and consumer behaviour.

Globetrender’s also publishes two newsletters - free weekly innovation briefings and a premium product called VOLT, which explores emerging travel trends in depth on a weekly basis.

Consulting and trend-based strategy is central to Globetrender’s offering. Jenny is also available to book for public speaking engagements including webinars, talks, live broadcasts, workshops, panels, conferences and conventions.



JENNY SOUTHAN
EDITOR, FOUNDER & CEO

Jenny has 15 years of experience working as an award-winning travel journalist, with ten years as features editor of *Business Traveller* magazine – a job that enabled her to travel the world. In addition to running Globetrender, she freelances for titles such as *Condé Nast Traveller*, *The Telegraph* and *Mr Porter*, and is a regular travel commentator for BBC Radio.

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ANALYSIS & TREND FORECASTING

At Globetrender, we focus on qualitative research underpinned by quantitative data.

We always consider how the life cycle of a trend moves from the innovators that trigger them on the minority fringes to the early adopters, early majority, late majority and, finally, the laggards.

When searching for trends, we apply the "three times" rule. A one-time occurrence is an anomaly, twice is a coincidence and three times is a trend, worthy of further exploration.

The identification and naming of trends is based on IOI: Intuition, Observation and Investigation. This is both a creative and academic process.

For every "micro" trend, we also consider the "macro" trends that represent the wider cultural shifts in consumer desires, motivations, values and behaviours around the world.

These are based on STEEP – Social, Technological, Economic, Environmental and Political – forces.

Innovation is at the root of every trend, so we are

always looking at what is new and disruptive. Just like news reporters, we ask the questions "who", "what", "where", "why" and "when?" – but like investigative journalists, we then dive much deeper.

By discovering multiple examples of a trend, conducting desk- and field-based research, interviewing insiders and producing case studies, "qualitative" proof of it is generated.

At Globetrender, we rely on our unique access to travel industry experts and ongoing consumer observation to remain ahead of the curve.

Email jenny@globetrender.com for bespoke consulting on the future of travel.

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Richard Short, Vice President Health and Security, Accor Northern Europe, discusses how the hotel group's ALLSAFE health and safety protocols protect guests' wellbeing and peace of mind during their stay

How have you responded to increased 'germaphobia' amongst hotel guests?

"In some respects all hotels are and have always been 'germaphobic'. Hygiene is always a top priority whether it is the safety of the food we serve, the cleanliness of the rooms or the standards of our spas. Covid-19 added an unprecedented priority to ramp up our protocols in line with the worldwide emergency. We were the first hotel group to formalise this into a worldwide standard called ALLSAFE because we found that one in three travellers were asking for clearer health and sanitary labels in hotels, and one in five said they would pay more for a hotel that had a recognised cleanliness initiative."

What is ALLSAFE?

"ALLSAFE is an accreditation label that has been verified by well-known external

audit companies. It represents our elevated cleanliness and safety protocols and provides assurance that these standards have been met in our hotels all over the world. During the Covid-19 pandemic, ALLSAFE has been an additional proof of quality and security so that our visitors can relax, knowing we are doing all we can to return the world to normal.

"At every touchpoint along a guest's journey, dedicated measures have been implemented to protect our planners, delegates, guests and employees. Our attention to detail in all the right areas means the romance of foreign travel can go on. Protecting the safety and wellbeing of everyone we welcome is at the heart of what we do. That's why we keep and develop intensified hygiene and prevention measures to ensure our guests and our staff can continue to rely on Accor hotels."

When and why did you launch it?

"High standards of hygiene and cleanliness have been delivered across all our brands, all over the world since the founding of our business. However, the pandemic has required us to reassure our guests. Since we elevated those standards even further (on many occasions even above the local regulations), we launched ALLSAFE in April 2020 to highlight that we have the most stringent cleaning standards and operational procedures in the hospitality industry.

"What is more, Accor's global cleanliness and prevention standards had been developed with and vetted by Bureau Veritas, a world leader in testing, inspections and certification. The ALLSAFE label communicates to guests when these standards have been met in our

hotels. Even today, all Accor hotels must apply the global and regional standards and be validated by third-party experts to achieve the ALLSAFE label."

What enhanced health and cleanliness measures do you provide under ALLSAFE?

"Where we have enhanced the cleaning is in frequency (every four hours in public areas), method (by specifically addressing touch points) and efficiency (having fewer things to clean helps so in some cases we are removing unnecessary furniture, reducing items in rooms and making paperwork digital). We also have continued with placing hand sanitiser in public areas."

