



# The Business of Travel 2023



Saskia Gentil, SVP Sales Europe & North Africa

**Purposeful travel was the key takeaway identified at Accor's Masters of Travel 2023. The panel of European business leaders met with senior Accor executives to discuss the state of business travel as the market starts to level out and post-pandemic behaviour begins to settle into a new normal.**


Amidst a backdrop of financial and geopolitical uncertainty and concern, it's clear that the demand for travel is back: a robust return to in-person corporate and industry events is driving business travel and a new status quo that balances business needs with social and environmental pressures is being sought. Today, purpose is key to the value equation.

# The demand for travel is back

**IN THIS REPORT, WE SEEK TO UNCOVER SOME OF THE CHALLENGES AND OPPORTUNITIES FACING COMPANIES AS THEY SEEK TO ESTABLISH BUSINESS NORMALITY IN A POST-PANDEMIC WORLD FULL OF QUESTIONS AND CONFUSION. ITS VALUE IS UNDENIABLE, BUT THE *HOW* AND *WHY* OF BUSINESS TRAVEL HAS NEVER BEEN SUCH A CRITICAL ASPECT TO EXPLORE.**



# Is the business world still Zooming from home?

A man in a bright yellow shirt is shown from the waist up, reaching his right arm upwards towards the sky. He is looking up, and his expression is one of aspiration or contemplation. The background is a clear, vibrant blue sky.

Has corporate  
travel spending  
made a full  
recovery  
following the  
pandemic?

ACCOR'S MASTERS OF TRAVEL ADVISORY BOARD MEETING BROUGHT INDUSTRY LEADERS FROM TECHNOLOGY, LAW, ENERGY, ENGINEERING, AND PHARMACEUTICALS TO BRUSSELS TO CREATE A VISION FOR BUSINESS TRAVEL AND CORPORATE MEETINGS POST-PANDEMIC. THE DELEGATES' MISSION WAS TO DIG DEEP INTO THE REAL VALUE OF TRAVEL, EVALUATING ITS ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) DEMANDS AND OUTLINING WHAT BUSINESSES NEED TO PRIORITISE IN 2024 AND BEYOND.

“And why  
didn't we start  
our carbon  
planning 10  
years sooner?”

Masters of Travel Delegate

The pandemic is over and we're ready to travel – but with caveats. A recent Accor corporate client survey discovered that clients' business travel spending was down just 24% compared to 2019, a 10% improvement vs 2022. While a Deloitte survey estimated that by the end of 2024 spending will have returned to pre-pandemic levels.

Virtual meetings are an accepted part of the working landscape in ways that weren't commonplace pre-covid. But until the tech catches up, and holograms can smile with feeling, deals are still being sealed with a handshake.



*In financial terms Accor research shows that business professionals estimate 25% more revenue when meeting face-to-face rather than virtually. And the bottom line isn't the only equation since workers need interaction with colleagues and associates for their mental health and job satisfaction.*

Masters of Travel 2023 also considered how payments are managed when data breaches and dynamic pricing loom large. As well as how to balance carbon output with strategies to travel with purpose: staying longer, getting more done on trips and blending work with leisure (bleisure). Ever rising fuel costs, political instability and understanding the needs of a neuro-diverse workforce (on both sides of the check-in desk) are also altering the way we travel.

Sabine Toplak, VP Corporate & TMC Sales, Europe & North Africa at Accor and Co-Host of Masters of Travel knows the world of corporate travel is changing quickly – and clients and hospitality businesses need to learn how to adapt.

**“Insights gleaned will shape Accor’s thinking around travel, in order to fully understand what businesses are thinking so we can work collaboratively to create solutions to meet their objectives”**

Sabine Toplak

According to Accor research, teams estimate

**25%**  
**more revenue**  
when meeting  
face-to-face





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## The why of business travel- the value equation

THE DELEGATES WERE IN FULL AGREEMENT THAT THEIR BUSINESS TRAVEL POLICY IS ABOUT BEING PURPOSEFUL. EVERY TRIP IS SCRUTINISED IN TERMS OF A RETURN ON INVESTMENT AND EXPECTATIONS (ROI AND ROE).

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## It's a big, big world

WHERE NEXT? THE DESTINATIONS DELEGATES ARE EXCITED ABOUT EXPLORING, AND WHY THE BOTTOM LINE MIGHT BENEFIT.

