



Press release

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Accor announces the global launch of “Accor Key”, a digital key solution

Accor announces the global roll-out of its digital key solution, “Accor Key”, in line with the Group’s strategy to provide a contactless guest journey in its facilities. This exciting new step for Accor confirms its ambition to innovate and invest in high-quality technological solutions to deliver the very best and most convenient experience for its guests.

The focus of the rollout will be to provide customers with a keyless door entry solution, while ensuring that hotels do not lose the human touch that guests require. On arrival at their destination, customers will receive their room key virtually upon downloading Accor’s digital key app. Customers will then be given access to rooms, entry to meeting rooms and floor access via lifts using their smartphone. Once departing the hotel, the mobile key will automatically be deactivated.

Patrick Mendes, Chief Commercial Officer Accor, in charge of Sales, Marketing, Distribution and Loyalty, said: “We are thrilled to announce the launch of “Accor key” within our entire network. Making contactless and seamless guest experiences a reality is a priority for Accor. “Accor key” is a great example of how the Group can build solutions and deploy them efficiently in all Accor operating countries.”

Floor Bleeker, Chief Technology Officer Accor, added: “We always strive to adopt technology which can improve the overall guest experience. Guests increasingly seek contact-light travel and hotel experiences. Therefore, the easy to operate and highly practical application will provide a streamlined process for our guests.”

Accor key program will be delivered through a partnership with STAYmyway. **Faustino Fernandez, STAYmyway founder & CEO** commented: “We are honored to be working with such an innovative company at such a critical time in our industry. A recent Deloitte study shows that 60% of travelers are more likely to stay at a hotel that allowed contactless check in and the ability to use a smartphone as a room key—16% even say it’s a “must have”. The demand is even higher for frequent travelers. ”



Following successful pilot programs in North America, Europe and Asia, the roll out will start in all new Accor hotels opening in 2021 and extend to existing properties with an objective to equip 500 hotels with Accor Key this year, and at least 50% of all rooms across the network within the next five years.

By providing customers access to their rooms without a physical key, Accor will also help reduce the amount of plastic used for traditional key cards and cardboard for the key holder.

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ABOUT ACCOR

[Accor](#) is a world leading hospitality group consisting of more than 5,000 properties and 10,000 food and beverage venues throughout 110 countries. The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing luxury and premium brands, midscale and economy offerings, unique lifestyle concepts, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor also boasts an unrivalled portfolio of distinctive brands and approximately 300,000 team members worldwide. Over 65 million members benefit from the company's comprehensive loyalty program [ALL - Accor Live Limitless](#) - a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 – Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the group 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: ACRYF) in the United States. For more information visit group.accor.com or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#).

ABOUT STAYMYWAY

STAYmyway is an innovative company based in Europe that enables hoteliers and vacation rentals property managers to offer mobile access to their guests. The mobile solution includes many features such as ID/passport verification, selfie match, virtual registration card. STAYmyway proprietary solution is compatible with most existing locks and can be self-installed, saving costs, and extending for years the life of current locks, being the fastest cheapest and easiest way to roll up a mobile key in a hotel.



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