



INNOVATION LAB

HOSPITALITYINSIDE
THINK TANK

Amsterdam, June 18th 2024



PROJECTS

INNOVATION LAB

HOTEL EXPERIENCE

HOTEL AS DESTINATION
(Culture, Retail, Entertainment,
New services)

MOBILITY

AUGMENTED TRAVEL
(Mobile hospitality, Augmented
travel experience)

ROOM EXPERIENCE

ADVANCED GUEST EXPERIENCE
(Personalization, New services)

NEW PRODUCTS & SERVICES

ACCOR ANYWHERE

AUTONOMOUS RETAIL



MONOPRIX

ASTORE
YOUR PROCUREMENT PARTNER

2024

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

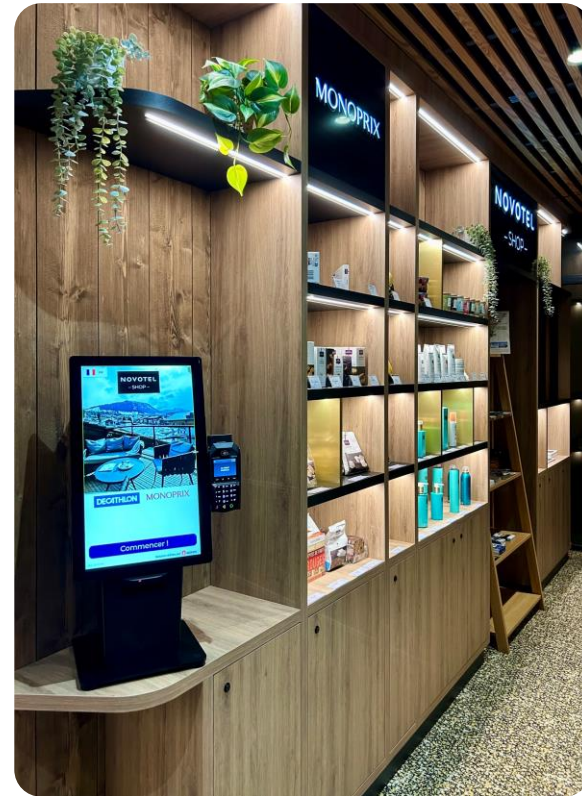
Sep

Oct

Nov

Dec

POC



MONOPRIX

DECATHLON

ASTORE
YOUR PROCUREMENT PARTNER

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ALLTHEWAY

L'ESCALE ROYALE



ALLTHEWAY

RE-INVENTING TRAVEL

#MOBILITY

#BOOST

#START-UP



REASON WHY



BAGGAGE HANDLING IS THE NUMBER 1 PAIN POINT FOR TRAVELERS. ALLTHEWAY REDUCES PASSENGERS CARBON FOOTPRINT (OFFLOADING LUGGAGES) AND OFFERS STRESS-FREE PUBLIC TRANSPORTATION

CONCEPT



A mobile-based luggage solution allowing passengers to check-in & transfer their luggage anywhere in major city centres, as they transit to the airports or train stations

GOALS



- Avoid security check-in
- Avoid contact
- Save time
- Reduce stress
- Reduce carbon footprint

AMBITION



Become the world leader in smart travel journeys, empowering over 5M travelers worldwide



ALLTHEWAY

Bring a worry-free end-to-end luggage service to our traveling clients and improve our hotels global guest experience.



Luggages checked-in

2000+

Total employees

6+

City-hubs (Accor hotels)