How do you deliver hospital-grade disinfection for rooms?

"We switched to a specific antiviral disinfectant. These are certified as antiviral

under international standards and are effective against both bacteria – and viruses. The 'hospital-grade' element means that the certified antiviral disinfectants are effective against both 'enveloped' and 'non-enveloped' viruses. This is a bit technical but very important as not all viruses are destroyed by regular antibacterial disinfectants."

What are your objectives for the initiative?

"Our goal is to provide reassurance to our guests. With our communication strategy 'ALLSAFE – FEEL AT HOME, FEEL SAFE' we are reaching out to our customers with clear message of what this initiative stands for: Quality of cleanliness in our hotels; Safety and Security – based on dedicated standards such as our welcome protocols; Trust – our standards being confirmed by external parties, well-known

auditors such as Bureau Veritas, SGS, Clifton and NSF; and Support – based on our partnership with insurance provider AXA, we supply a range of free medical assistance for all guests staying in an Accor hotel."

What are you offering in terms of room service and minibars under ALLSAFE?

"Room service was part of our business long before ALLSAFE. What's more, following recent events, I can say without any doubt that we are experts in it. As for minibars, we can't stock them during the pandemic as other guests might handle the bottles and then put them back."

What are your plans for rolling out the accreditation in 2022 and beyond?

"ALLSAFE has been a huge success not only in enhancing safety and hygiene but also as a beacon of confidence. It



is now embedded into Accor and it is here to stay. We expect every hotel that carries an Accor brand to have the highest standards of hygiene and all hotels will have to demonstrate this."

What role does contactless technology play in making travel safer for hotel guests?

"Contactless technology is being used more and more in the hospitality

industry, however, as hoteliers, we need to find and achieve the right balance between offering seamless technology and maintaining the human aspect of our guest experience. During the pandemic, one of our security focuses has been based on available contactless solutions to limit the time guests spend in public areas. We've invited guests to use our 'Online Check-in/Fast Check

out' programme that reduces queuing at reception desks. Our hotels are also using different digital means of contacting guests during their stay in order to provide them with extra services. In addition to this, in all our properties, we encourage guests to use contactless payment methods. Therefore, from a security aspect, it's a big advantage, but we don't want to miss the chance to personally greet our

guests and make them feel welcome."

What benefits for consumers does your strategic partnership with AXA provide? How does it support guests alongside ALLSAFE?

"Since July 2020, the AXA partnership has enabled Accor guests to benefit from the highest level of care thanks to the expert medical solutions of AXA Partners, AXA's international entity

specialised in assistance services, travel insurance and credit protection.

"First and foremost, Accor guests benefit from AXA's most recent advances in telemedicine through free access to medical teleconsultations. Guests also get access to AXA's extensive medical networks with tens of thousands of vetted health professionals. This allows Accor hotels to make the most relevant referrals should their guests need medical support or advice during their time at any of our 5,000-plus properties across 110 destinations.

"As Accor prepares for the post-Covid travel rebound, this unique medical service complements Accor's overall global recovery plan and is included in the enhanced health and prevention protocols that it has put in place through the ALLSAFE cleanliness label, in anticipation of the progressive reopening of its hotels across the different regions."

ACCREDITATION REASSURANCE

In the viral age, consumer confidence is fragile, which is why hotel brands are investing in user-friendly certifications that validate their efforts to maintain meticulous levels of cleanliness



ACCREDITATION REASSURANCE



Mercure, Novotel and Ibis, has always prioritised thorough cleanliness at its hotels, extra steps have been taken to make it as meticulous as possible.

As a consequence, ALLSAFE was developed and vetted with Bureau Veritas, a world leader in testing, inspections and certification. Since April 2020, Accor has demanded that all its hotels need to adhere to these standards and that the ALLSAFE "stamp of approval" is only be given after hotels have been externally audited.

By October 2020, Accor announced that 95% of its hotels were utilising ALLSAFE protocols (more than 100 standards in total) and 65% had been officially labelled. The company says that guests can look for the ALLSAFE logo on the webpage of the Accor hotel they are booking, knowing they can trust they will be immaculate.

Among the procedures Accor hotels adopt are frequent disinfection of "high-touch" areas such as lift buttons and light switches; deep cleaning with hospital-grade

products; and the washing of bedding at high temperatures. Providing Accreditation Reassurance has been a smart move as health and safety has become the number-one concern among travellers and, even with the Covid-19 vaccine, those fears haven't gone away. Many countries are still battling severe outbreaks of the virus and a full relaxation of hygiene protocols isn't viable yet.

