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## ALL-Accor Live Limitless offers even more experiences to its members through Fever, available in 100 global destinations

**Accor is enhancing its loyalty program ALL-Accor Live Limitless with a new range of experiences in partnership with Fever, the leading global live-entertainment discovery platform. This new service, initially available in 50 gateway cities, will soon be extended to 100 global destinations. It will provide members - in their local city or while traveling - with access to 1,500 activities, including the best live entertainment, local tourism, cultural events and ticketing solutions.**



**April 14 2022** - To increase its footprint in the experiential sector, Accor, a world leader in hospitality, and Fever – the leading global live-entertainment discovery platform that helps more than 60 million people each week to discover the best experiences in their city – have today announced a strategic partnership. This alliance aims to broaden the range of digital services provided throughout the year to ALL-Accor Live Limitless members and will constantly unlock brand-new experiences, including immersive exhibitions, interactive theater, candle-lit classical concerts in beautiful locations, festivals and much more.

In addition to existing ticketing access included within ALL, covering major sporting events (PSG matches, French Open, Rolex Paris Masters, etc.), food festivals (Taste Paris, London, Sao- Paulo) or legendary concerts at the Accor Arena Paris, this new destination-based service will expand the program's portfolio adding some of the best-rated experiences. These will be suitable for a night out, a weekend with friends and family in your city, or a holiday on the other side of the world.

ALL members can seamlessly reserve and obtain confirmation on [www.all.com](http://www.all.com) or on the ALL app, either by using ALL Reward points or by paying with their credit card while being rewarded with incremental ALL points. This collaboration between Accor and Fever will reinforce the Group's Augmented Hospitality strategy, offering even more services and rewards.

According to **Mehdi Hemici, Accor's Chief Loyalty & Partnership Officer Accor**: "We want to give our loyalty members – whether during their day-to-day lives or during vacations – the chance to easily reserve experiences at any time in the heart of the city they're in. As well as accessing numerous events and enjoying life to the full, they will be able to use their points to make reservations earning even more in the process! Fever's expertise will enable ALL– Accor Live Limitless to offer its members the best possible experiences. This new service will also appeal to new members who will find our program even more attractive. This is further proof that the Group's operations extend beyond the walls of its properties once again underlining our Augmented Hospitality strategy."

**Ignacio Bachiller Ströhlein, Fever's co-founder and CEO** said: "We are excited to be able to bring thousands of our curated experiences from around the world to the entire Accor loyalty program community. This alliance will not only enable those millions of travelers to enjoy the cities like locals but will also be a further step in our mission to democratize access to culture and entertainment."

Our first 50 cities:

Adelaide	Brussels	Lisbon	Miami	São Paulo
Atlanta	Chicago	Liverpool	Munich	Seattle
Auckland	Dallas	London	Nantes	Seville
Barcelona	Dubai	Los Angeles	New York	Singapore
Berlin	Dublin	Lyon	Nice	Sydney
Birmingham	Geneva	Madrid	Paris	Toulouse
Bordeaux	Glasgow	Manchester	Perth	Valencia
Boston	Gold Coast	Marseille	Porto	Vienna
Brisbane	Hamburg	Melbourne	Rio de Janeiro	Washington DC
Bristol	Lille	Mexico City	San Francisco	Zurich

## ***About Accor***

*Accor is a world leading hospitality group consisting of 5,300 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 more than 40 luxury, premium, midscale and economy hotel brands, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor's unmatched position in lifestyle hospitality – one of the fastest growing categories in the industry – is led by Ennismore, a joint venture, which Accor holds a majority shareholding. Ennismore is a creative hospitality company with a global collective of entrepreneurial and founder - built brands with purpose at their heart. Accor boasts an unrivalled portfolio of distinctive brands and more than 260,000 team members worldwide. 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: ACCYY) in the United States. For more information visit [group.accor.com](http://group.accor.com), or follow Accor on Twitter, Facebook, LinkedIn, and Instagram.*

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#### ABOUT FEVER

Fever is the leading global live-entertainment discovery platform, helping millions of people every month to discover the best experiences in their cities, with a mission to democratize access to culture and entertainment in real life. Through its platform, Fever inspires its community to enjoy unique local experiences and events, from immersive art exhibitions, interactive theatrical experiences, festivals, classical music concerts to molecular cocktail pop-ups while empowering creators with data and technology to create and expand experiences across the world.

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Fever