The pandemic is over and we're ready to travel – but with caveats. A Deloitte survey estimated that by the end of 2024 spending will have returned to pre-pandemic levels, while a GBTA report in Q3 2022 indicated a spending return to near 2019 levels by the end of 2025.

Accor's recent global business travel survey indicated 2023 year-end travel spend will be down 24% vs 2019, however, 57% of respondents expect an increase on travel budget in 2024 vs 2023 spend.

The same corporates place *'traveller experience'* as the second most crucial consideration in 2024, following cost-savings in order of prominence. All delegates agree the policy is now *Purposeful Travel*.

**57%**  
of respondents

expect an increase on travel  
budget in 2024

*'All delegates agree the policy is  
now Purposeful Travel'.*





*Today, the question of ROI goes hand in hand with the travel request. Do you need to be there? The pandemic accelerated the adoption of remote work flexibility and changed how and when consumers plan trips. Travel suppliers will increasingly cater to laptop luggers' best interests and the cost of a real-time meeting will be put through increasingly stringent cost calculations to evaluate its benefits.*

It's no longer a case of packing your briefcase and setting off. While only one Masters of Travel delegate currently has restrictions on travel, all agreed they had to be mindful and purposeful when planning trips. Every trip is carefully evaluated in terms of ROI and ROE – *return on investment* and, increasingly, *return on expectation* – no return, no flight. The 'why' of the trip is a crucial factor when approving travel. Business travel with a clear ROI is approved – a deal to be done, a contract to be signed. However, meetings that are

relationship-led, such as building culture or business relations, are undergoing more scrutiny than ever before. Ultimately, everything is linked to ROI and purpose.

Staff shortages and supply chain issues are making travel less comfortable than in the past. Flight cancellations are down compared to 2022, but delays are up – 30,000 flights a day don't leave on time. Which puts stress on anyone flying for a meeting and threatens to undermine the experience.



Sofitel Montevideo Casino Carrasco and Spa, Uruguay

Hotels are not immune to this. Like many sectors, hotels are feeling the strain of staffing shortages and this plays into the value equation, particularly given the recalibration of hotel room rates post-Covid. Staffing issues throughout the travel experience impact the ROE and hotels must ensure low staff does not lead to high impact.

Accor is conscious of the knife-edge that guest experience can teeter on given the wide-ranging pressures on business travellers post-Covid and the

strain on the global travel and hospitality industry. The Group has stepped up its EQ training with hotel teams and, despite staffing pressures, its hotels are delivering increased RPS (Reputations Performance Score) –demonstrating the impact people-centric service industries like hospitality can have on guests.

Travel stress is starting to diminish the fun. Empathetic hotel teams and purposeful hotel brands can give it a new lease of life.

One year later, with most delegates already implementing company-wide carbon budgets, carbon remains the topic of the day.

In March 2021, Accor set an ambitious science-based emissions reduction target: -46% absolute emissions by 2030 compared to the 2019 base year, validated by the Science Based Target initiative. Accor also joined the 'Business Ambition for 1.5°C' programme, making it the **first international hotel group to make a long-term commitment to achieving net zero emissions by 2050.**

Accor executives were clear on their responsibility and their commitment to act – after all, travel and tourism are responsible for 9-12% of greenhouse gas emissions.

More than

**70%**  
of Accor hotels

Have carbon measurement  
tools in place



*Masters of Travel 2022  
unanimously agreed that CO<sub>2</sub> is  
the currency of the future.*