Other major hotel groups have also tapped into the Accreditation Reassurance trend. Marriott International

has launched a Global Cleanliness Council; Hilton has unveiled a CleanStay programme in partnership with Reckitt (the makers of Lysol and Dettol); Radisson Hotel Group has signed a global agreement with inspection, verification, testing and certification company SGS; and Hyatt has a GBAC STAR cleanliness accreditation via the Global Biorisk Advisory Council. Meanwhile, the Singapore Tourism Board has created the SG Clean certification for scrupulous local hotels, restaurants and tourist attractions.

From the point of view of the traveller, making a choice about where to stay during the pandemic has been fraught with anxiety, not least because of the fundamental health concerns around spending time in public spaces. Quick to recognise the very real and very valid rise in "germaphobia" among customers during the Covid-19 outbreak, Accor took the innovative step of launching some of the

most stringent cleaning standards and operational protocols undertaken in the world of hospitality, and applying a third-party-verified ALLSAFE accreditation to the thousands of properties in its portfolio that uphold these enhanced measures.

Although Accor, which encompasses brands as wide-ranging as Raffles, Banyan Tree, Fairmont,



FEEL AT HOME
FEEL SAFE

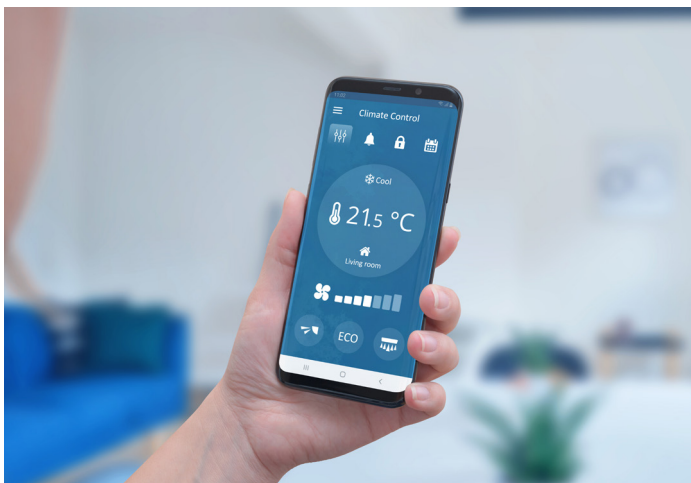




TOUCHLESS TECHNOLOGY

With contactless phone payments becoming the norm in many parts of the world, it makes sense to expand touch-free tech to hotel environments.

TOUCHLESS TECHNOLOGY



Most travellers have experienced the frustration of trying to press the right combination of switches to make a hotel room dark, or scrambling for the TV remote to try and find the room service menu, all the while wondering how clean these surfaces are in the viral age. However, the endless capabilities of smartphones have proved a solution, as they can now be wielded not only as a digital key to gain access to hotel rooms, but a means of managing everything from checking in and adjusting the air conditioning to requesting a hangover kit with emojis.

Part of Marriott International, Aloft Hotels have designed voice-activated room functions powered by Alexa, as well as AppleWatch keys and robot deliveries via the Botlr. They even feature a "text it get it" service that enables guests to send an emoji of what they want to the hotel's front desk and, within minutes, the delivery will be made. There are six kits of choose from, each with a series of corresponding emojis – for example, send the water droplet, burger and banana emojis and you will receive two bottles of water, a bacon roll and a banana.

Hilton and Hyatt have also embraced smartphone apps that manage various aspects of the stay. According to research by New York University, almost two thirds of branded and independent hotels will be offering mobile room keys by the end of 2022, and about three quarters will have implemented self-service check-in options including contactless kiosks and mobile check-in.

Throughout the pandemic, customers have become used to no longer receiving printed menus in restaurants - instead, they are simply scanning a QR code on the table to find out what to eat. This is just one simple example of how digitisation can make engaging with our surrounding more seamless and sanitary. Quick to recognise the value of Touchless Technology for hotel guests, Accor announced the global launch of its AccorKey last spring. The innovation allows travellers to use their smartphones to activate lifts, and gain

entry to guest rooms and meeting spaces instead of using a plastic key.