7

Goal for Accor

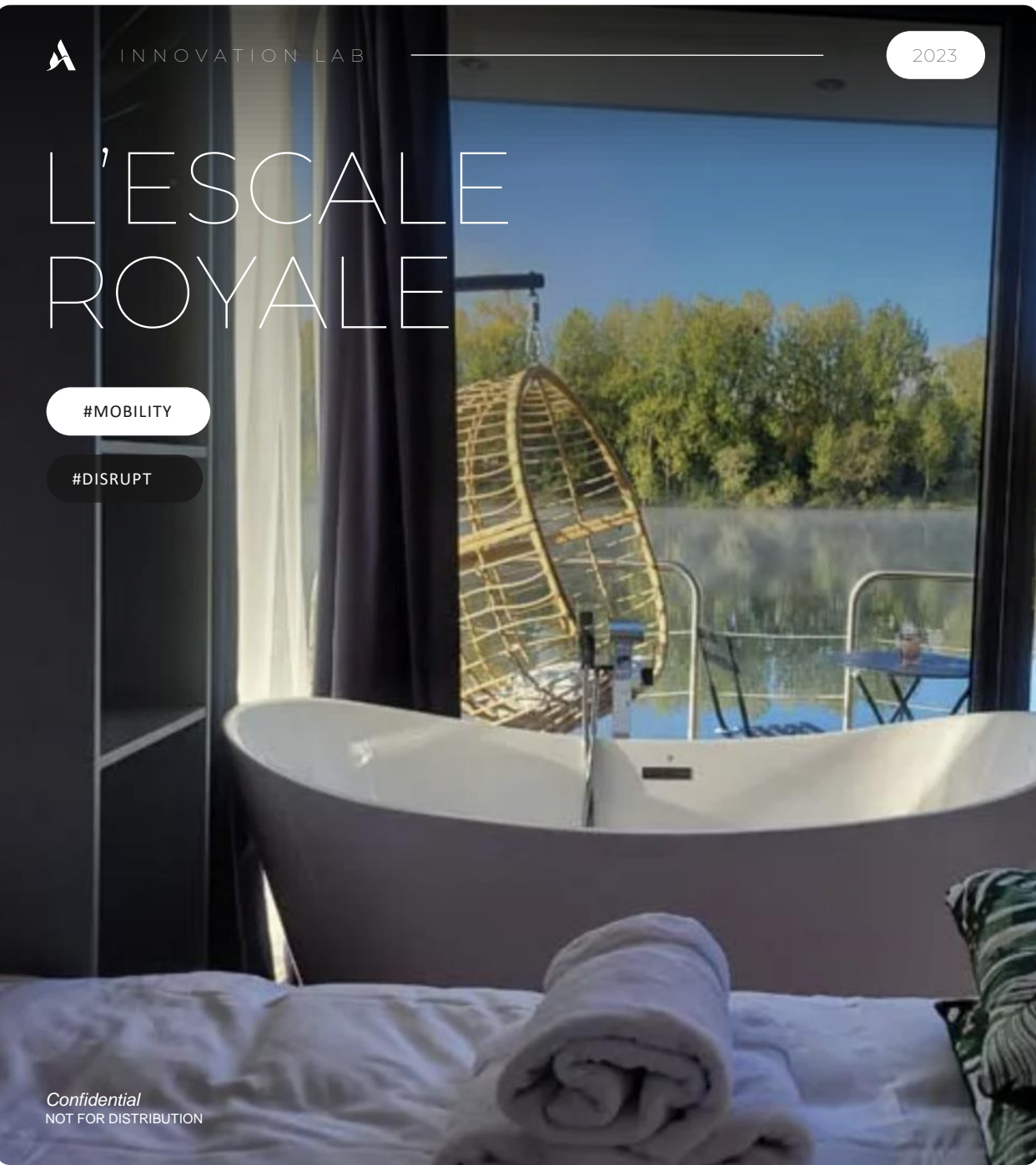
Reinforce our brands preference by improving the travel experience for our guests



L'ESCALE ROYALE

#MOBILITY

#DISRUPT



Confidential
NOT FOR DISTRIBUTION



GOALS



Zero Impact

Tourism development without soil artificialisation
L'Escale Royale is already meeting the national goal of Zero Net artificialisation

Plastic-free

100% biodegradable and compostable hospitality products

Autonomous and innovative solutions for energy

Energy production and water treatment to preserve, ever more local ecosystems

CONCEPT



Propose luxurious, eco-friendly floating suites, located near major cities, harbors and river banks. These suites, offering 40m² of comfort with whirlpool bath, home cinema, Wi-Fi and fully-equipped kitchen, also feature terraces with breathtaking water views.

INVESTMENT



With the support of Bpifrance, **Kasada Capital Management**, M Capital and business angels, they plan to expand into Spain, Finland, Germany and Senegal. The company aims to deploy 1,000 floating suites worldwide by 2028.

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ACCOR ANYWHERE

SMART ROOM



SMART ROOM + SMART DOOR

#ROOM EXPERIENCE

#DISRUPT

CO-INNOVATION

legrand[®]

ASSA ABLOY

REASON WHY



MAKING THE SMART ROOM EVEN SMARTER BY ADDING GUEST PERSONALISATION AND ROOM AUTOMATION TO ELIMINATE MOST OF THE PAIN POINTS EXPERIENCED BY REDUCED ABILITY/MOBILITY GUESTS.

