Beat: Sports

Partnership Between ACCOR LIVE LIMITLESS (ALL) & PARIS SAINT-GERMAIN (PSG)

Parc Des Princes, February 22,2019

PARIS, 05.03.2019, 07:38 Time

USPA NEWS - Starting from Next Season, the French Hospitality Company´s Accor Live Limitless (ALL) Lifestyle Loyalty Programme will replace Emirates as the Ligue 1 Leaders´ Principal Partner, taking over from the Dubai-Based Airline on the Front of the Team´s Playing Shirts. The Precise Length and Financial Terms of the Arrangement have not been disclosed (which begins on March 1, 2019)

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Accor and Paris Saint-Germain announced during a Press Conference at Parc Des Princes in Paris (on February 22, 2019) that they are signing a Global Multi-Year Partnership Agreement. ALL (Accor Live Limitless), Accor´s New Lifestyle Loyalty Platform, becoming the Principal Partner and Official Jersey Sponsor of the Club starting from the 2019/2020 Season. The Partnership will bring together a Global, Pioneering Leader in the Hospitality Industry with the World´s Fastest-Growing Football Club ; Accor´s 265 Million Guests join the 395 Million Fans who follow the Club and its Players on Social Media Worldwide.

The Programme will be delivered through a New App and Website. The Scheme will address “Four Strategic Stakes“ :
* Introducing New Premium Status to reward Most Loyal Members.
* Enriched Benefits according to the Augmented Hospitality Strategy.
*A Worldwide Connected Experience to earn and burn Points across the Broadest Range of Brands in the Industry and a New Digital App delivering Value Across Work, Live & Play.
*Partnerships and Experiences Far Beyond the Stay, Partnerships anchors ALL in Member´s Day-To-Day, on the Move and Everywhere. Following an Extensive Study, Three Main Passion Points resonate with the Loyalty Members: Entertainment, Dining and Culinary & Sports.

During the Press Conference on that Day, Nasser Al-Khelaifi, Chairman & CEO of Paris Saint-Germain and Sebastien Bazin, Chairman & CEO of Accor, announced the Details of that Ambitious Partnership. Sebastien Bazin said “Together with Paris Saint-Germain, we will promote a Modern French Lifestyle Concept Worldwide. It was Natural for Our Two Brands to unite based on Our Shared Values of Travel, Exchanges and People coming together.“

French Daily Newspaper "L´Equipe" first revealed in August that PSG would not be renewing their Deal with Emirates beyond the 2018/19 Season. PSG´s Shirts have displayed the Airline´s Logo since 2006. Owned by Qatar Sports Investments, PSG are one of the Richest Clubs in World Soccer. ALL will offer a Loyalty Experience integrating Rewards, Services, and Experiences across Accor´s Entire Ecosystem, including 4,800 Hotels Worldwide and an Extraordinary Global Brand Portfolio including Raffles, Fairmont, Sofitel, Pullman, Novotel, Mercure and Ibis.

Photos :
- Nasser AL-KHELAÃFI - CEO - Paris Saint-Germain (PSG)
- Sébastien BAZIN - CEO - AccorHotels Group
- Marc ARMSTRONG - Chief Sponsoring Officer - PSG
- Ian DI TULLIO - Senior Vice-President - Guest - Accor

Source : Press Conference at Parc Des Princes, on February 22, 2019. With the Presence of Nasser Al-Khelaifi, Chairman & CEO of Paris Saint-Germain and Sebastien Bazin, Chairman & CEO of Accor, announcing the Details of that Ambitious Partnership.

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Article online:
https://www.uspa24.com/bericht-15085/partnership-between-accor-live-limitless-all-und-paris-saint-germain-psg.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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