Developed in partnership with cloud-based mobile key and access management tool STAYmyway, the company's Founder and CEO Faustino Fernandez, said of AccorKey in a statement: "We are honoured to be working with such an innovative company at such a critical time in our industry. A recent Deloitte study shows that 60% of travellers are more likely

to stay at a hotel that allowed contactless check in and the ability to use a smartphone as a room key – 16% even say it's a 'must have'. The demand is even higher for frequent travellers."

Following successful pilot programs in North America, Europe and Asia, the AccorKey roll-out began with al new Accor hotels opening in 2021 - now it is available in select properties globally. In five years time, at least 50% of Accor hotels will feature this functionality. One of

the company's most high-tech properties is the ibis Styles Gloucester Road in London, which opened in 2018. Acting as a blueprint for Touchless Technology in Accor properties, it was the group's first hotel in Northern Europe to have a "100% digital ecosystem" with contactless solutions at every stage of a they stay. Features include online check-in, secure payment with Pay By Link, AccorKey, digital catering services via Click Pay Collect technology, and guest-to-staff WhatsApp messaging.



CASE STUDY:

NOVOTEL CAMBRIDGE NORTH

Accor's flagship digital-first hotel offers a blueprint for using contactless technology for enhancing and safeguarding the guest experience in the viral age and beyond.



CASE STUDY: NOVOTEL CAMBRIDGE NORTH



Opened in May 2021, the Novotel Cambridge

North is one of the most technologically advanced hotels in the world. Located close to Cambridge North Station in the UK university city of Cambridge, the hotel caters to the mid- and upper-scale market with a mix of leisure and business travellers. In addition to 217 bedrooms (including ten suites), there are five conference rooms, a

restaurant, bar, lounge, and grab-and-go market.

What is most interesting, though, is its "digital-first" approach to hospitality. By harnessing the power of guests' smartphones, the hotel has essentially become a test-ground for contactless interactions with staff and environment. As a consequence, stays are made more seamless and hygienic, in line with Accor's ALLSAFE

accreditation initiative (see page 13 for more details).

How does it work? First off, people need to download the Accor All app. This allows guests to access their booking and check in online in a similar way to a flight but, instead of a boarding pass, they are issued with a digital AccorKey and their room number. This means they can simply inform reception they have

arrived, activate the lift with their phone and then go straight to their room, using their AccorKey to unlock it with a simple scan. (They can also use the AccorKey to open doors to meeting rooms and the gym.)

Once in the room, guests can use their phone to scan a QR code on the television to access room service and restaurant menus, as well as laundry list prices and other hotel information on their phone (there are no paper directories). In addition, TVs are equipped with

Chromecast, allowing people to stream content from their personal devices to the wall-mounted screen. What's even more clever is the Bluetooth-enabled environmental controls that allow people to modify the air conditioning or heating in accordance to the preferences.

Unsurprisingly, the hotel is cashless so any food ordered in the on-site restaurants (which have QR codes instead of physical menus) or via room service will need

to be paid for by card or smartphone contactless methods. Also handy is the ability to order extra towels, water, slippers or anything else they might need via their mobile - in fact, there are no phones provided in the rooms at all. To do this they either scan the QR code on the TV to access an in-house messaging platform or send a WhatsApp message to the front desk.

What happens if guests don't have a smartphone? Cyril Bulvestre, General Manager, Novotel Cambridge North hotel, says: "We have staff in reception 24 hours a day, so there is always someone to help and we still have traditional keys to give if needed. You can also control the air conditioning in the rooms manually if required.

"Is it easier to run a hotel that is digital first? For me, this is the future - but it's important to make sure the team feels confident. And sometimes we need to help educate guests."



HEALTH CONCIERGES

With wellbeing high on the agenda for travellers, savvy hotels are working with dedicated medical professionals to ensure guests are taken care of.



HEALTH CONCIERGES

In the viral age and beyond, health is the new wealth. With this in mind, many hotels are recognising the responsibility they have to give people a place to quarantine (if necessary), help source Covid tests for travellers, and provide access to doctors for those experiencing symptoms.

Even as the risk of illness from coronavirus lessens in many parts of the world in line with vaccination rates, newly employed hotel Health Concierges will continue to be an essential resource. This is because health protocols will need to be maintained for the long-term as consumer confidence is rebuilt over time. What's more, illness and accidents happen all the time to travellers, so providing in-house medical support is a compelling differentiator.

