

BECOME AN ACCOR FRANCHISEE

# Frequently Asked Questions

## 1. Why should I choose Accor as my franchise partner?

Effectively running a hotel, offering a high-quality product and attracting and retaining customers requires a variety of skills, particularly in an increasingly competitive environment. Becoming an Accor franchisee means joining forces with a partner who is in the same business as you. Sharing the experience and expertise Accor has acquired over nearly 45 years will help you with the day-to-day running of your hotel and make your life easier. Joining us means securing new customers, being able to count on a proven concept, benefiting from a strong brand image and taking advantage of a global communication strategy and the cost savings offered by a centralized purchasing system, ... As an Accor franchisee, you'll always be one step ahead and you'll never have to face the ups and downs of the hotel business alone.

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## 2. How do I know if the franchise system is right for me?

If you're a hotel owner or see yourself as an entrepreneur and if you're ambitious and want to maximize your chances of success, then the franchise system might well appeal to you.

Becoming a franchisee enables you to remain the owner of your hotel and legally independent, while boosting your hotel's profile, giving you access to proven business tools and methods, and allowing you to join a community of professionals who share your ambitious objectives.

In exchange, you agree to take part in a corporate project, to adopt and embrace a brand concept that is not your own, to strive continuously for excellence and to contribute to the success of an entire network.

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## 3. I don't have any experience in the hotel industry. Does that make me ineligible?

The Accor franchise system is open to everyone. There's no model profile. We welcome all types of professionals, whether hotel owners, investors looking to diversify their portfolios or entrepreneurs seeking a new challenge. What's important to us is that you have a good understanding of customer service and that you share our vision for the hotel business and for the franchise partnership. We want to work with you to build a sustainable, profitable partnership that delivers mutual success.



#### 4. I want to buy a hotel and I'd like it to have an Accor banner. At what stage should I contact Accor? Can you help me with the acquisition process?

Accor does not propose hotels or land to franchise candidates. However, when you have found an interesting opportunity, don't hesitate to get in touch with us. Our experts can give you advice and, where appropriate, support your requests for financial backing. Once your project has been accepted by Accor, a team of experts will be at your side to help you embrace the brand and its concept and market it appropriately.

Accor has teams in all of its host countries, which means you also benefit from our local know-how.

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#### 5. I'm a hotel owner and I'd like to become an Accor franchisee. What do I need to do?

First, you need to get in touch with the franchise developer in your country via e-mail or the online contact form at [www.accor.com](http://www.accor.com) (Go to the Franchise & Management section, click on "Contacts and countries information" and select your country. Once you have found the person in charge of franchise development for your country, click on "Contact"). This preliminary step gives the franchise developer an overview of your project. Further exchanges between you and the franchise development team will enable us to determine whether your hotel is suitable for one of our brand's networks. Next, the contract is drawn up. Lastly, our dedicated teams of high-qualified professionals will accompany you throughout the period between the signature of the contract and the opening of your hotel under an Accor brand to ensure a smooth, stress-free transition.

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#### 6. Are you targeting particular regions for development?

Accor is present in nearly 90 countries worldwide and adapts its development strategy to each market's specific conditions. Our local teams carefully examine all of the projects submitted and assess them according to the network in place, the market's potential and any projects already underway. The franchise developer in each country responds to queries on a case-by-case basis.

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#### 7. How much does it cost to be an Accor franchisee?

The entrance fees and annual royalties are calculated in accordance with the hotel's location and category. Paid upfront, the entrance fees vary between €600 and €2,500 per room. The annual royalties are paid throughout the life of the contract (10 to 12 years) and vary from 5 to 8% of revenue. There is also the additional cost of bringing the hotel in line with the brand's standards. Our teams can help you estimate the budget necessary, depending on the current state of your hotel.

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#### 8. I have more questions I'd like to ask. Who can I contact?

You can contact the Accor developer for your country who serves as the primary interface for all franchise candidates. An Accor ambassador, the local developer is your advisor and coordinator, providing you with a permanent link to the Group and studying, assessing and managing your project, whether it involves rebranding, renovation or new construction. The developer acts as the intermediary between the candidate and the various Accor experts involved in the process, right up until the franchise contract is signed.