

Accor plans 350 new hotels across global markets

Accor has unveiled an ambitious global growth plan for 2026, with approximately 350 new hotels, resorts, and hospitality concepts set to open across its portfolio of more than 45 brands. The group aims to strengthen its footprint in both established and emerging destinations, including Miami, Shanghai, Melbourne, Venice, and several key markets across the Middle East, Europe, and Asia.

Luxury & Lifestyle: Landmark Launches

Accor's luxury pipeline is headlined by the debut of the Orient Express Corinthian, the world's largest sailing yacht, launching in June 2026. The vessel will house 54 suites, five restaurants, and exclusive dining spaces curated by multi-Michelin-starred Chef Yannick Alléno, with Mediterranean itineraries beginning in Marseille.

On land, the Orient Express Venezia at Palazzo Donà Giovannelli will open in April 2026, following an eight-year restoration of the 15th-century Venetian palace. The property will offer 47 rooms and suites, blending historical grandeur with elevated contemporary luxury.

Raffles & Fairmont Lead Middle East Expansion

Accor's luxury growth continues in the Middle East with several high-profile openings:

- Raffles Jeddah (early 2026): 142 rooms, 40 suites, and a 48-floor private residence tower
- Raffles The Red Sea: 121 rooms, 14 suites, and 33 villas
- Fairmont The Red Sea: 193 rooms, six dining venues, a spa, and an 18-hole championship golf course

Further global debuts include Fairmont Hanoi, Fairmont New Orleans, Fairmont Dalian, Fairmont Cheshire, and Sofitel Riyadh Hotel & Convention Centre.

Growth Across All Segments

Beyond luxury, Accor will expand its lifestyle, premium, midscale, and economy offerings across multiple continents. Key openings include:

- Delano Miami Beach
- Mondrian Maldives
- Rixos Phu Quoc, Vietnam
- Mama Shelter Lake Como
- Pullman Ninh Binh
- ibis Bangkok Ratchathewi
- greet Alicante Centro

These additions reinforce Accor's strategy of catering to diverse travel preferences and delivering distinct experiences across segments and geographies.

ALL – Accor's Unified Platform

Travelers can explore and book all upcoming properties—as well as Accor's network of over 5,700 hotels worldwide—through the ALL Accor loyalty and booking platform, which offers seamless reservations, rewards, and member-exclusive benefits.