Leading the way is Accor, which launched a strategic partnership with AXA Partners in summer 2020 to provide guests staying at any of its 5,000-plus properties around the world with live and immediate



medical support. Taking advantage of the widespread adoption of video calls, the tie-up allows for anyone feeling ill to receive a free in-room medical teleconsultations, as well as access to AXA's extensive network of tens of thousands of vetted medical professionals. "Partnering with Accor, a worldwide leader in hospitality, is a unique opportunity to enlarge people's access to our healthcare expertise and

solutions," said Thomas Buberl, CEO of AXA in a statement.

In October 2021, luxury home rental platform onefinestay (which is also owned by Accor), announced that anyone booking stays at the properties it manages will also benefit from free non-urgent medical support via AXA Partners, 24 hours a day, 365 days a year. Telephone consultations with a

qualified doctor can be taken in five languages (English, French, Spanish Portuguese and German). Alternatively, guests can book a local AXA-certified medical professional for an in-person appointment, all via a onefinestay concierge. (In the latter example, medical expenses and consultation fees apply.) Not just for Covid, the service can be used by people who have forgotten to pack

prescription pills or developed an infection, for instance.

Amanda Dyjecinski, Chief Brand and Marketing Officer at onefinestay, said: "We are proud to offer these new medical solutions with AXA to all our guests, providing an enhanced level of personal care and attention. We are continually looking at ways to innovate, and are always challenging ourselves to implement unique benefits

that give guests even more reasons to book with us. Since the pandemic, we have recognised how travelling has changed, and we remain one of the only villa and chalet brands to offer this service. The partnership with AXA ensures that even unforeseen medical circumstances can be approached in a stress-free manner with expert advice on-hand around the clock. Guests can book with the knowledge that virtually anything and everything can be taken care of for them."

Other innovators include the Anantara Siam Hotel Bangkok, which has installed its own IV drip bar called Vivid by Verita Health. Here, guests can have a potent cocktail of vitamins and nutrients administered directly into their veins. Meanwhile, Austria's Lanserhof Lans medical resort is offering two-week "Long-Covid" wellness packages that combine extensive diagnostics with fasting and "CellGym metabolic activation".

NICHE CURATION

For perfection-seeking travellers of the Instagram era, highly edited collections of unique hotels inspire devotion and inspiration at a time when booking vacations can feel overwhelming.

NICHE CURATION



Before the pandemic, the concept of a hotel collection served as a way for a chain or umbrella brand to sell stays at independent properties. But in the viral age the concept has evolved further still. An emerging trend for Niche Curation is seeing ever-more specific groupings of properties that share distinct stylistic traits, experiential offerings or ethical credentials, for example. They're great for consumers as they can plan trips centred around special properties that truly

cater to their interests, personalities and lifestyles; while for hoteliers they're an effective way of marketing properties that might otherwise have only existed under the radar.

Following on from the likes of Hilton's Curio Collection, Marriott's Autograph Collection and Hyatt's Unbound Collection, Accor launched Emblems Collection in November 2021. Described as a "unique portfolio of boutique hotels and luxurious resorts", the

flagship hotel will be the Guiyang Art Centre hotel (pictured above) in China's Guizhou province, which is set to open in December 2022. By 2030, the collection is expected to have 60 global properties.

Sébastien Bazin, Chairman and CEO, Accor, said in a statement: "Emblems Collection adds a fresh and exciting new dimension to Accor's luxury offerings. The hotels we will feature in Emblems Collection are those sought out by

travellers who appreciate high-end, boutique-style experiences, as well as by hoteliers who cherish the independent brands they've built while desiring the benefits that come with a global partner."

Another forerunner of the Niche Curation trend is Small Luxury Hotels of the World (SLH), which debuted its Considerate Collection in October 2021. Already an expert in hotel curation, it has a portfolio of more than 500 independently owned boutique properties but, more recently, it decided to create a new collection of "actively sustainable" luxury hotels.

By December 2021 it had 33 hotels in 25 countries, including the floating Arctic Bath hotel in Harads, Sweden; the palatial Ca' di Dio in Venice; chic farmhouse Op Oost in the Netherlands; the Bhutan Spirit Sanctuary; and the secluded Grand Forest Metsovo in Greece.

Richard Hyde, Managing Director of SLH, said: "Our

guests have shown growing concern for the planet following the pandemic and our overall aim is to support our 500-plus strong portfolio to provide more visibility on their sustainable efforts.."

