



Accor introduces diverse portfolio of branded residences

Accor has introduced a diverse portfolio of branded residences featuring privately owned apartments, villas and chalets.

Establishing itself as a global leader within the red-hot branded residences sector, Accor has also introduced a new website that will showcase the group's impressive collection of branded residence offerings at accor-residences.com.

Most of Accor's branded residences are co-located with an Accor-managed hotel. In resort locations, purchasers of branded residences may have the option to participate in a managed rental programme, enabling them to generate rental income when not enjoying their home personally. Accor has established a dominant position in the

lifestyle hospitality sector through its joint venture with Ennismore. Few properties under the Accor and Ennismore branded residence portfolios include, Raffles Boston Back Bay Hotel & Residences, Fairmont Century Plaza Residences, MGallery Residences MontAzure Lakeside, Pullman Residences Newton, Singapore, SLS Dubai Hotel & Residences, SO/ Kuala Lumpur Hotel & Residences and Mondrian Residences Gold Coast.

"Accor's activity in the hotel-branded residences sector is a perfect example of the Group's entrepreneurialism, innovation and powerful drive to lead the industry in any venture in which it gets involved. Accor brands like Raffles and Fairmont have been pivotal in the evolution of branded residences for nearly two decades. Thanks to these trailblazing frontrunners, we've been able to apply the expertise we've acquired by introducing private residences to a number of our brands in recent years. Accor now offers the industry's most comprehensive portfolio of branded residences, introducing inspiring new visions for homeownership across a wide spectrum of consumer segments," said Jeff Tisdall, Senior Vice-president- Development, Residential and Extended Stay, Accor.

"It's an exciting time as we are seeing an increasing preference among developers and hotel owners for projects that combine a hotel with a private residence component. Consumers are eager to invest in real estate that will be managed by a trusted hotel brand with the knowledge they'll also have access to an atmosphere and experiences that are near to their hearts. A key focus of Accor's development strategy is to accelerate the expansion of our branded residential portfolio, with the right projects in the right markets," said Agnès Roquefort, Chief Development Officer, Accor.