

UNDERSTANDING

ACCOR LIVE LIMITLESS

YOUR COMPLETE GUIDE TO EUROPE, AFRICA
& ASIA-PACIFIC'S LEADING HOTEL PROGRAM



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WELCOME MESSAGE

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WELCOME TO YOUR ACCOR LIVE LIMITLESS GUIDE

Welcome to your Accor Live Limitless Guide, curated by Le Travelogist!

Accor Live Limitless (ALL) is Europe's leading hotel loyalty program and the dominant choice for travelers across Europe, Africa, the Middle East, and Asia-Pacific. With 5,500+ hotels across 110 countries and 40+ brands — from ibis budget to Raffles and Orient Express — ALL covers more geographic ground in key international travel corridors than any North American program.

This guide will help you:

- Understand the ALL points system and the unique Reward Points vs. Status Points distinction
- Navigate the four-tier status ladder from Classic to Diamond
- Discover ALL's lifestyle benefits — restaurants, spas, and experiences beyond hotel stays
- Leverage Accor's airline transfer partnerships
- Identify when ALL delivers better value than Marriott or Hilton for European and African trips

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INTRODUCTION

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WHAT IS ACCOR LIVE LIMITLESS?

Accor Live Limitless (ALL) is the loyalty program of Accor — the Paris-headquartered hospitality group and Europe's largest hotel operator. Launched in 2019 as a rebrand of Le Club AccorHotels, ALL positions itself as more than a hotel loyalty program — it's a lifestyle platform covering stays, dining, entertainment, and wellness.

Key ALL fundamentals:

- Join free — earn from your first eligible stay
- **Two point types:** Reward Points (redeemable for discounts) and Status Points (count toward elite tiers)
- Four elite tiers: Classic, Silver, Gold, Diamond
- 40+ hotel brands from ibis to Raffles and Fairmont
- Lifestyle partnerships — earn at non-hotel partners including restaurants, spas, and events
- Points expire after 12 months of inactivity

ALL's defining advantage: For European, African, and Middle Eastern travel, Accor's coverage is unmatched. With strong Novotel, Mercure, and Sofitel presences in cities where Marriott and Hilton have limited inventory, ALL is often the only loyalty-earning option in key destinations.



Accor's 40+ brands span every price point and travel style — from the globally ubiquitous ibis to iconic luxury brands like Raffles, Fairmont, and the reimagined Orient Express.

TIER	KEY BRANDS	BEST FOR
Luxury & Ultra Luxury	Raffles, Orient Express, Fairmont, Sofitel Legend, Banyan Tree	Premium redemptions, milestone stays
Premium	Sofitel, MGallery, Pullman, The Hoxton, Swissôtel	Leisure travel, distinctive design properties
Midscale	Novotel, Mercure, Mövenpick, Mama Shelter	Business travel, consistent comfort, city centers
Economy	ibis, ibis Styles, ibis budget, greet	Budget-conscious travel, highest point-per-dollar earning

Geographic Strengths

- **Europe** — Dominant coverage in Paris, London, Amsterdam, Berlin, Rome, and hundreds of smaller cities
- **Africa** — Strongest presence on the continent; essential for travel to West, East, and Southern Africa
- **Asia-Pacific** — Strong in Southeast Asia, India, Australia, and China through Swissôtel and Pullman
- **Middle East** — Growing presence in UAE, Saudi Arabia, Qatar through Fairmont and Sofitel



Two Types of Points — An Important Distinction

Reward Points: Used to book discounts on stays. Earn 2 Reward Points per €10 spent at most Accor properties.

Status Points: Count toward your elite tier. Earn 5 Status Points per €10 spent on eligible stays. These do not roll over — they reset annually to determine your tier for the following year.

Stays — Base Earning

Earn on room rates, dining at hotel restaurants, spa services, and meetings and events booked at Accor properties. Always book directly through accor.com or the ALL app.

ALL Dining & Lifestyle

ALL's lifestyle platform lets members earn points at participating partner restaurants, fitness centers, and experience providers — even without staying at a hotel. This is unique among the major programs and makes ALL useful for city residents, not just travelers.

Airline Transfers — Earning in Reverse

Transfer airline miles into ALL Reward Points at participating programs including Flying Blue (Air France/KLM). This is useful for consolidating a small airline balance into hotel stays.

ALL Gift Cards & OPEN

Purchase ALL Gift Cards and earn points on the amount. The OPEN corporate platform lets business travelers earn ALL points on company-paid stays.

Key distinction: Always track BOTH your Reward Points (for redemptions) and Status Points (for tier qualification) separately. The ALL app dashboard displays both balances clearly — review it before and after each stay.



ALL has four elite tiers based on annual Status Points earned. The transition from Gold to Diamond delivers the most significant benefit upgrade — particularly for European and African travelers.