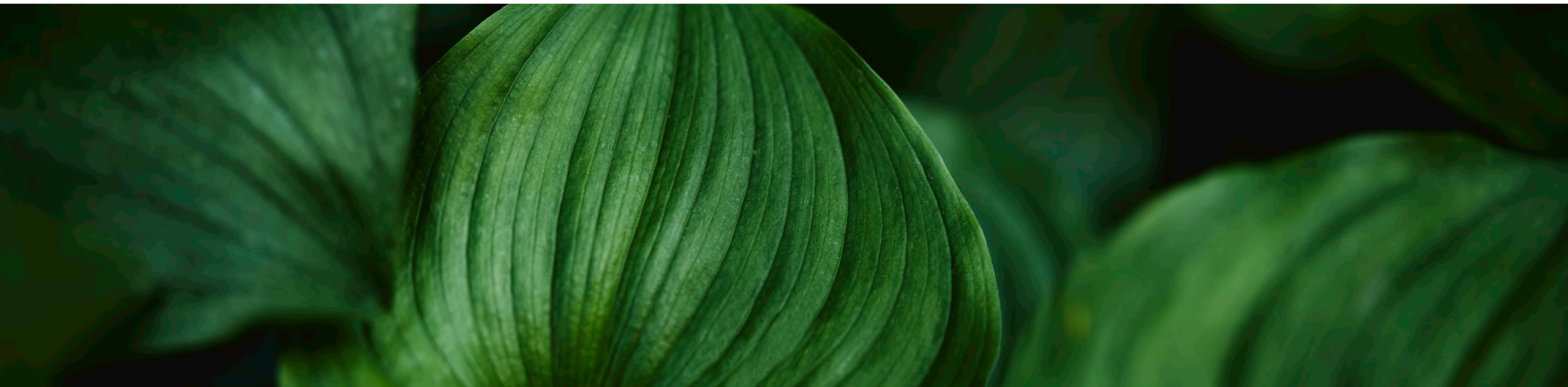


*Campaigners tally that 85% of global companies haven't come up with a way of effectively cutting carbon emissions. An Accor survey of corporate clients revealed that 54% put carbon emissions as their number one CSR priority. Meanwhile, 'Supplier sustainability performance for 2024 hotel sourcing and selection' was ranked at 6.57/10, demonstrating its importance in booking decisions.*

Masters of Travel delegates agree that travellers and hosts have to work together to create a sustainable future. Data is key to this, which is why more than 70% of Accor hotels have carbon measurement tools in place.

Accor joined the Global Sustainable Tourism Council (GSTC) in 2022 and, just this year, committed to supporting its 5,400 hotels in obtaining an external, sustainable certification. Partnering with Green Key and Green Globe, Accor hotels will be certified

across four pillars of sustainability: management, environmental, cultural and socio-economic impacts. **These partnerships will help Accor reach the target of having 100% of its hotels eco-certified by 2026** – and reassure business travel bookers who want all hotel brands in a group to follow the same standards. Eco labels certify positive action, enabling clients to see the hotel actions and make greener choices.





Delegates were in support of spending more per night if this guaranteed higher environmental standards. And travellers can expect to experience other eco initiatives first-hand. Go Green Skip the Clean is a step-up from the 'Are you sure you want your towels washed?' labels so prevalent in hotel bathrooms. Instead, it offers guests the chance to forgo a daily clean and get rewarded with points on their ALL Accor loyalty account. Trials are in progress in Europe, a region delegates identified as better developed in its eco thinking than the rest of the world.

Accor's company-wide commitment to finding solutions to climate change and biodiversity loss calls for guests, employees and even competitors to join a collaborative vision of hospitality's eco-conscious future. The company works with the Sustainable Hospitality Alliance to deliver impact locally and globally, it signed the Glasgow Declaration launched at the UN Climate Change Conference

COP26 and joined the Ocean Framework in 2022. Created by Fondation de la Mer and supported by Amundi, the Ocean Framework assesses how its business activities impact ocean wildlife. Accor is also rethinking its food chain: sourcing more responsibly and reducing food waste using the latest AI technology to data capture and transform menu design, service and supply.

Internally, Accor's School for Change teaches management to pursue a set of clearly defined, non-financial sustainability goals. The day-long course forms part of the annual targets for all headquarter employees and closely links sustainable practices to the payment bonuses. Money talks.

Fairmont Olympic Hotel, Seattle, United States







## THE CARBON CHALLENGE

The Masters of Travel conference was a net zero carbon event, mapped and offset using Accor's Carbon Calculator. This externally certified tool evaluates the impact of a corporate stay at different destinations and hotels to help a business make the conscious choices demanded by their corporate responsibility standards. 'Tools like this are crucial to affecting change in travel and event planning'.

Stay longer. Do more. Go down a gear. In short: think hard about what you want to achieve from your carbon output. If you stay longer, you can pack in more meetings and enjoy some purposeful leisure time which is beneficial to your mental health. If you go down a hotel category, you'll likely use fewer local resources during your stay. And why not add on a pleasure trip if it means one less flight?

For now, carbon budgets are company-wide targets and not yet travel budget specific or even employee specific – but this future may not be too far ahead.

Nor is Accor's ability to show a traveller the carbon footprint of their stay.

