

Accor's
New Corporate Website
Visual Universe



The Why Behind The Revamp

Introduction

Project Overview

The Group.Accor.com had three primary objectives for its website revamp:



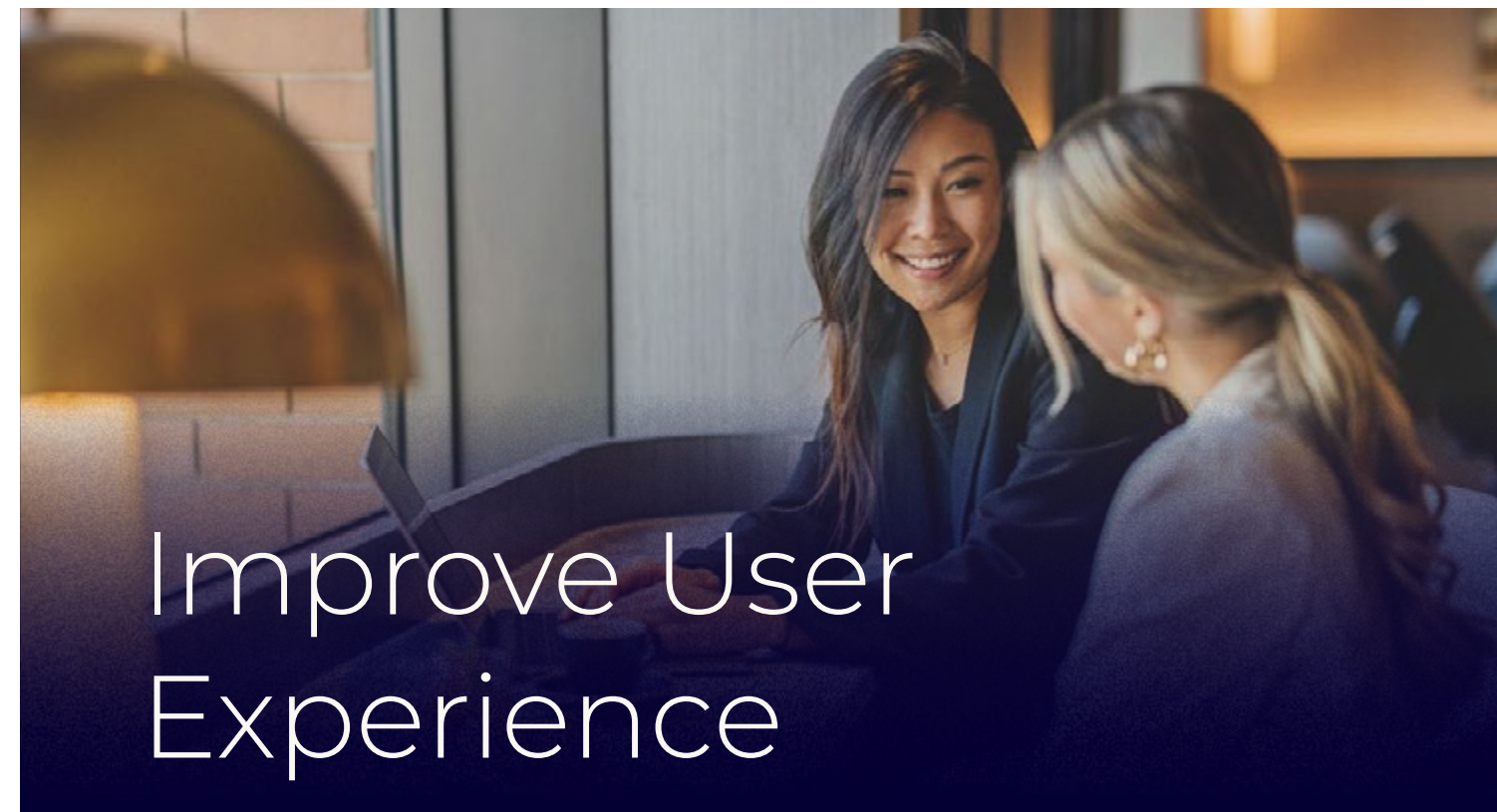
Embody Connections

Translate the key pillars of our Group Purpose into the website structure and pages:

- *Pioneering,*
- *Responsible Hospitality,*
- *Connections,*
- *Human Touch.*

Translate our sustainable commitments into our website conception, embodying the highest standards of eco-design, **resulting in a website now rated 75/100 for eco-conception** by Fruggr (01/2026).

Represent the “Human Touch” in our purpose through photography and storytelling featuring real Accor stakeholders in almost every image of our website, to emphasize our people-first approach.



Improve User Experience

Optimize the website’s delivery to viewers by lightening the overall content and making navigation easier to deliver key messages, while creating visual impact with our images and delivering a “wow” effect.

The creative goal of the project was **to elicit a stronger emotional response while balancing emotional and rational cues**. The intention was for visitors to end their session feeling welcomed, inspired, empowered, and informed, which is primarily achieved through the curation of strong, coherent imagery.