STATUS	STATUS POINTS/YEAR	KEY BENEFITS
Classic	0	Base earning, member rates, digital check-in
Silver	800 pts (approx. 8 nights)	Welcome drink, late check-out (subject to availability), 10% bonus points
Gold	3,000 pts (approx. 30 nights)	Room upgrade (space available), early check-in, guaranteed late check-out, 20% bonus
Diamond	7,500 pts (approx. 75 nights)	Suite upgrades, lounge access (select properties), guaranteed early/late, 30% bonus, personal concierge (select properties)

Status Points Calendar

Status Points reset on **January 1st each year**. Your status for the upcoming year is determined by Status Points earned in the prior calendar year. Unlike some programs, Accor does not offer a status extension period — plan your qualifying stays to complete before December 31st.

GOLD STATUS SWEET SPOT: 30 QUALIFYING NIGHTS PER YEAR IS ACHIEVABLE FOR MODERATE BUSINESS TRAVELERS — AND GOLD STATUS AT FAIRMONT, SOFITEL, AND PULLMAN PROPERTIES DELIVERS MEANINGFUL UPGRADE AND LATE CHECK-OUT BENEFITS THAT CHANGE THE TRAVEL EXPERIENCE.



Reward Points — Hotel Discount Vouchers

Unlike most programs where you book a "free night," ALL Reward Points convert into **discount vouchers** used against hotel stays. Every 2,000 Reward Points = €40 discount voucher (approximately 2¢ per point when used on premium stays).

How to Maximize Voucher Value

Vouchers deliver better value when applied to higher-rate stays. A €40 voucher off a €400 Sofitel night (10% discount equivalent) delivers far more effective value than applying the same voucher to a €60 ibis booking (67% discount, but low absolute saving).

POINTS	VOUCHER VALUE	BEST APPLICATION
2,000	€40 / ~\$45	Midscale stay one night
4,000	€80 / ~\$90	Premium stay, substantial saving
8,000	€160 / ~\$180	Luxury stay weekend
16,000	€320 / ~\$360	Fairmont or Raffles stay

ALL Experiences

Redeem Reward Points for unique experiences — culinary events at partner restaurants, spa access, concerts, and cultural events through the ALL Experiences platform. An exclusive Accor feature not available in most competing programs.

Best ALL redemption: Apply accumulated vouchers toward a multi-night stay at a Raffles, Fairmont, or Sofitel Legend property during shoulder season. The voucher effectively provides a discount on a high-cash-rate room, delivering 2–3¢ equivalent per point.



ALL's Lifestyle Platform — Beyond Hotel Stays

Accor Live Limitless is designed to function as a year-round lifestyle program, not just a hotel loyalty scheme. Members can earn Reward Points through:

- **ALL Dining** — earn at 1,200+ partner restaurants and food & beverage venues across Europe
- **ALL Fitness** — earn at partner gyms and wellness centers
- **ALL Entertainment** — earn on event and concert tickets at partner venues
- **ALL Limitless Weekend** — earn on short break packages combining stays with local experiences

Airline Transfer Partners

ALL Reward Points can be converted to miles with a selection of airline partners:

AIRLINE	TRANSFER RATIO	BEST USE
Air France / Flying Blue	2,000 ALL = 1,000 miles	SkyTeam redemptions, Promo Rewards
Iberia Plus (Avios)	Varies by offer	oneworld / short-haul Europe
Qantas Frequent Flyer	Varies by offer	Australia, Asia-Pacific routes

ALL-TO-FLYING BLUE STRATEGY: CONVERT ALL POINTS TO FLYING BLUE MILES WHEN A MONTHLY PROMO REWARD ALIGNS WITH A DESTINATION. THE COMBINED EARNING — HOTEL STAYS + AIRLINE DISCOUNT — CAN DELIVER EXCEPTIONAL VALUE ON A SINGLE EUROPEAN TRIP.



CHAPTER 7

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TIPS TO MAXIMIZE ACCOR LIVE LIMITLESS

- Always book direct at accor.com or the ALL app — OTA bookings earn zero points and deliver no status benefits
- Track Status Points separately from Reward Points — they serve completely different functions
- Apply vouchers to Fairmont, Sofitel, or Raffles stays for maximum per-point value
- Use the ALL Dining and Fitness platforms to earn points between hotel stays
- Convert to Flying Blue during Promo Reward months for exceptional combined value
- Complete Gold or Diamond qualifying nights before December 31st — status resets hard on January 1st
- Register for Accor's seasonal double-points promotions before each stay

When to Choose ALL Over Other Programs

- **Traveling to Africa** — Accor's African coverage is unmatched; no other major program comes close
- **Budget European travel** — ibis and ibis Styles properties are everywhere; earn on every stay
- **City stays in Paris, Amsterdam, Lyon, or Casablanca** — Novotel/Mercure dominate central locations
- **Middle East business travel** — Fairmont and Sofitel presence in Dubai, Riyadh, and Doha

Ready to Build Your Accor ALL Strategy?

Book a free discovery call with Le Travelogist for a personalized Accor Live Limitless roadmap.

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