Delegates noted that their carbon reduction targets are often more ambitious than hotels'. 'We want to go carbon neutral in 2025 and need key hotel partners to invest and fast-track their CSR solutions'. Clients also want an all-industry reporting dashboard for hotels and travel providers to populate and which can be linked to the RFP process.

*Eco labels  
certify positive  
action. Carbon  
remains the topic  
of the day.*



**IT'S A BEWILDERING TIME FOR THE CORPORATE TRAVELLER BECAUSE PRE-PANDEMIC KNOWLEDGE SURROUNDING BOOKING SYSTEMS HAS BEEN LOST:**

There's a lot of re-education that needs to happen'. Increased automation of the travel experience has also led to increased stress, not increased customer satisfaction. The prevalence of cancelled and postponed flights has created a real need for flexibility.

Pre-negotiated rates give MICE and individual business bookers fewer headaches. 'Please encourage us to stay in your hotels by making your pricing structure transparent'. Bookers are aware that at 3pm on the day of arrival, hotels will release room stock and some admit to taking this opportunity to 're-shop' – a tactic previously limited to airlines. Delegates want hoteliers to reassure corporate travel bookers that they can trust the (RFP) process.

*'There's a lot of re-education that needs to happen'.*





*Business travellers are keen to book hotels from the same company: ‘It’s more efficient and less stressful for both the bookers and the travellers’. And when it’s ‘Hard enough to get a trip signed off by the right people in your own company, you don’t want extra complications at the booking stage when the cost per night has increased beyond the price you were first quoted’.*

A recent Accor study suggested 76% of global corporate travel bookers think hotel chain discounts will play a more prominent role in their hotel program, prioritising the economies of scale and the reassurance of global brands that come with that choice.

Companies are increasingly leveraging data analytics to gain insights into their travel patterns and expenses. This helps them negotiate better deals with suppliers and ensures compliance with travel policies. ‘The more transparency at the beginning of the RFP process, the better. Because travellers increasingly have the tools to get the best deals on their own terms’.

A 2021 Expedia survey suggested 68% of travellers book business travel through tools not approved by their company. Not only does this impact access to loyalty program benefits, it also adds employee risk. If an emergency arises – a cancelled flight, visa issues, a natural disaster – , staff will need corporate support to get them through. The RFP remains key to the relationship and ensuring travellers have the best experience, price and support.







## BOOKING PATTERNS

The pandemic accelerated the introduction of online check-in booths and support resources. As long as 'real people' are still available to help, business travellers welcome a virtual check-in with minimum hassle when they come in late or tired after a flight. But just like at Accor, technology must be people-centric: designed to improve the process and not too distant from the human touch.

**Trip disruption technology is evolving – and the more hospitality providers can do to give updates, the better.**

Digitalisation has caught out quite a few travellers and there's been more self-service than there ever was historically. Brexit has also proved challenging for visas: 'If you're from the UK, there are only so many times you can be in another European country during the year. So bookers have to do a lot more tracking and due diligence'.

Bleisure is adding to the complications for finance teams, with invoices now carrying multiple nights on property for a mix of business and leisure. However, where these invoices are split, at source or claim, remains a topic for discussion. One delegate suggested bleisure claims could be solved by virtual payment systems, an easy solution once the technology improves.

*The RFP  
remains key to  
the relationship*



The new normal: in-person corporate and industry events help buoy business travel despite ongoing cost-related challenges. Companies are cutting costs by moving down a rating with their hotel – a trend that economists saw during previous tough economic times. 31% of respondents in a Morgan Stanley survey say they intend to use Airbnb and similar private rental services in the next year and hoteliers are reacting by increasing their long-stay serviced apartment options.

Accor's Adagio brand has long been the leading aparthotel brand in Europe. Now, the Group is extending its longer-stay offering through the 'Living' brand extension attached to leading business travel brands such as Novotel and Pullman.

14.3%  
of firms

have implemented a limitation  
plan in travel

Aparthotel Adagio access Kiel, Germany



*Accor's Adagio brand has long  
been the leading aparthotel  
brand in Europe*



AIRFARES ARE AS HIGH AS THEY'VE BEEN IN A DECADE, ACCORDING TO THE OAG AIRLINE DATA FIRM. THIS SURGE HAS BEEN CAUSED BY SKY-HIGH FUEL COSTS AND A DESIRE BY AIRLINES TO RECOUP COVID LOSSES, PUTTING EVEN MORE PRESSURE ON CORPORATE TRAVEL BUDGETS. BUT DELEGATES ADMITTED THEY COULDN'T WAIT TO GET BACK ON THE ROAD: 'BEING LOCKED DOWN WITH PEOPLE THEY DIDN'T NORMALLY SPEND TIME WITH, THAT HAD AN IMPACT.

