



Press Release
19 JUNE 2024

ALL - Accor Live Limitless Named Best Hotel Loyalty Program at 2024 Travel+Leisure Luxury Awards Asia Pacific



From left to right; Victoria Sertic, Senior Vice President of Brand, Marketing & Loyalty, Middle East, Africa, Turkey & Asia Pacific, Premium, Midscale & Economy, Accor; Paul Adams, Head of Global Partnerships APAC, Travel + Leisure SEA & Travel + Leisure India; Jeninne Lee-St. John, Editor-in-chief at Travel+Leisure Southeast Asia; Ianic Menard, Vice President of Operations, Thailand, Laos, Cambodia and Myanmar, Accor; and Alice Jenkins, Senior Director of Brand Management and Marketing, Middle East, Africa, Turkey & Asia Pacific, Premium, Midscale & Economy, Accor

SINGAPORE, 19 JUNE 2024 – Global hospitality leader, **Accor**, proudly announces that its lifestyle loyalty program, **ALL - Accor Live Limitless**, has been honoured with the prestigious

Best Hotel Loyalty Program award at the **2024 Travel+Leisure Luxury Awards Asia Pacific**.

This accolade, presented on 13 June 2024, underscores Accor's commitment to delivering unparalleled experiences and benefits to its members across the region.

ALL - Accor Live Limitless has consistently redefined the concept of loyalty, offering members a comprehensive suite of rewards and personalized experiences that extend far beyond traditional hotel stays. The program's innovative approach and dedication to enhancing guest satisfaction have earned it widespread acclaim and loyal following.

Kerry Healy, Accor's Chief Commercial Officer, Middle East, Africa, Turkey & Asia Pacific, Premium, Midscale & Economy, expressed her delight at receiving this distinguished award: *"We are incredibly honoured to be recognized as the Best Hotel Loyalty Program at the 2024 Travel+Leisure Luxury Awards Asia Pacific. This award is a testament to our unwavering commitment to our members, ensuring they receive exceptional value and memorable experiences through ALL - Accor Live Limitless. Our program is designed to meet the evolving needs of today's travellers, and this recognition motivates us to continue innovating and enhancing the benefits we offer."*

The Travel+Leisure Luxury Awards Asia Pacific celebrates excellence in the luxury travel and hospitality industry, recognizing the finest brands and experiences that cater to discerning travellers. Winning this award highlights Accor's dedication to setting new benchmarks in the industry and reinforces its position as a leader in delivering luxury and exceptional service.

As Accor continues to expand its portfolio and enhance its offerings, ALL - Accor Live Limitless remains at the forefront of its strategy, providing members with exclusive access to a world of benefits, from extraordinary travel experiences to elite status recognition and beyond.

For more information about ALL - Accor Live Limitless and its award-winning benefits, please visit [ALL.com](https://www.all.com).

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ABOUT ACCOR

[Accor](https://www.accor.com) is a world-leading hospitality group offering experiences across more than 110 countries with 5,600 properties, 10,000 food & beverage venues, wellness facilities and flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 45 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor 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, please visit group.accor.com or follow us on [X](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

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