Last year, Preferred Hotels and Resorts also launched a Niche Curation of eco-friendly hotels, lodges and resorts called Beyond Green, with 24 founding members from more than 15 countries. Among these are AndBeyond Bateleur Camp in Kenya's Masai Mara National Reserve,

Wilderness Safaris' Bisate Lodge in Rwanda, and Blancaneaux Lodge in Belize.

The Curator Hotel and Resort Collection is another one to watch, having debuted a Niche Curation in 2020 with 85 hotels. "The creation of Curator permitted our members to benefit from Curator's owner-centric platform that allows hotels to be more profitable and stay independent," said Jennifer Barnwell, the company's president.



Emblems Collection/Arctic Bath



FEEL AT HOME
FEEL SAFE

Your protection is our priority

Whichever of our brands you book with, hotels of the Accor group follow our ALLSAFE programme of enhanced safety, hygiene and cleanliness. Developed in conjunction with Bureau Veritas, a world leader in testing, inspection and certification, our ALLSAFE measures mean that whether you're staying with us for business or pleasure, you can feel safe, protected and relaxed.

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Learn how ALLSAFE is ensuring you enjoy a safe, happy, healthy stay by scanning the QR code



OPENINGS UPLIFT

A boom in hotel unveilings is happening around the world – not just in Alpha cities and popular resort locations, but lesser-known destinations too, providing fresh opportunities for tourism to flourish.



OPENINGS UPLIFT



winter. Located at Britain's historic Old War Office in Whitehall, it will have 120 rooms and suites, 85 branded residences, 11 restaurants and bars, and a Guerlain spa.

In December 2021, hotel giant Accor signed 25 hotels in Northern Europe alone, bringing the region's total hotel signings for the year to 89. (Among these are the Hyde Paradox Hotel London City, coming in 2023.) Notable openings in 2021 included the Rezydent Sopot MGallery in Poland, Mövenpick Basel in Switzerland, ibis Bucharest Politehnica in Romania, and Novotel Bishkek City Centre in Kyrgyzstan.

In 2022, Accor will be unveiling more than 300 new properties around the world including the Sofitel Barcelona Skipper, Mercure Amsterdam North, ibis Styles Orestad Denmark, Gleneagles Townhouse in Edinburgh and the Hoxton Brussels.

Duncan O'Rourke, CEO, Accor Northern Europe,

said in a statement: "The geographical growth of our region and brand portfolio in recent years has prepared the business for expansion as the world moves firmly towards recovery. Our pipeline for 2022 and beyond remains strong. The Covid-years have been a split focus – managing the impact of the crisis today and planning for the recovery tomorrow. Tomorrow is here and our recovery is strong, as is our future."

Camil Yazbeck, Senior Vice President

Development, Accor Northern Europe, added: "Over the last five years, Accor has transformed its brand portfolio, moving from 16 brands to more than 40 with a concentration on high-value segments, including ultra-luxury, luxury, premium, and collection brands. This is where we see the growth today. Premium brands represent 22% of our overall pipeline in Northern Europe and have dominated our development strategy in 2021."

Other prominent hotel arrivals for 2022 include the Bulgari Rome, Castle Elvira in Puglia, Lanserhof Sylt in Germany, The Standard Ibiza, Six Senses Loire Valley in France, Cashel Palace in Ireland, Rosewood São Paulo, Zula Wellness Resort by Chiva-Som in Qatar, Habitas Santa Teresa in Costa Rica, Sensei Porcupine Creek in California, The Ned NoMad in New York City, and Wildflower Farms (part of Auberge Resorts Collection) in New York State's Hudson Valley.

In January 2022, the United Nations World Tourism Organisation revealed that global tourism only experienced a 4% uptick in 2021 compared to 2020. In fact, international tourist arrivals staying overnight last year were still 72% below the pre-pandemic year of 2019. However, with almost 60% of the planet's population now fully vaccinated, recovery is gathering pace and more people than ever

are able to travel abroad. In response, a slew of new hotels are opening their doors to welcome them.

With tourists frequently willing to spend more and stay for longer, premium hotels will be particularly in demand, particularly those on travel editors' "hot lists" such as the forthcoming Raffles London at The OWO, which will be making its debut in the



Raffles London at The OWO/Rezydent Sopot MGallery



Take in the view, gain new perspectives

Globetrender, the UK's leading travel trend forecasting agency, is helping travel and tourism companies to navigate what's coming next through bespoke consultancy

If you would like individual guidance on how to future-proof your company, email CEO Jenny Southan at jenny@globetrender.com

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