Leisure travel in the US and Europe has boomed since the vaccines started to arrive in 2021. Business travel has been slower to return because decisions are based on different factors: higher post-pandemic insurance, budgeting carbon and a need to prove that a virtual meeting won't be just as effective. One delegate's firm has put a brake on the number of partners going on a flight: 'Less capacity means fewer people going to an international meeting'. This impacts the value equation.

Accor's Global Corporate Sales Client Survey asked: **'What is your**

#### **organization's business travel outlook for the remainder of 2023?'**

46% of respondents said they were not likely to limit business travel for the rest of the year – but 14% *have* implemented a limitation plan.

The second half of 2022 was affected by competing forces: The world was several months past the peak of pandemic concern, which paved the way for the return of corporate travel. But as the year wore on, concerning economic signals continued: high inflation, worries about recession and redundancies in the financial sector



*Air fares are as high as they've been in a decade.*

all brought business travel bookings to a halt.

Delegates are increasingly keeping an eye on tax statuses: 'It's been a challenge to keep up with visa requirements in different jurisdictions'.

Wanderlust is still a key driver and cost- and carbon-conscious corporates are looking at new destinations and travel habits to fulfil their business needs. Low-season and secondary market travel is growing. The off-shoulder months for primary markets help meet cost and carbon

needs (air-con is a very real consideration for high season, high humidity destinations) and the growth of secondary market destinations fulfils corporate wanderlust and cost-saving targets.

It seems there is a three-way push-pull. Societal pressures of work-life balance, sustainability and travel stress acting as the push, against the pull of business need and the employee desire to travel again. It's a complete balancing act in which the winner changes with each trip.

The financial and environmental aspects of business travel can be quantified, but workers are increasingly asking what's in it for them – as well as for their employer. Enjoying a trip is fundamental and Accor identifies the need for a 'Life rich approach to hospitality'.

Lifestyle is key; it's not just about getting enough points for a room upgrade. Masters of Travel asked what a member programme means to today's business travellers: what do they and don't they value?

Delegates want a well-stocked loyalty card that means something. 'Don't go the way of some airlines who are de-branding loyalty: "if you don't buy the 'right' flights you don't get access to the lounge'. Or even worse: "You have an 'elite' card but can't actually get into the lounge because it's full and everyone seems to have an elite card."

**DELEGATES AGREE, LOYALTY SHOULD MEAN SERVICE AND, ULTIMATELY, A BETTER RELATIONSHIP.**

*Delegates agree loyalty points are first and foremost a business travel benefit improving employee experience.*







*The average age of Accor ALL card holders is 26 and they're keen to enjoy experiences over room upgrades.*

## A QUESTION OF LOYALTY

B2B is undeniably a key focus for ALL – Accor Live Limitless, and one that delegates will welcome. Today, ALL represents an added benefit to business travellers, an employee perk to improve travel experience and enhance bleisure balance through points and offers, as well as incentives for the companies. Those travelling earn loyalty points – *how* and *where* they spend those points can become a significant benefit, enabling experiences and even encouraging work-life-balance through travel and hospitality. Points can cause an issue if they're considered a benefit in kind for tax purposes. But delegates agree points are, first and foremost, a business travel benefit improving employee experience.

The key ALL message for corporate clients is to ensure B2B travellers have their Loyalty number saved in their SBT/OBT Account to be recognized as members at check-in and, therefore, get their points and soft benefits. This also makes sure any bookings made are at eligible rates.

Accor's industry-leading diverse portfolio of over 40 brands is an undeniable, but often untapped, strength for business travellers. Corporates see the need more awareness – some delegates had stayed in a hotel without realising it was part of Accor. 'Recognition is really important and missing out on points causes disappointment'. Delegates were delighted to hear about Accor's comprehensive earn and burn strategy – thanks to which they can earn status points by dining and drinking in Accor hotels and restaurants, as well as by booking meetings and conferences.