Increase stickiness, encourage return visits and time spent on site.

Encourage deep thinking via cross-linking pages to drive visitors deeper.



Optimize the Group Purpose & Identity

Reinforce the Group’s storytelling and image to strengthen its perception.

Improve aesthetics to create a modern, premium showcase for our hotel brands, strategy, and vision.

Simplify the structure to minimize pages and convey clearer, more impactful messages.

Inspire visitors by bringing Accor’s global and local stories to life.

Employing Accor’s Purpose as the Guiding Principle for the Redesign

The guiding principle for every element of the digital transformation was our Group’s purpose:

Pioneering the art of responsible hospitality, connecting cultures, with heartfelt care.

This was to be reflected holistically in everything we do from the look and feel to the content and the behind-the-scenes digital footprint.
The core guiding elements:



Pioneering

Accor was **pioneering a new website format with an ethos of simplicity, while still inspiring** through thought leadership and visionary content and photography to position the brand as a pioneering hospitality leader.

Responsible Hospitality

Extending far beyond the sustainability at our hotels, this shapes our narrative and its core corporate platforms and is embodied in the website through **rigorous eco-design principles throughout and a targeted (and achieved!) eco-conception score of 75%.**

Connections

This website is all about connections – connecting with Accor and bringing the power of connections in hospitality to life by offering a variety of ways audiences can connect through Attraction, Interaction, and Impact.

Human Touch

Creative elements used in the redesign were curated to incorporate human elements by integrating real Accor photography and video from hotels globally to enhance storytelling and **showcase concrete examples to spotlight how the company values the human presence** and avoid generic stock photos to reinforce credibility.



The Essence of Connection

Part 1

Identifying The Right Visual

Demonstrating connection on the website was key for Accor and a very strong emphasis was put on the photography and visuals to accurately represent the concept of connection.

Connection is embedded in our iconographic style.

Every visual needed to convey authenticity, warmth, and a sense of belonging.

Connection
is the heart
of our visual
storytelling

Six key pillars were identified as the criteria for every photograph to be used:



1. Genuine Moments

Photographs should capture real, unposed interactions that feel spontaneous rather than staged.



2. Natural Lighting

Incorporate soft, ambient light which enhances realism and creates a welcoming atmosphere.



3. Positive Emotions

Subjects display smiles, share experiences, and exhibit authentic reactions.



4. Cultural Sensitivity & Diversity

As a global company, we made inclusivity a core principle in our photography choices.



5. Beauty in Simplicity

Rather than busy images, we focused on clean, accessible composition so the image speaks for itself.



6. Closeness & Intimacy

Incorporating close-up, candid shots which convey warmth and connection and avoid posed or distant images which feel staged or impersonal.

The Essence of Connection

Specific
Focus ➔

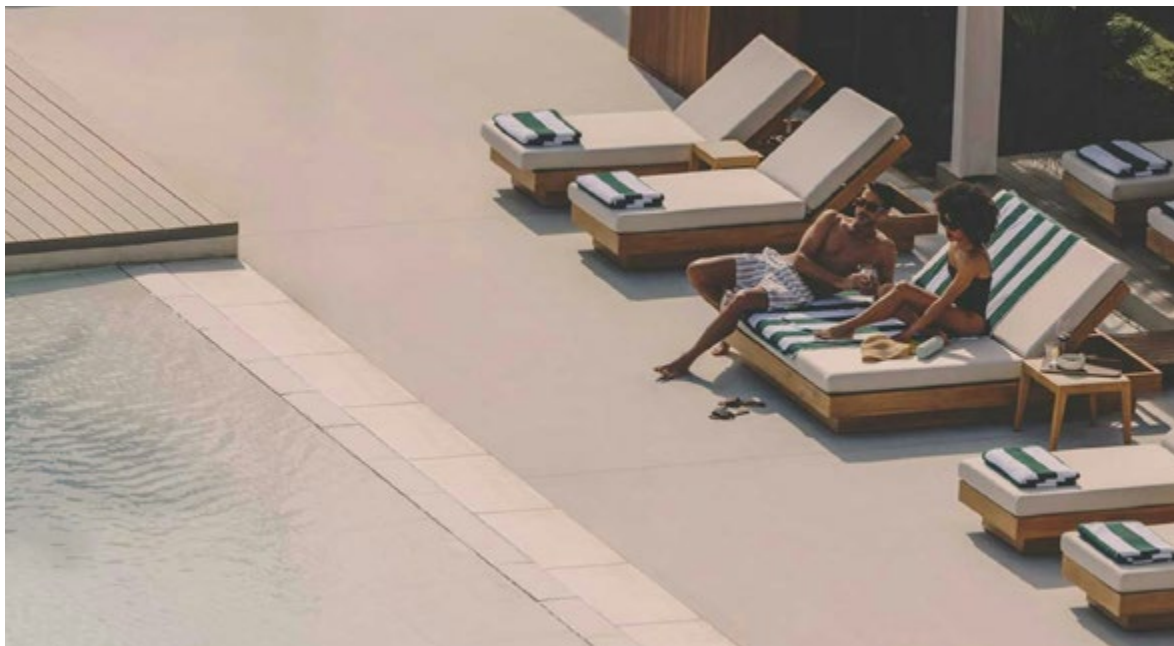
Part 1
Identifying The Right Visual



Objects
Highlighting objects with personality and warmth while avoiding sterile, impersonal, and overly staged images.