CONCEPT



V1 – Rethink a disabled room through a seamless integration of functional requirements in the room design.

V2 – Extend functional requirements to meet the needs of our disabled guests.

GOALS



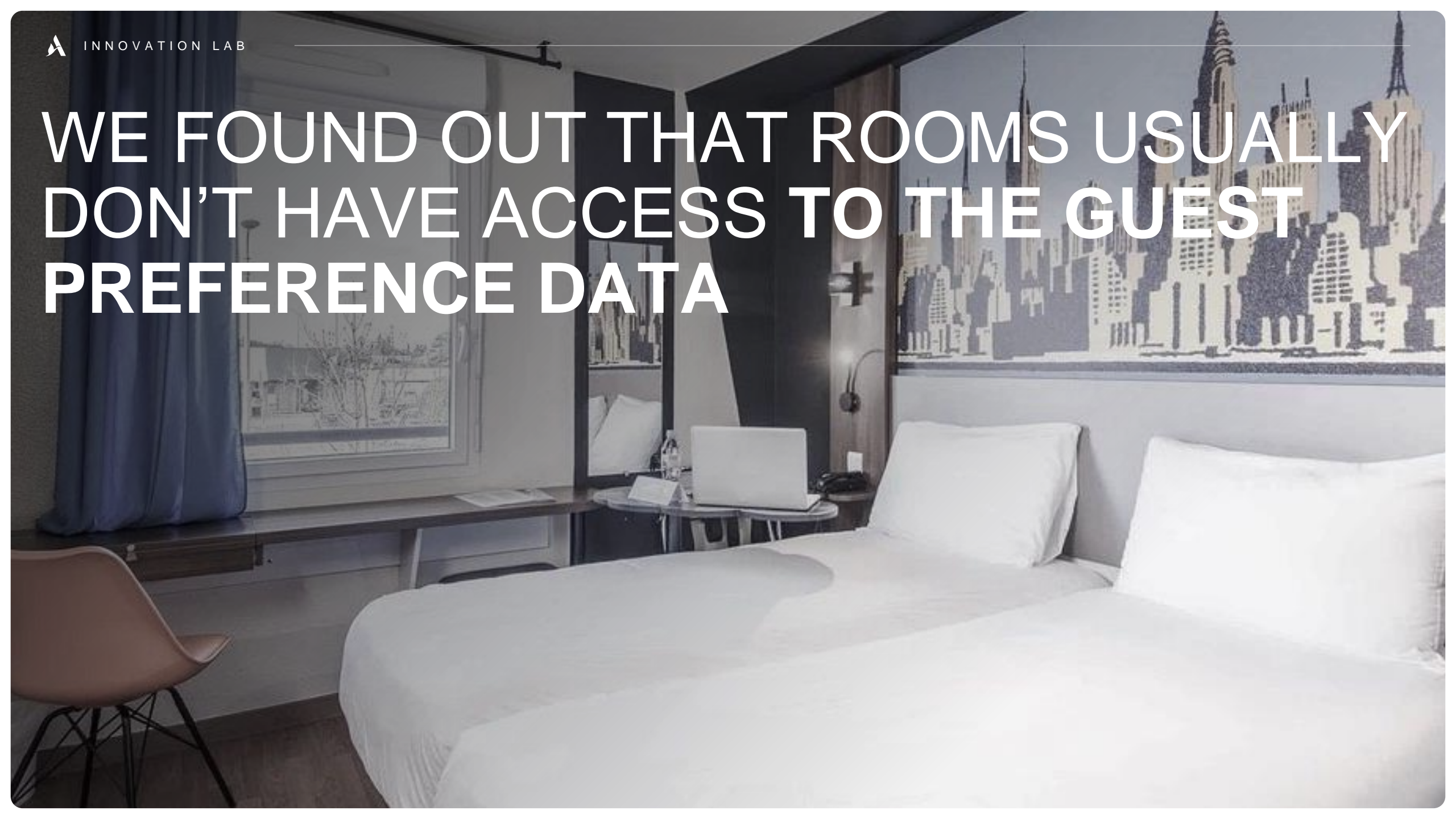
- Eliminating all the pain points that guests with reduced mobility have when they arrive in their room
- Develop a framework for automating a guest's room personalization