The average age of Accor ALL loyalty card holders is 26. Overall, they're keen to enjoy experiences over room upgrades and 'are obsessed with points and signing up to cards'.



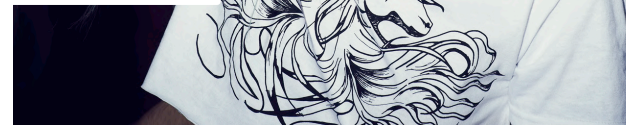
Benefits such as late checkouts, early check-ins, room upgrades and guaranteed room availability are highly prized by business travellers. But these are expected. What brings a loyalty program to the next level is being able to enjoy experiences such as concerts, free drinks and even bicycle hire.

Currently, Accor's loyalty program has over 95 partnerships offering rewards, services and experiences beyond the stay.

Loyalty points are increasingly linked to CSR actions and points can be donated to initiatives such as Accor's ALL Burn for Good and ALL Give for a Cause.

Delegates were interested in points incentives to make greener choices, seeing as firms are also implementing ways for their staff to donate points to non-profits – a strong employer branding proposition.

# What brings a loyalty card to the next level is being able to enjoy experiences such as concerts, free drinks and even bicycle hire.





In politically unstable times, travellers need to feel safe. Worries about terrorism and issues arising out of the pandemic cause anxiety. 23% of businesses are concerned about rising travel costs and describe the strikes currently prevalent in Europe as 'making travel very stressful'.

**There is increased understanding around the issues of neurodiversity in guests and in staff.**

Accor runs robust EQ training to reflect increased understanding that one approach does not suit all and for client-facing staff, particularly front office teams, to be aware of the person in front of them and the possible triggers going through their head.

'Travelers can be stressed for very different reasons and what might come across as anger could be behaviour based on a neurodiverse condition'. Simple steps, like asking a guest how they are before asking for their name, can make all the difference. Most crucial of all is that people are greeted by people, not scripts.

*Simple steps like asking a guest how they are before asking their name can make all the difference.*





## *Wellness plays a crucial role in business travel today.*

‘Consumers today understand that they need to own their health and immunity in a different way’, said Emlyn Brown, global vice president of well-being at Accor. ‘Our ability to deliver an authentic, holistic and highly considered wellness offering is vital’. He added: ‘Four out of five of our guests, irrespective of age, demographics, or country, are taking a daily step to improve their well-being. So we need to meet and exceed that demand in all our brands, no matter which brand travellers are choosing’.

Delegates revealed that the businesses they work for are increasingly factoring in ‘a small amount of pleasure’ into their insurance policies on the basis that leisure activities and the enjoyment of a destination brings benefits to employees and communicates goodwill.

One delegate described the 42 safety questions (10 of them critical) which get asked during the RFP process. If one of the critical questions fails, then the hotel won’t be used and is blocked from systems.

The questions are loaded every year to ensure safety standards are adhered to. In 2022, Accor’s global client survey identified ‘duty of care’ as the second most important priority for their hotel programmes over the following 12-24 months, second only to cost.

### **A MORE DIVERSE WORKFORCE MEANS A MORE PRODUCTIVE WORKPLACE.**

Psychometric testing has changed the recruitment process to move beyond solely considering graduates with similar degrees from the same universities. This has created what one delegate called ‘a better think tank’ on par with the need to celebrate and understand what could be very different approaches to achieving work goals.

The global workforce is changing. People are different post-Covid. Expectations and needs have changed and successful hospitality providers will respond to this emotional and behavioural change.





The work-life balance is increasingly important to employees and wellness must be valued by any employer who understands the importance of staff retention and job satisfaction. Younger employees look for meaning in their work and their play. Of all the trends Masters of Travel delegates discussed, 'Bleisure' was considered the fastest evolving: 'The market doesn't know yet what it will need'.

59% of respondents in a booking.com survey said that travelling and exploring new places encourages them to be more productive at work. Millennials are the generation most likely to engage with bleisure travel, with 38% of respondents wanting to extend their business trip for extra leisure time.

Research from one of the delegate's firms revealed that up to 60% of its business trips in Germany and the UK turned into a pleasure trip and that those working in the technology sector are the most likely to take advantage of a blended trip.



