



2024 PRESS KIT

greet





greet hotel Beaune



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do-good, feel-good hotels

a comfortable stay that feels positively different

greet invites guests to refocus on what matters: being together, creating healthy habits and adopting the principle of circular hospitality to feel good by doing good. Its philosophy can be summed up in one simple, yet powerful idea: greet cares about having a positive impact on the planet just as much as it cares about having a positive impact on the people and communities it serves.

Launched in 2019 as Accor's beacon of sustainable hospitality, greet is on a mission to redefine the eco segment as the most sustainable brand in the industry. The brand believes that every action counts, even the small ones. By staying at greet, positive activists can become part of a movement for change, take joy from contributing to environmental and social progress, and find the sustainable travel experience they care about, all while enjoying affordability and convenience.

greet hotel Angoulême



facts & figures

Today, the greet portfolio features over 35 affordable and comfortable hotels with 2,500+ rooms in France, Germany and Austria.

The brand's pipeline counts 16 confirmed addresses set to open in the coming years across Europe. In 2024, the brand will arrive in Belgium for the first time with the the opening of greet Brussels Airport Zaventem.

greet hotel Beaune



a fun, greet eco-design

where there is a scratch, there is a story

greet has a passion for giving a new lease of life to places, objects and people. Its hotels are crafted and managed with a mindful approach, recognising the complete lifecycle of each component. Whether it's converting existing buildings into cosy hotels, using repurposed and upcycled furniture throughout their spaces, or prioritising retraining for staff, greet embodies a commitment to sustainability. This ethos shines through in the promotion of playful and quirky eco-design, resulting in each hotel offering a one-of-a-kind, warm, and eco-friendly atmosphere.

greet hotel Lyon Confluence



greet hotel La Teste Bassin d'Arcachon



greet hotel Annecy Cran Gevrier



greet hotel Darmstadt

an exceptionally greet stay wrapped in authenticity and attention

greet masters the art of welcoming, connecting and serving travellers in natural and practical, yet unique and uplifting ways. Its hotels invite guests to gather with friends and family around the communal table, enjoy locally sourced comfort food, discover pre-loved and upcycled items, and experience a positive and forward-looking version of hospitality.

greet hotels exude a sincere and optimistic ambience. From the picturesque streets of Paris to the famed wine region of Bordeaux, medieval Rennes in Brittany or Bauhaus chic in Darmstadt, each hotel offers a unique guest journey inside and out, both in the thriving communal areas and gardens, as well as the cosy and charming guest rooms.

a greet movement for a brighter future change

greet has become a key player in sustainable tourism, championing a positive and forward-looking circular hospitality movement that gives a second lease of life to places, objects, and people. Sustainability is not a checkbox for greet; it's a conscious and positive daily choice. Every action, no matter how small, contributes to a greater good.

Second-hand furniture for an unconventional interior design

Our hotels are filled with second-hand and upcycled furniture, giving a new life to old objects. Like lamps made from skateboards or cake moulds... We're always coming up with new ways to repurpose objects, working with local and national partners.

Locally sourced products and zero food waste

Our hotels not only serve a locally sourced breakfast, we also serve homemade cakes and snacks using leftover breakfast ingredients. Likewise, leftover fruit is used to make delicious tea served as a welcome drink!

Employment opportunities for those undergoing retraining

At greet, we welcome individuals from diverse backgrounds and industries to apply for positions with us. We firmly believe that talent knows no boundaries; every individual harbours untapped potential and unique skills. Our brand is dedicated to nurturing these talents, prioritising soft skills and personality traits over specific industry experience. Gone are the days of stuffy suits; we embrace a more relaxed dress code conducive to productivity. Moreover, we provide our teams with extensive training opportunities, empowering each member to unlock their full potential.

Sustainable Programming

greet times are in-hotel animations that are regularly organised to showcase the brand's commitment towards sustainability. For example, a greet hotel might organise a pop-up bicycle repair cafe, a thrift shop, or workshop about composting food waste. greet DAYS comprise of workshops during key international dates related to circular hospitality, such as World Environment Day. These workshops might be related to F&B, clothing, or furniture, allowing teams to share their passions with guests and local communities.

greet hotel Bordeaux Aéroport





meet, eat and greet

the embodiment of doing and feeling good

Each greet hotel's customs and service offerings are just as original as its design and ambience. For example, arrival and departure practices are more informal, including the one-off fast check-out box that is always upcycled from a second-hand object.

Guests can then move onto the multifunctional social hub to meet, eat, drink, play or work. Each hub features distinctive signage, second-hand furniture, a second-hand boutique and a shared library. What they all have in common is the greet expression wall, which showcases local CSR achievements related to recycling and energy savings. It also highlights local producers and associations that greet is partnering with.

The guest rooms themselves feature at least 3x upcycled objects or pieces of furniture and amenities are dispersed from eco-friendly dispensers. In addition, many of its hotels have family rooms that can welcome 4-6 people comfortably. An original bedding concept is currently being deployed at select

hotels, designed with 75% recycled materials.

Some locations offer meeting rooms that are just as quirky and colourful as the rest of the hotel, including upcycled tables with second-hand furniture and equipment. Wherever possible, greet hotels also boast original green spaces, such as terraces, gardens and veggie patches where guests can relax and unwind, or participate in shared activities.

When it comes to food and beverage, greet is committed to quality, authenticity and fighting food waste. Simple & healthy fresh local products are available throughout the day, with an upcycled communal table inviting guests to regroup to eat, drink, work or just chill. Hotel restaurants favour short food circuits, encouraging sustainable habits throughout the guest journey.

journey towards net positive hospitality

For over 50 years, Accor has been acting for positive impact both locally and globally. The group is convinced that hospitality should benefit not only a few, but whole communities around the world. Weaving sustainability into the core of its organisation is an opportunity to future-proof its business.

Accor aspires to pave the way for a new vision of travel and hospitality, infusing a sense of purpose and building meaningful experiences. Together with all its stakeholders – owners, partners, guests – thousands of change-makers are working towards its sustainability vision:

- Each stay, each Accor experience needs to be a contribution. Accor hotels will lead the way, innovating in carbon reduction, green design, waste management, food sourcing, circular economy and water-consumption efficiency.
- The food Accor offers needs to promote responsible habits. With restaurants around the globe, Accor will design new menus with exciting low-carbon alternatives that are local, organic and plant-based.
- Travelling the world responsibly can connect people. Accor will transform the experience into a collective journey, supporting local communities, protecting biodiversity, as well as sharing and engaging in more sustainable habits.





about accor

Accor is a world leading hospitality group offering experiences across more than 110 countries in 5,700 properties, 10,000 food & beverage venues, wellness facilities or flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 45 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor is committed to taking positive action in terms of business ethics & integrity, responsible tourism, sustainable development, community outreach, and diversity & inclusion. Founded in 1967, Accor SA is headquartered in France and publicly listed on Euronext Paris (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit www.group.accor.com.

ALL - Accor Live Limitless

ALL – Accor Live Limitless is a booking platform and loyalty program that enhances the Accor experience during and beyond the hotel stay. Facilitating seamless connection to Accor hotels across 45+ hotel brands in 110 countries, ALL's booking platform offers an unrivaled choice of stays at the best price, while the loyalty programme provides access to a wide variety of rewards, services and experiences, notably with over 90 strategic partners. ALL helps members live their passions every day with over 2000 worldwide events, from local discoveries to the year's biggest sporting and musical events and chef masterclasses. ALL – Accor Live Limitless is the loyalty program most awarded by travellers.



greet hotel Marseille Centre Saint Charles

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