AMBITION



Define a new guest technology approach to simplify and personalise the disabled experience

WE FOUND OUT THAT ROOMS USUALLY DON'T HAVE ACCESS TO THE GUEST PREFERENCE DATA



**AND THAT'S
EVEN MORE CRITICAL
FOR SPECIAL GUESTS...**

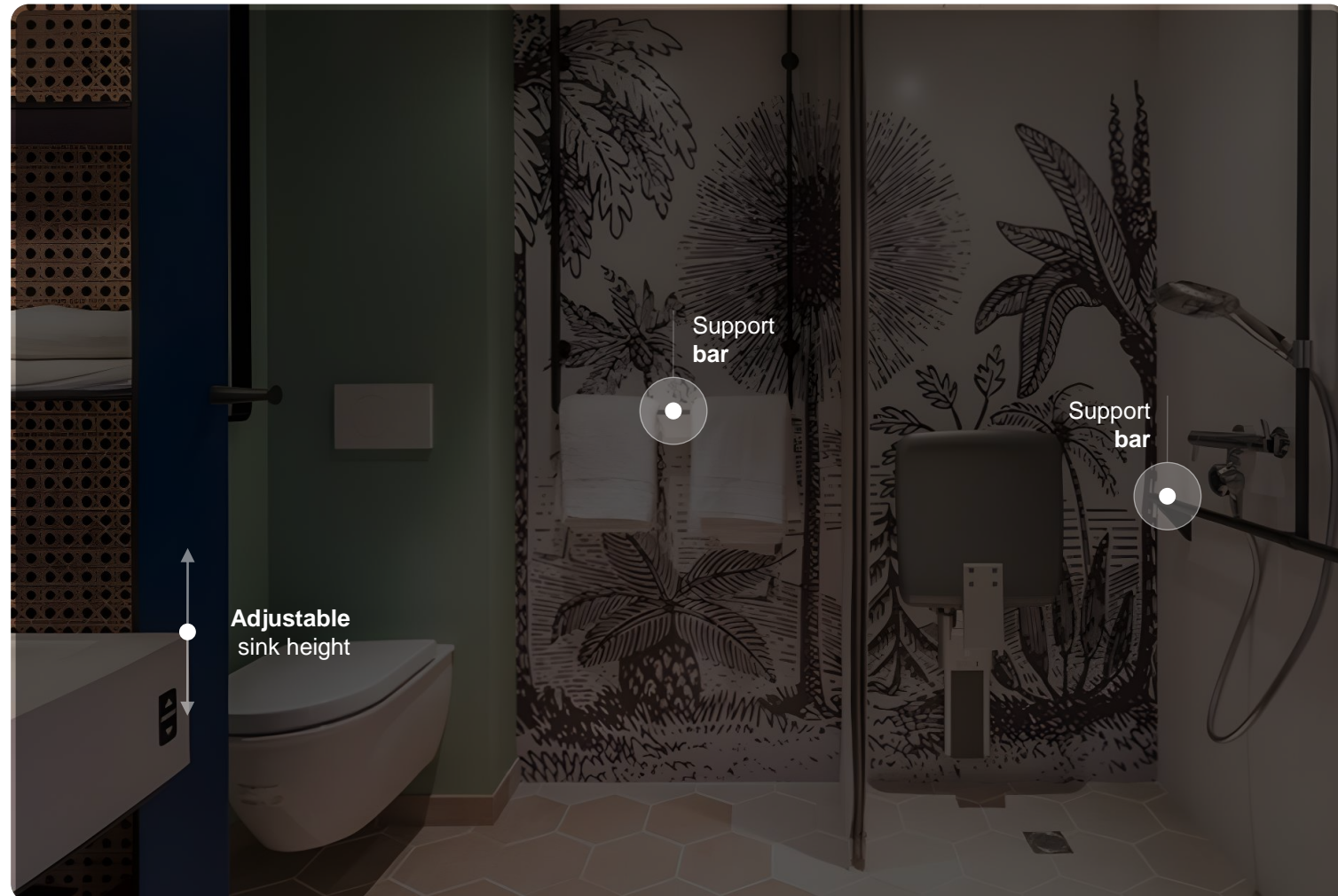
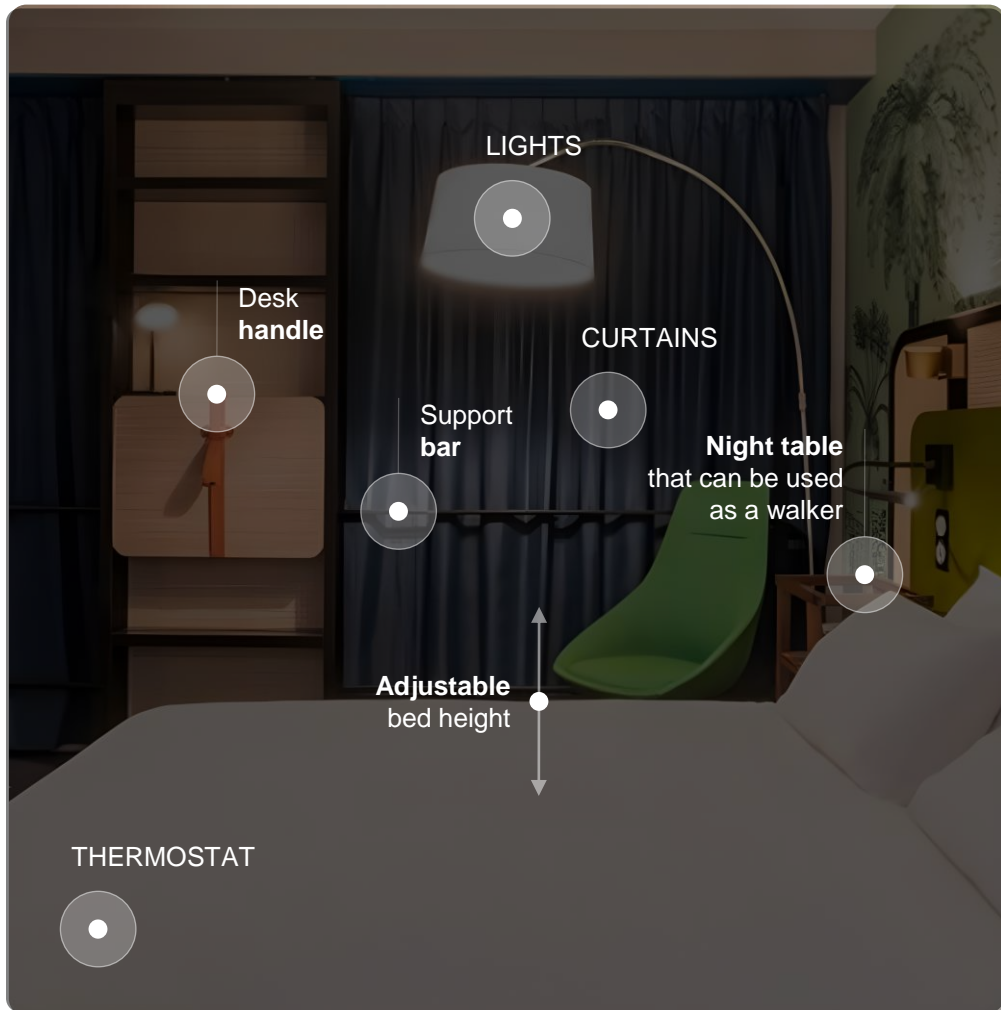