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*Work is paying for the trip anyway and the employee feels like they're getting extra value. Morale is boosted at no extra cost – win win*

## BLESIURE

While 67% of Masters of Travel delegates admitted to extending their trip for leisure in 2022, most believed the market in blended travel was still small and that 'Pleasure is a new and growing business travel trend'.

While it's easy to get behind the concept of bleisure, there are words of caution from travel bookers. Things can get complicated from an insurance point of view if a partner or family is travelling on what is ostensibly a work trip. 'If there was a major incident, it wouldn't just be the employee who would need evacuating'. This means that for the majority of Masters of Travel businesses that currently allow bleisure, but don't manage it yet, things are likely to be more regulated in the future.

Bleisure payments can be complicated. How do you split invoices or divide loyalty points if your business policy is for these to be centralised? Accor promises more leisure offers to guests as part of a business partner

benefits package, but delegates agreed that the bleisure trend is still in its infancy and there's much to work out.

One delegate commented on how cost effective bleisure is to an employer. 'Work is paying for the trip anyway and the employee feel like they're getting extra value. Morale is boosted at no extra cost – win-win'.

Delegates requested help in 'solving the puzzle of bleisure' and the challenge of making sure visa issues or legal implications surrounding tax are understood. 'We want to make it work better for everyone'.

**Bleisure is one of the reasons for extended stays and serviced apartments gaining popularity.**

And many societal pressures are also addressed, such as work/life balance, a desire to travel with a green conscience and offsetting any resentment at having to be away from friends and family for work.



Where next? After a period of enforced shutdown, delegates are excited about being on the road again. Not least because of the benefits to their firm's bottom line from face-to-face meetings (let's not forget the estimated 25% uplift in revenue from real-time meetings).

Destinations not currently on the conference circuit are making an appearance, with exciting opportunities in Eastern Europe – where there's the added benefit of skills that might be in short supply back home.

**HOT NEW HOTEL OPENINGS ARE HAPPENING ACROSS THE ACCOR PORTFOLIO FROM COPENHAGEN TO MONTENEGRO, VIENNA TO TBILISI.**

City stays remain popular but there is an increasing focus on the great outdoors, with forest escapes and gardens planted with vegetables and fruit trees.

Swissotel Tbilisi, Georgia





*Swissôtel Tbilisi in Georgia opens later in 2023 and will combine an opulent rooftop restaurant and bar, Purovel Spa and wellness centre with indoor swimming pool, as well as conference and meeting rooms.*

Swissotel Tbilisi, Georgia

## SPA OPTIONS

### **Mövenpick Resort & Spa Fruske**

**Terme Serbia** is the thermal spa resort offering both the largest Water World and Resort Conference Centre in Serbia. Rooms all have balconies overlooking Vrdnik, a beautiful spa town and National Park Fruska Gora, the oldest national park in Serbia.

### **Mercure Conacul Conzieni Resort,**

**Romania** opens later this year in an early 20th-century mansion and again combines a conference room and event hall with a large Spa area.

## BLIESURE FAVOURITES

### **Oru Hub Hotel Tallin Handwritten**

**Collection** offers that very now feature of a coworking hub plus yoga room and – a first of its kind – a DIY room to unleash guests' creativity.

The co-living trend arrived in Kazakhstan in 2022 with the opening of **Novotel Living Almaty** Jetisu, one of the first openings for the brand designed for a new era of travel. Novotel Living delivers a relaxed and lively co-living experience in 55 apartments from studios to spacious

three-bedroom apartments designed by Sundukovy Sisters,

Nature Retreat: Surrounded by beautiful parkland, **Pullman Okol Golf Resort & Spa**, Pullman's first hotel in Bulgaria, is part of the OKOL Lake Park project on the edge of Iskar Lake, to the south east of Sofia. The hotel's design is inspired by the surrounding nature and Bulgarian cultural heritage.

Opening on the slopes this winter: Few ski resorts have business facilities, but the **Swissôtel Kolasin – Montenegro**, which opens this winter, sits on the slopes 1,600m above sea level and brings a business space in addition to a ski room. Pullman will also debut in Montenegro with the 5-star Pullman Kolašin Breza, offering 144 rooms and 17 apartments, each featuring a private balcony for morning mountain views.

The art-deco inspired **Crown Krakow - Handwritten Collection** occupies a five-storey tenement house dating to 1923. The historic hotel offers a conference room and cigar lounge and a focus on art.

For more travel inspiration visit [all.accor.com](https://all.accor.com)





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