



Press release

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Accor announces the signing of SO/ Maldives

**THE LUXURY RESORT WILL BOAST 80 BREATHTAKING VILLAS OVERLOOKING THE
EMBOODHOO LAGOON AT CROSSROADS MALDIVES**



Creative, contemporary and cutting-edge, SO/ Maldives will appear to float above the turquoise lagoon.

BANGKOK – Accor, the leading international hotel operator in the Maldives, has signed a hotel management agreement with S Hotels and Resorts Public Company Limited and Wai Eco World Developer Pte. Ltd. (WEWD) to introduce SO/ Hotels & Resorts to this idyllic Indian Ocean archipelago.

SO/ Maldives will showcase a selection of 80 spectacular luxury villas, including beachfront and over-water options, all adorned with designer interiors and an audacious twist. Nestled on its own exclusive island overlooking the azure Emboodhoo Lagoon, just 15 minutes by speedboat from Malé's Velana International Airport, this eclectic resort will bring a fresh sense of avant-garde style and sophistication to the Maldives, while also reflecting the local spirit of this captivating country.



Scheduled to open in 2023, the new resort will take centre stage on the third island of CROSSROADS Maldives, the extraordinary integrated leisure destination in the exotic South Malé Atoll, connecting it to a wealth of world-class attractions and facilities.

Vivid, vivacious and full of personality, SO/ Hotels & Resorts are only found in socially vibrant destinations such as Berlin, Bangkok, St Petersburg and Singapore. One of the fastest-growing brands in Accor's lifestyle portfolio, it is designed for savvy travellers who have a passion for fashion and like to keep their finger on the pulse. Every stay is underpinned by the brand's signature 'Just Say SO' service, to craft truly unforgettable experiences.

This makes SO/ the perfect fit for CROSSROADS Maldives, which was recognised as the "Best Leisure Development Maldives (Five-Star)" in the Asia Pacific Property Awards 2021-2022. The presence of such a dynamic player on the global hotel scene will play a key role in helping CROSSROADS Maldives to expand and reach new markets worldwide, thanks to Accor's global distribution and loyalty network.



SO/ Maldives will feature a collection of 80 luxurious villas, including beachfront and over-water options

Guests will be able to unwind on SO/ Maldives' private island or take advantage of fantastic facilities at The Marina @ CROSSROADS, an 800-metre lifestyle area and beach walk where visitors can discover cool cafés, refined restaurants, a chic beach club, upmarket boutiques, a spa, the Marine Discovery Centre and a 30-berth yacht marina. Unforgettable events can be hosted at the oceanfront wedding venue and meeting space.



"It gives me great pleasure to announce the arrival of SO/ Hotels & Resorts in the Maldives. This playful and distinctive lifestyle brand can only be found in the world's most iconic destinations so it is the perfect fit for this renowned island paradise. The resort's location within CROSSROADS Maldives will allow guests to experience a truly vibrant luxury lifestyle offering with plenty of options for both relaxation and adventure. SO/ Maldives will be a place to see and be seen for bold and stylish socialisers and we look forward to working with S Hotels & Resorts and WEWD to bring this project to life," commented Garth Simmons, Chief Executive Officer - Accor Southeast Asia, Japan & South Korea.

"We are so excited to unveil SO/ Maldives as the latest jewel in CROSSROADS Maldives' crown, as we continue to transform the tourism landscape in this highly-desirable destination. With its signature sense of style and commitment to creating unique guest journeys, SO/ is the ideal fit for our third island. It will stand out from the crowd, complement our two other industry-leading brands and complete our collection of luxury and lifestyle resorts, further raising the bar for hospitality in the Maldives," said Dirk De Cuyper, Chief Executive Officer, S Hotels & Resorts.



Above: CROSSROADS Maldives from above

"The Maldives is a truly special place and we are delighted to enter the market with such a prestigious project. S Hotels & Resorts has a proven track record of developing exceptional lifestyle resorts, including CROSSROADS Maldives, and the edgy style of SO/ always strikes a chord with its trend-setting guests. With such strong partners, we are confident of creating a one-of-a-kind resort experience at SO/ Maldives," added Zaw Win Maung, Managing Director, WEWD.



SO/ Maldives will join Accor's collection of five resorts in the Maldives which include the midscale Mercure brand, premium Pullman and Mövenpick brands, and the luxury Raffles and Fairmont brands. Accor is a global industry leader in the lifestyle segment with 13 dedicated brands such as Mondrian, Mama Shelter, and 25hours.

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ABOUT ACCOR

Accor is a world leading hospitality Group consisting of more than 5,100 properties and 10,000 food and beverage venues throughout 110 countries. The Group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing luxury and premium brands, midscale and economy offerings, unique Lifestyle concepts, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor also boasts an unrivalled portfolio of distinctive brands and approximately 260,000 team members worldwide. Over 68 million members benefit from the company's comprehensive loyalty program ALL - Accor Live Limitless - a daily Lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 – Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information visit group.accor.com or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#).

ABOUT SO/

SO/ Hotels & Resorts is so vivid, expressive and bursting with local energy that even the most adventurous travelers will be fascinated and entertained. A dynamic player on the global hotel scene, the SO/ brand surprises with a playful and distinctly rebellious interpretation of luxury that includes avant-garde design, a passion for fashion, trendy beats, 'Just Say SO' service, and buzzing destination bars and events. Originally created as an exclusive label of Sofitel, the SO/ brand has grown independently and can now be found in socially vibrant destinations such as Berlin, Mauritius, Bangkok, St. Petersburg and Singapore. SO/ hotels are places to be and to be seen, thrilling guests with fashionable and entertaining social experiences that capture the vivacity and vibe of the locale. SO/ Hotels & Resorts is part of Accor, a world leading hospitality group consisting of more than 5,100 properties and 10,000 food and beverage venues throughout 110 countries.

ABOUT S HOTELS & RESORTS

S Hotels and Resorts Public Company Limited, the hospitality arm of Singha Estate Public Company Limited, is a fast-growing, Thai-inspired company with an extensive international portfolio and world-class standards. Specialising in the management and investment of high-quality hotels and resorts in desirable destinations across the globe, S Hotels & Resorts has created a collection of its own distinctive lifestyle brands, whilst also partnering with the hospitality industry's leading names. The company aims to set new standards for leisure and lifestyle through diversified business platforms and to enhance value for all its stakeholders based upon a philosophy of sustainable development and delivering benefits to local communities. To learn more, please visit www.shotelsresorts.com or follow us on [Facebook](#), [Instagram](#), [Youtube](#), or [LinkedIn](#).



ABOUT WEWD

Wai Eco World Developer (WEWD) is an investment and development group in Myanmar belonging to Wai Family Group of Companies, which has major focus on gem and jewellery business. With the opening of economy last six years ago, WEWD has rapidly diversified both regionally and locally with the real estate development as its one of the major directions. WEWD proudly paired with SHR in the development of an exciting, and prestige resort in the Island 3 of the Emboodhoo Lagoon as its first major oversea investment. The Company is planning to develop a number of hotels and resorts in major cities and tourist destinations of Myanmar. Opening jewellery shops in some of the major cities of the region soon is part of the Company's portfolio. WEWD is also active in local F&B business. Creating new projects which have never been before in Myanmar is one of the Company's missions.

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