**SO WE DECIDED TO WORK
ON BOTH SIDES OF THE PROBLEM**

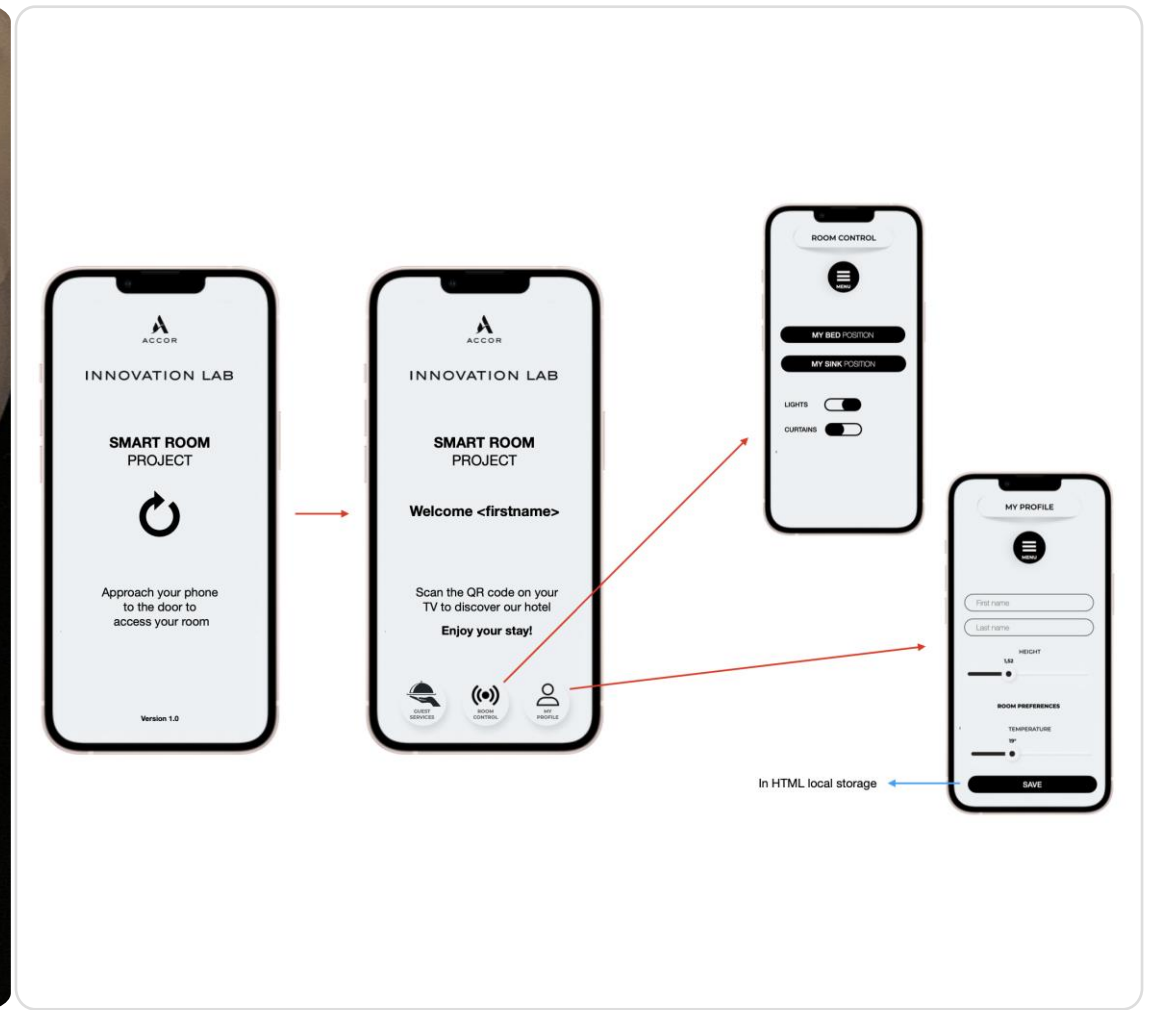
