



*Press Release*  
19 APRIL 2024

## *Accor Partners with Rakuten Group to Convert Rewards*

**PARTNERSHIP UNLOCKS A RANGE OF LIFESTYLE AND SHOPPING BENEFITS  
FOR LOYALTY MEMBERS**



(From left to right)

Christophe Etchegaray (Senior Vice President Global Partnerships, Accor), Kerry Healy (Chief Commercial Officer, Middle East, Africa, Turkey & Asia Pacific, Premium, Midscale & Economy, Accor), Sho Shindo, (Vice Director, Platform Strategy Supervisory Department, Rakuten Group), Fumihiko Nagatomi (General Manager, Hotel Partnership Development Department, Rakuten Group)

**TOKYO** – Global hospitality leader, **Accor**, today announced a new partnership with **Rakuten Group, Inc.**, a global technology leader



As part of the partnership, members of Accor's lifestyle loyalty programme, **ALL - Accor Live Limitless**, can convert their ALL Reward points into Rakuten Points from June 2024, at 2,000 ALL Reward points for 1,600 Rakuten Points. From September 2024, Rakuten members can convert their Rakuten Points into ALL Reward points, at 3,200 Rakuten Points for 1,000 ALL Reward points.

Accor and Rakuten signed a memorandum of understanding for a comprehensive partnership in January 2023, with the upcoming points exchange agreement as its first accomplishment. The parties continue to explore initiatives to further strengthen its partnership, including a collaboration with Rakuten Travel, a leading online travel agency serving over 40,000 hotels and ryokans in Japan.

Commenting on the partnership, Kerry Healy, Accor's Chief Commercial Officer, Middle East, Africa, Turkey & Asia Pacific, Premium, Midscale & Economy, said: *"The partnership between Accor and the Rakuten Group is a milestone in our commitment to delivering unparalleled value to our members. By enabling the conversion of points between our platforms, we are not just simplifying the rewards landscape; we are also opening up a world of limitless possibilities for our members to enjoy a wider array of experiences and services. This collaboration underscores our dedication to enhancing the lifestyle offerings that our members love and expect from us."*

On 1 April 2024, Accor doubled its footprint in Japan with the opening of 22 hotels and currently operates a network of 46 properties and over 11,500 rooms, including the MGallery, Pullman, Swissotel, Grand Mercure, Novotel, Mercure, ibis, ibis Styles, and ibis Budget brands. The Group has a pipeline of two hotels – Fairmont Tokyo and Novotel Nara.

Earlier this year, Accor launched an official LINE account – ALL Japan – as one of its main communication channels to offer Japanese users more options to access membership benefits, offers, and hotel information, and partner offers

ALL – Accor Live Limitless is the free lifestyle loyalty programme of Accor that goes beyond hotels and offers. It delivers members truly spectacular experiences, privileges, and rewards. It offers experiences during and after a hotel stay, including 5,500 hotels in more than 110 countries, and across more than 45 hotel brands including Swissôtel, Pullman, Grand Mercure, Novotel, Mercure, and ibis. The loyalty program provides



access to a wide variety of rewards, services, and experiences with strategic partners. ALL helps members live their passions every day with over 2,000 worldwide events, from local discoveries to the year's biggest sporting and musical events.

Rakuten Points is the Rakuten Group's flagship loyalty program that allows members to use their points flexibly across its diverse range of services, covering e-commerce, fintech, digital content and communications. Rakuten Points can also be used offline across Japan at convenience stores, supermarkets and other stores affiliated with the service .

For more information about Accor and Rakuten Group's new partnership or to sign up for ALL Reward points and Rakuten Points, visit **all.com** and **point.rakuten.co.jp**.

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#### **ABOUT ACCOR**

Accor is a world leading hospitality group offering experiences across more than 110 countries in 5,500 properties, 10,000 food & beverage venues, wellness facilities or 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 committed to taking positive action in terms of business ethics & integrity, responsible tourism, sustainable development, community outreach, and diversity & inclusion. Founded in 1967, Accor SA is headquartered in France and publicly listed on Euronext Paris (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit [www.group.accor.com](http://www.group.accor.com) or follow us on [X](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

#### **ABOUT ALL - ACCOR LIVE LIMITLESS**

ALL – Accor Live Limitless is a booking platform and loyalty program that enhances the Accor experience during and beyond the hotel stay. Facilitating seamless connection to Accor hotels across 40+ hotel brands in 110 countries, ALL's booking platform offers an unrivalled choice of stays at the best price, while the loyalty program provides access to a wide variety of rewards, services and experiences, notably with over 100 strategic partners. ALL helps members live their passions every day with over 2,000 worldwide events, from local discoveries to the year's biggest sporting and musical events and chef masterclasses. ALL – Accor Live Limitless is the loyalty program most awarded by travellers. Discover ALL at [all.com](http://all.com).

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