

Accor Strengthens North American Presence with Opening of New Miami Headquarters

Operations, Sales and Support Teams Are Unified Under New Directive

[Accor](#), global hospitality leader, announced the opening of its new North America, Central America and Caribbean (NCAC) headquarters at One Square Park at Doral in Miami, Florida. Driven by the company's new strategy and business model, the new location consolidates previously independent business units in Dallas and New York City into one office; strengthening its footprint in the region by providing a cohesive foundation for operational efficiency and sustainable, long-term growth.



"We are very excited to call Miami our new home. Uniting our regional operations, sales and support business leaders together will enable greater collaboration and efficiencies across departments, resulting in quick, strategic decision making that will help us become a more innovative and successful organization," said Dominique Colliat, Executive Vice President, North America, Central America and the Caribbean.

Strategically chosen for its ideal location, the Accor Miami office serves as a regional hub, facilitating increased communication between the NCAC region and Accor's Americas headquarters based in Sao Paulo, Brazil.

"The opening of our new office is a testament to Accor's unwavering commitment to the North American region. The office relocation was an important change we needed to streamline our organization, and by strengthening our hospitality offering, we solidify our position in the Americas and pave the way for future growth," said Roland de Bonadona, CEO of the Americas for Accor.

Earlier this year, Accor North America, formerly comprised only of U.S. and Canada, integrated Mexico, Central America and the Caribbean markets as part of its restructuring process. The regional consolidation, was followed by the appointment of Dominique Colliat to lead strategic business development and operations initiatives in North America, Central America and the Caribbean region.



Accor is the world's leading hotel operator, with **470,000 rooms** in **3,700 hotels** across **14 trusted brands** in **92 countries**. The company is organized around two distinct divisions, **HotelServices**, which operates and franchises the hotels and **HotelInvest**, which is a hotel owner and investor. The Accor hotels sit in three segments from budget to luxury which are constantly reinventing their concept to satisfy the needs of business and leisure customers around the globe. Accor brands include in luxury-upscale; **Sofitel, Pullman, MGallery and Grand Mercure, The Sebel**, midscale; **Novotel, Suite Novotel, Mercure and Adagio** and economy; **ibis, ibis Styles, ibis budget, adagio access and hotelF1**. The Group boasts a powerful digital ecosystem, notably its booking portal **accorhotels.com**, its brand websites and its loyalty program **Le Club Accorhotels**.

The Group's **170,000 employees** benefit from working for a company that believes in progression and has an industry leading training program, the Accor Académie. Since its creation 45 years ago, Accor is making innovation and sustainable hospitality the focus of its strategic vision as well as of its customer-centric approach development and innovation process.

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