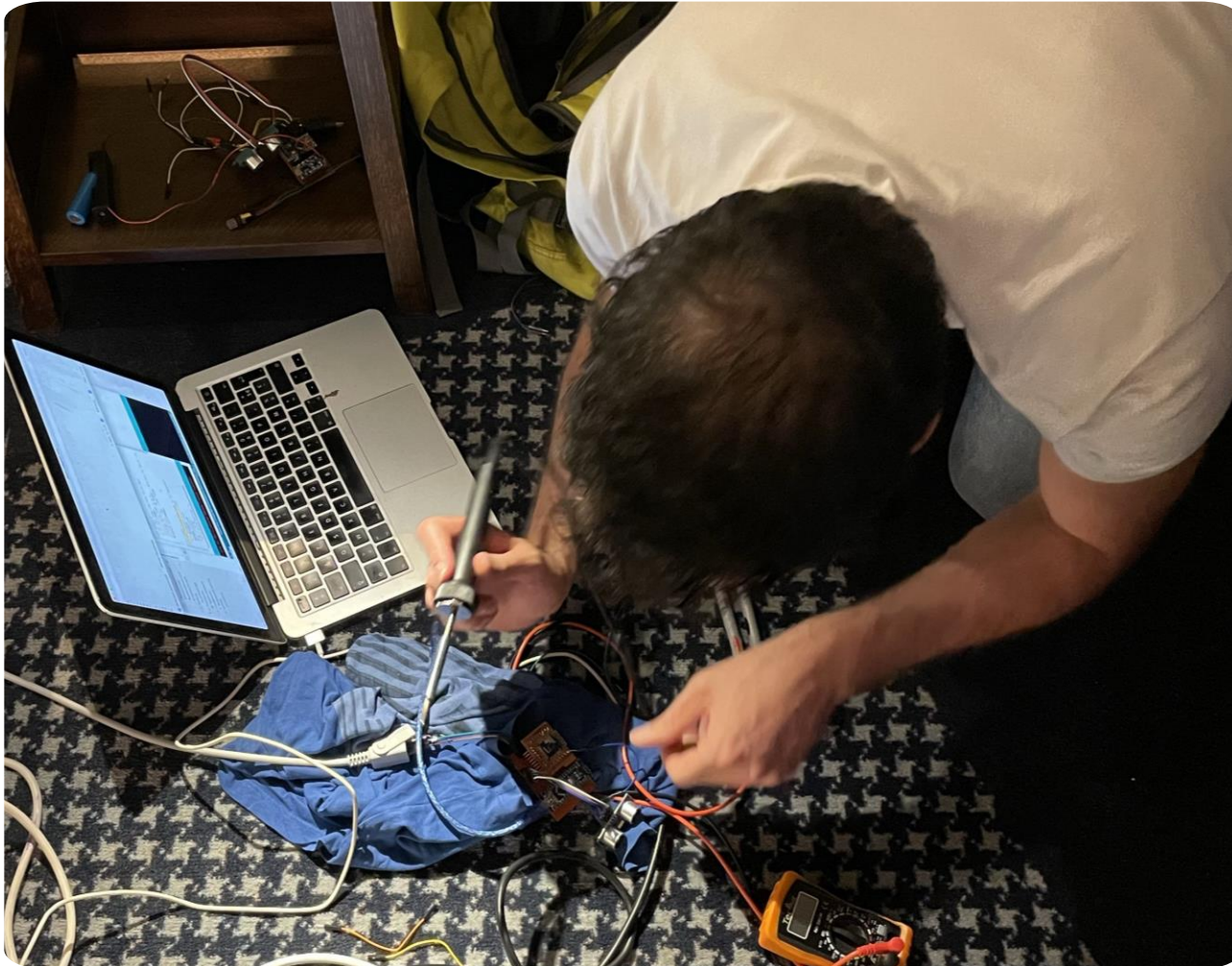
PERSONALIZATION

