



IFCCI LUXURY SYMPOSIUM

SECOND EDITION

An initiative of the IFCCI Luxury Committee

1. Accor has been redefining luxury hospitality with its diverse portfolio of high-end brands. How do you see the luxury hospitality sector evolving in India?

The entire hospitality market is booming in India, not only luxury. The country continues to hold a strong place in Accor's global vision, embodying not just a market, but a place of opportunity and growth. Domestic leisure travel has become the fastest-growing category amid India's luxury hospitality scene. The major cities present obvious opportunities for growth, yet there are also several tier 2 and 3 cities that we believe are poised for take-off and can offer investors a high potential for return. The market in India today is very similar to China, with massive cities that just keep growing, nearly 18% of the global population, and a rapidly increasing middle-class that is eager to spend on travel experiences and adventures.

Currently Accor has more than 60 hotels in India across a diverse array of iconic brands, including Raffles, Fairmont, Sofitel, Pullman, Grand Mercure, Novotel, Mercure, ibis, and ibis Styles. We will continue to ambitiously contribute to the evolution of India's hospitality landscape.

At the end of last year, Raffles celebrated the opening of Raffles Jaipur and we are very excited to welcome another flagship location - Fairmont Udaipur, a luxurious getaway at a unique hillside location with exclusive access to a forest reserve – later in 2025. Other recent openings for our Group in India have included **Fairmont Mumbai**; **Grand Mercure Goa Candolim**; and **Pullman Chennai Anna Salai**. Additional 2025 openings include **Novotel New Delhi City Centre** and **Mercure Lucknow Ekana Sportz City**, among others. Looking further down the road, other key projects in our pipeline include **Sofitel Jaipur Jawahar Circle** (2028) and **Raffles and Fairmont Goa** (2030).

2. With sustainability becoming a core pillar of luxury, how is Accor integrating eco-friendly practices into its luxury hotels while maintaining the exclusivity and premium experiences that guests expect?

Responsible tourism starts with choices long before the guest arrives. We think about sustainability before laying the first stone for a new hotel. We assess the impact to a destination and make sustainable eco-design choices from the start. We aim to be a force for good wherever we operate, and sometimes that means making hard choices to ensure we can deliver a luxury experience without compromising the natural environment.

Once a hotel is up and running, we act with integrity behind the scenes, embedding circular practices into our operations, upholding high standards for ethical and sustainable food procurement; optimizing resources; obtaining independent eco-certification for our hotels, as **Raffles Udaipur** has just done; and so on. For example, we have on-site water bottling plants to avoid single-use plastics at **Raffles Makati**, **Fairmont Bab Al Bahr**, and **Raffles Le Royal Monceau**. We leverage artificial intelligence in our kitchens to reduce food waste at **Raffles Dubai** and more than 30 Fairmont destinations worldwide.

Most importantly, when guests feel connected to their destination they are more likely to want to protect it by making sustainable decisions. So we create guest experiences that foster those connections. We impress them with extraordinary lower-carbon, sustainable food and beverage options, such as we did with The 88 Bites Sustainable Food Journey on Hainan Island. The culinary teams at **Sofitel Haikou**, **Fairmont Sanya Haitang Bay**, **Raffles Hainan Clear Water Bay**, and **Sofitel Sanya Leeman Resort** each introduced 22 dishes featuring sustainable ingredients sourced locally on the island. We also provide unforgettable adventures that are enriching and educational. At **Raffles Maldives Meradhoo**, our Marine Butlers will take guests snorkeling, but first they brief them on wildlife encounter codes of conduct and the sustainable practices we employ within the local ecosystem. Luxury guests expect us to do the right things, and we must always strive to go further to enrich their stay and surpass their expectations with sustainable experiences.

3. Luxury hotels are increasingly becoming lifestyle destinations, blending fine dining, luxury shopping, and curated experiences. How is Accor leveraging this trend to create immersive luxury ecosystems?

At Accor, we have the luxury of a rich diversity of brands and cultures from which we can choose to craft bespoke experiences for each of our projects. We create augmented experiences tailored for each destination, drawing upon our wealth of hospitality brands and services – from hotels, trains, and yachts to branded residences; from award-winning restaurants and bars to co-working spaces, wellness clubs and spas; from resorts to all-inclusive.

From a guest perspective, we are seeing travelers prioritize sustainability, adventures in nature, cultural authenticity, wellness, personalized luxury, and outstanding culinary experiences. Indian travelers are particularly keen to enjoy luxurious staycations, exploring their cultural heritage, traditional cuisine, and the natural beauty of the country.

With Accor's leading position in luxury and lifestyle hospitality, we are well prepared. Accor owns and operates a remarkable four out of the world's seven heritage brands over 100 years old – Orient Express, Raffles, Fairmont, as well as Pullman which operates in the premium space. Our world-renowned expertise in lifestyle hospitality opens the possibility for extraordinary culinary experiences and cultural engagement.

The recently opened **Raffles Jaipur**, for example, is designed to inspire guests to connect with the local culture at every corner. Upon arrival, a Shikar tent evokes memories of Royal Mughal expeditions, while Raffles Butlers provide guests with curated healing rituals traditional to Rajasthani culture, including botanical infused bathing, health elixirs made from local spices, and specially developed plant-based ointments. The glorious past of the region is deftly woven with modern luxuries, as guests will discover at the hotel's rooftop pool and bar, Sehara, with its stunning views of the rolling Aravalli Hills and exquisite Mediterranean and Italian cuisine.

4. Given Accor's strong French heritage and its growing footprint in India, how do you see Indo-French partnerships shaping the future of luxury hospitality in the country?

Accor is fully committed to shaping India's vibrant hospitality landscape, offering not just accommodations, but meaningful hospitality experiences that resonate with both business and leisure travelers alike. In India, we aim to be the leading hospitality provider in the market – and our success relies on the strength of the strong partnerships we have built here. Being a French company we bring a European sense of collaboration and long-term commitment to all our projects – and we place a high value on establishing strong, long-term relationships. India is a market overflowing with potential and we look forward to continuing to bring more extraordinary hotels and more world-renowned hospitality brands to the market with the support of our trusted partners.

THANK YOU