Interiors
Highlighting connection through subliminal human presence in the background, always as much as possible, when showcasing hotel brands.



Exteriors
Favoring outdoor visuals that suggest or showcase human presence, avoiding cold, lifeless, or empty scenes images.

In viewing the imagery utilized in the website overall, the iconic images included **to demonstrate the Accor universe** featured a wide range of topics to achieve the aforementioned goal of:



Tangible Human Inspiring

The Essence of Connection

Part 2

Enhancing Connection Through Special Effects, Composition & Layering

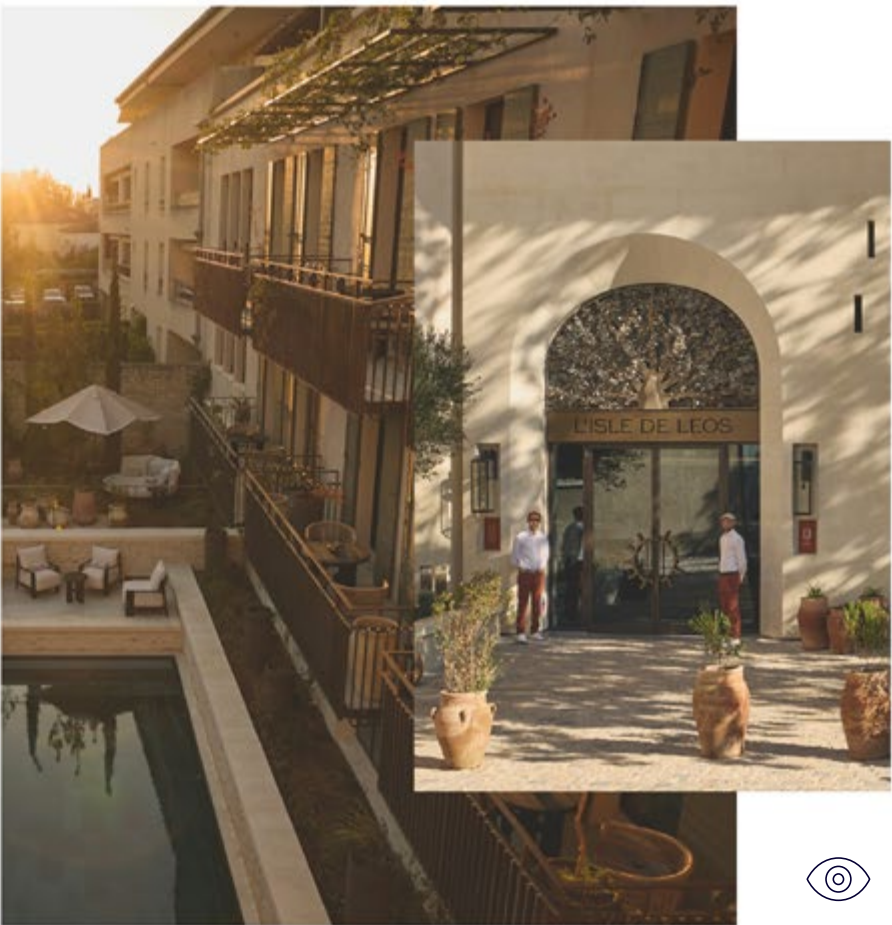
Composition & Layering

This concept overlays images to add depth and context. We applied this technique to specific components to highlight human presence or details to an image, enriching it with additional elements related to the same place—such as cultural, human, or architectural touches. This effect was created by layering two or three aligned images to narrate a visual story of the location.



45+ Brands. 5,800 Hotels.

Explore our unparalleled portfolio of hotel brands tailored to new ways of traveling, working, and living, spanning segments and geographies and offering diverse experiences to anticipate and meet the expectations of every guest.



L'ISLE DE LEOS HOTEL & SPA, MGallery COLLECTION, FRANCE

Before



After



Special Effect

A light filter was applied to subtly enhance warmth and clarity, creating a more inviting, warm feel and ensuring visual harmony across the site, while strengthening the Group narrative's visual identity. This was achieved by using color. This filter is applied to every image on the site (excluding hotel brands, articles and press releases pages) for harmony and moderation.

The focus on imagery is so important that we believe **the element of connection can also be expressed through texture, color, and depth** and these visual effects play a key role in reinforcing Accor's identity.

Beyond color filtering

When including a testimonial or story about a team member, a grain filter is applied to add a warmer layer and establish a visual signature for this specific content.





RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ JO&JOE \ HOTELF1