

I hope this latest update finds you well and in good spirits. Following our last message mid-April, we wanted to keep you informed of recent steps taken as we navigate toward the exit of the current crisis.

Leading from the heart

The effects of the pandemic on the communities where we operate have been considerable. But times like these have seen the best of solidarity emerge as our teams around the world continue to implement local initiatives in support of the places we call home. Hotels have opened their doors to health care professionals, first responders and all those on the front lines on the fight against Covid-19, as well as the most vulnerable segments of society. And the 70m€ Covid-19 fund which was created by Accor has already started distributing funds to people in need.

Committed to cleanliness; elevating our standards

Welcoming, safeguarding and taking care of others is at the very heart of what we do and who we are. While we deliver high standards of hygiene and cleanliness in all our brands globally, due to the COVID-19 pandemic and to ensure guest safety as hotels reopen, we have elevated those norms even further by launching the [ALLSAFE](#) Cleanliness Label which represents some of the most stringent cleaning standards & operational protocols in the world of hospitality.



Expert advisement for maximum efficacy

These standards have been vetted by Bureau Veritas, a world leader in hygiene & cleanliness inspection, with additional oversight in North & Central America by Dr. Amesh Adalja, Senior Scholar at the Johns Hopkins University Center for Health Security & fellow with the Infectious Diseases Society of America, and Ruth Petran, Ph.D., CFS, Senior Corporate Scientist, Food Safety & Public Health, Ecolab. These measures include a reinforced cleaning program with frequent disinfection of all high-touch public areas like elevators and public restrooms, an enhanced in-room cleaning program using hospital grade cleaning materials, as well as new standards to ensure physical distancing measures throughout the hotel.

Helping our guests to stay safe and stay well

With a vision of supporting our guests, both through these challenging times and into the future, we have also launched a new wellbeing platform for Accor's North & Central America region hotels – '[ALL Stay Well](#)'. Building on Accor's demonstrated commitment to making wellness a standard of travel, 'ALL Stay Well' will explore how wellbeing is integrated into the travel experience, introducing new programs to promote physical, mental and social health, through the COVID-19 pandemic and beyond. With an initial focus on COVID-19 prevention, [ALLStayWell.com](#) offers an interactive view of the guest journey, detailing the stringent new health & safety standards being implemented at more than 20 key touchpoints throughout a stay or visit, in order to protect and care for our guests and employees.

A strategic partnership delivering unique medical assistance in hotels worldwide

Taking our commitment to caring for travelers one step further, we have established a strategic partnership with AXA, a global leader in insurance, to provide medical support to guests in our hotels worldwide. Guests will benefit from AXA's most recent advances in telemedicine, with free access to medical teleconsultations during their stay. Guests will also get access to AXA's extensive medical networks with tens of thousands of vetted medical professionals. This will allow hotels to make the most relevant referrals (eg language, speciality, etc.) to guests in the 110 destinations where Accor is present.

In essence, we have put in place a multi-layered global and regional program designed to maximize employee and guest care and safety.

Creating flexibility for guests

We remain committed to adapting our cancellation policy throughout the crisis and providing guests with the most flexibility possible. Individual guests who booked a non-flexible rate directly with Accor for travel through 30 June 2020 have different options, including credit vouchers in most locations. Full details and regular updates are available at [all.accor.com](#).

For our ALL-Accor Live Limitless members

When the time does come to travel again, we want to make sure that guests have the opportunity to take full advantage of their elite status and points – as a result, a number of initiatives have been implemented for members including **extending** the status members earned in 2019 to 31 December 2021; **pausing the expiration of reward points** through 15 December 2020; **Rolling over status nights/ points** earned between 1 July 2020 and 31 December 31 2020, allowing members to earn elite status faster in the 2022 program year. For Platinum and Diamond members, all unused **Suite Night Upgrades** as of December 31, 2020 will be extended for 12 months.

Lastly, ALL members can directly contribute to the COVID-19 recovery effort, thanks to the recently launched [Points On A Mission](#) program. ALL Points donated to partner organizations responding to COVID-19 will be converted into cash and matched by Accor.

We will travel again!

After the most difficult months of the crisis, we are moving steadily into recovery, even if we might not be sure how long it will take. Over the past weeks, we have re-opened more than 250 hotels and we are optimistic about the relaunch of some international flight routes. We look forward to traveling again and meeting in person somewhere soon. Thank you for your continued support.

Best wishes,



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We Are All In This Together

#ALLtogether

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