AUTOMATION

TO DO SO, WE NEEDED TO MAKE THE ROOM A LITTLE SMARTER...



...BY HACKING THE BED AND THE SINK SO THEY COULD BE CONTROLLED THROUGH SOFTWARE



...BUT SOON WE REALIZED THAT AUTOMATION HAD TO START WITH THE DOOR!



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NEW PRODUCTS & SERVICES

ACCOR ANYWHERE

FULLSOON

FULLSOON

FOOD WASTE SOLUTION

#NEW PRODUCTS & SERVICES

#BOOST

#START-UP

REASON WHY



ACCOR INTRAPRENEUR

AMBITION TO SOLVE
FOOD WASTE

ACCOR'S ADDRESSABLE
10,000 RESTAURANTS

MODEL APPLICABLE
TO OTHER APPLICATION
DOMAINS FOR ACCOR

GOALS



- Predict occupancy rate, meals ordered, stock of ingredients needed and much more
- Reduce food waste
- Improve F&B business efficiency
- Help in profitable decisions

CONCEPT



Fullsoon is an AI-based prediction software developed by hospitality experts which uses the most advanced technologies. It completes POS data with additional information (such as weather or traffic conditions, sporting events, etc.)

AMBITION



HELP REDUCE FOOD
WASTE AT SCALE.

Become the European leader in predictive stock management by 2025, with a target of 2000 restaurants and an ARR of 2.5M€



FULLSOON

Improve the efficiency of F&B operations by predicting the meal supply and hence help reduce food waste.



Current number of restaurants in production

65+

Total employees

12+

Accor hotels in 2024

10

Goal for Accor

Target the 10,000 addressable restaurants
Help comply to CSRD regulation with meal CO2 footprint

Thank you.