

Accor Plus Unveils ALL Accor+ Explorer, Designed for More Member Value

On 1 October 2025, Accor Plus will rebrand and transition all existing memberships into a premium and enhanced **ALL Accor+ Explorer** subscription.

[SINGAPORE, Tuesday, 5 August 2025] – [Accor Plus](#), Asia Pacific's leading travel loyalty subscription programme, is set to usher in a new era under the **ALL Accor+** brand. On 1 October 2025, all existing memberships will upgrade to **ALL Accor+ Explorer**, unified under a premium flagship product. Members will experience greater value with guaranteed ALL Accor Gold status or higher in Accor's free global loyalty programme, two nights free every year and expanded global discounts.

The reimagined ALL Accor+ Explorer sets a new benchmark for travel loyalty subscriptions, delivering more value, recognition and elevated experiences than any other subscription in the region. This next chapter reflects Accor Plus's enduring commitment to innovation, continually evolving to meet the needs of today's most discerning travellers, and staying ahead of what's next. With over three decades of growth, the programme today delights more than 450,000 members across Asia Pacific.

ALL Accor+ Explorer is designed to lead the future of loyalty subscription. With the global subscription economy gaining in market size and popularity across many industries, more consumers are poised to adopt travel subscription services in an underserved category.

"Accor Plus has pioneered travel subscriptions in Asia Pacific for over 30 years, uniquely positioning us to meet the rising demand in this category across the region," said Emilie Couton, CEO, Accor Plus. "We go far beyond providing exceptional value to members with the ALL Accor+ Explorer membership, driving loyalty through exclusive access to benefits and experiences, and building a community of like-minded travellers who are explorers at heart."

The enhanced ALL Accor+ Explorer membership reflects what members truly value, with elevated benefits including:

- **More Free Stays:**
2 Stay Plus FREE Nights annually across Asia Pacific
- **Red Hot Rooms:**
Up to 50% off hotel stays with Red Hot Rooms in Asia Pacific
- **Access More:**
15% off the public rate at 30+ hotel brands across 4,500+ Accor hotels worldwide
- **Exclusive Dining Savings:**
30% discount on dining and 15% discount on drinks at 1,600+ restaurants and 1,200+ bars across Asia Pacific
- **Guaranteed ALL Accor Gold Status:**
Qualify for instant ALL Accor Gold status or higher with a bonus of 30 Status Nights each year. Gold Status benefits include room upgrades, early check-in, late check-out (where available)
- **Exclusive Member-Only Events and Offers:**
Priority access to limited-time benefits and unforgettable experiences

To guide the design of the upgraded membership benefits, the Accor Plus team conducted extensive research¹ with members throughout Asia Pacific.

“Over the past 18 months, Accor Plus has listened closely to our members, our hotel teams, and our people. We’ve combined that with data insights and research to understand what truly matters to today’s traveller, and where loyalty needs to go next,” said Couton.

“Today’s members are looking for more: more value, more recognition, more consistency, and more meaningful experiences. ALL Accor+ Explorer is a strategic enhancement built for discerning travellers who want more than perks. With ALL Accor+ Explorer, we’re once again reimagining what loyalty and subscription can be, delivering lasting value and travel experiences that truly stay with you. Because for us, loyalty isn’t just a programme, it’s how we make people feel every time they travel,” said Couton.

The refreshed ALL Accor+ loyalty subscription brand brings opportunities for strategic growth and builds on its strong connection with Accor’s global free loyalty and booking platform, ALL Accor.

ALL Accor+ is seamlessly integrated within the ALL Accor global loyalty ecosystem – allowing members to effortlessly apply ALL Accor+ membership benefits, while simultaneously earning and redeeming ALL Accor Reward points and accumulating Status Nights through its unified booking platform and mobile app. This integration simplifies the customer journey and rewards into a frictionless process that enhances the overall travel and booking experience.

Accor Plus’ 450,000+ members are highly engaged, staying 5 times more nights than non-members, with over 3.1 million nights at Accor hotels in 2024. They also redeemed more than one billion ALL Accor Reward points and accessed more than 2,300 exclusive offers for unforgettable stays and experiences.

ALL Accor+ Explorer benefits will be available at 25+ Accor hotel brands across Asia Pacific, including Raffles, Sofitel Legend, Fairmont, Sofitel, MGallery, 25hours, Hyde, Mondrian, Mama Shelter, SO/, Art Series, Pullman, Swissôtel, Mövenpick, Grand Mercure, Peppers, The Sebel, Mantra, Handwritten Collection, Novotel, Mercure, Tribe, Neqta, BreakFree, ibis, ibis Styles and ibis Budget. Additional perks include 15% off hotel stays at over 30 hotel brands worldwide, along with ALL Accor Gold status or higher privileges.

All members with an active Accor Plus subscription will be upgraded to an ALL Accor+ Explorer membership from 1 October. New members can experience all the benefits of an ALL Accor+ Explorer membership for an annual subscription of USD 229.

– ENDS –

1. Research was conducted by Forethought Outcomes in October 2024 with more than 7,000 members and over 200 hotels across 12 countries, including: Australia, New Zealand, India, Singapore, Indonesia, Philippines, Vietnam, Thailand, Japan, Hong Kong, South Korea and Malaysia.

A UNIFIED BRAND ECOSYSTEM

Accor	The corporate parent that oversees all hotel brands, loyalty, distribution and business operations across the ecosystem.
Accor Plus	Accor Plus develops, sells, and manages ALL Accor+ Explorer.
ALL Accor	The free global loyalty programme and booking platform.
ALL Accor+	The paid subscription programme that offers a loyalty subscription line of products.
ALL Accor+ Explorer	The premium product of the ALL Accor+ subscription line. It replaces all existing Accor Plus memberships on 1 October 2025.

Media Toolkit

Assets and an infographic for download via Dropbox at the link [here](#).

ABOUT ACCOR PLUS

Accor Plus is Accor's loyalty subscription business and the operator of its flagship ALL Accor+ Explorer membership. Founded in Sydney in 1994, Accor Plus has led the loyalty subscription category in the Asia-Pacific region for over 30 years, delivering exclusive experiences and value to more than 450,000 members across 20 countries. As a wholly owned subsidiary of Accor, Accor Plus develops, sells and manages membership subscriptions, including the premium ALL Accor+ Explorer product. Members gain exclusive access to worldwide savings from a portfolio of brands, Gold ALL Accor status or higher, and access to complimentary hotel nights, dining privileges and more. Discover more at www.accorplus.com. Connect with us [@accorplus](#).

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