


EXPERIENCE
ROLAND-GARROS
LIKE A NUMBER ONE
THANKS TO ALL ACCOR

PRESS KIT 2026





Ever dreamed of sleeping in a suite inspired by the legendary clay court? Or being pampered with VIP access to Roland-Garros? Perhaps even feeling the thrill of watching the live broadcast of the final from the other side of the world? These are just some of the exclusive experiences offered by ALL Accor - the booking platform and loyalty programme of the Accor Group - to celebrate Roland-Garros, from May 18th to June 7th.

**ALL ACCOR × ROLAND-GARROS:
A PARTNERSHIP CENTERED ON EXPERIENCE**

Official supplier of Roland-Garros since 2015, ALL Accor, a key partner of major sporting events, became an official partner of France's leading tennis tournament in 2024. This long-standing collaboration brings together two areas of expertise that naturally align: world-class hospitality and tennis excellence. Today, it offers guests a total immersion in the tournament's atmosphere, whether on the court, in a private lounge, or across hotels available on ALL.com around the world.

"With ALL Accor, we are transforming loyalty into an experiential platform built around our members' passions. Our partnership with Roland-Garros is a powerful illustration of this: an iconic event whose excitement we extend far beyond the courts, bringing the world of the Grand Slam into the very heart of the hotels available on ALL.com across the globe. From our private suite within the stadium to experiences rolled out internationally, we give our members the opportunity to feel the thrill of the tournament - whether courtside or on the other side of the world - with a number one treatment, just like the greatest champions."

Mehdi Hemici, Chief Loyalty & E-Commerce Officer, Accor

**THIS YEAR, ALL ACCOR OFFERS
THREE EXCLUSIVE EXPERIENCES
TO ENJOY ROLAND-GARROS LIKE A
NUMBER ONE!**

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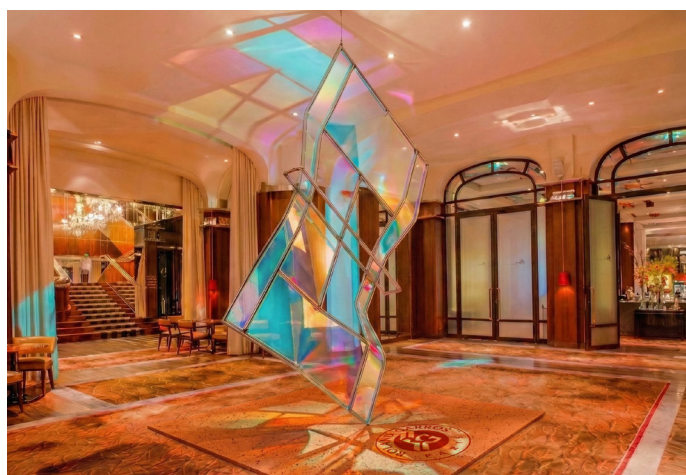
WHEN ALL ACCOR TRANSFORMS ACCOR HOTELS FOR ROLAND-GARROS

For the second consecutive year, several flagship hotels within the ALL Accor loyalty programme are being transformed in the iconic colors of Roland-Garros, offering guests a unique immersion into the magic of the tournament, while enjoying the comfort and premium service of their hotel, wherever they are in the world.

LE ROYAL MONCEAU - RAFFLES PARIS: ALL ACCOR UNVEILS THE FIRST-EVER REBRANDING OF A PALACE IN THE COLOURS OF ROLAND-GARROS

For the first time, a Parisian palace hotel has been entirely taken over by the world of Roland-Garros, as part of the partnership between ALL Accor and the tournament. Le Royal Monceau - Raffles Paris does more than simply adopt the Grand Slam's colours; it reinterprets its codes, space by space, through a scenography built around glass, light, and the texture of clay. At the heart of this transformation lies dichroic glass. This material, which shifts in tone depending on the viewing angle and the intensity of light, becomes a metaphor for a tournament that reveals itself differently depending on one's perspective - whether in the stands, behind a screen, or in the heart of a Palace, or at the very heart of a Palace.

In the lobby, a mobile structure set upon a clay base casts ever-changing shadows - cyan, magenta, and gold - playing with movement and light. A virtual, living court that invites exploration.



In the inner courtyard, the pool area is reimagined as an artistic installation: An ochre clay platform blurs the boundaries between a poolside setting and a competition court. A central net and umpire's chair, entirely sculpted from dichroic glass, capture the sunlight and refract it into a shifting spectrum of colour.

Along the corridors, a gallery of translucent portraits celebrates the tournament's heritage since 1928, from the 'Musketeers' to exclusive Roland-Garros archives.

In the Roland-Garros Suite, the mashrabiya ceiling in the bathroom reinterprets the façade of court Philippe-Chatrier, casting graphic shadows across the marble, while a glass display console houses balls signed by tennis legends. A ping-pong table rounds off the setting, extending the spirit of play right into the heart of the suite.

Lacoste takes over the Bar Long, extending the partnership right into the heart of the hotel. The space is reimagined with a new visual identity co-created with the iconic crocodile house, while both reception and bar teams are dressed in pieces from the brand's collection. On the menu, an exclusive pastry crowns the collaboration - a creation by Yazid Ichemrahen, the palace's Executive Pastry Chef, conceived in partnership with Lacoste and Giraudi. A refined pairing that brings together pastry expertise and sporting elegance. The Bar Long will also serve a selection of cocktails specially designed for the occasion.

Finally, throughout the fortnight, the Royal Film Club - the hotel's private cinema - will screen matches live in an intimate setting, complete with homemade popcorn and signature dishes, offering a way to experience Roland-Garros without ever leaving the Parisian palace.

PULLMAN & MGALLERY COLLECTION: ROLAND-GARROS UNFOLDS AROUND THE WORLD

The rebranding extends far beyond the doors of the Parisian palace. Internationally, **ALL Accor is transforming some of the most iconic hotels of its loyalty programme in the colours of Roland-Garros**, offering guests an immersive experience in the world of the tournament, wherever they are in the world.

In Brazil, the **Pullman São Paulo Ibirapuera** will host daily screenings open to ALL Accor members as well as the public, with dedicated packages available for booking. For the final, the hotel will welcome Larry Passos, the iconic Brazilian coach, who will provide live commentary and engage with members throughout the match.



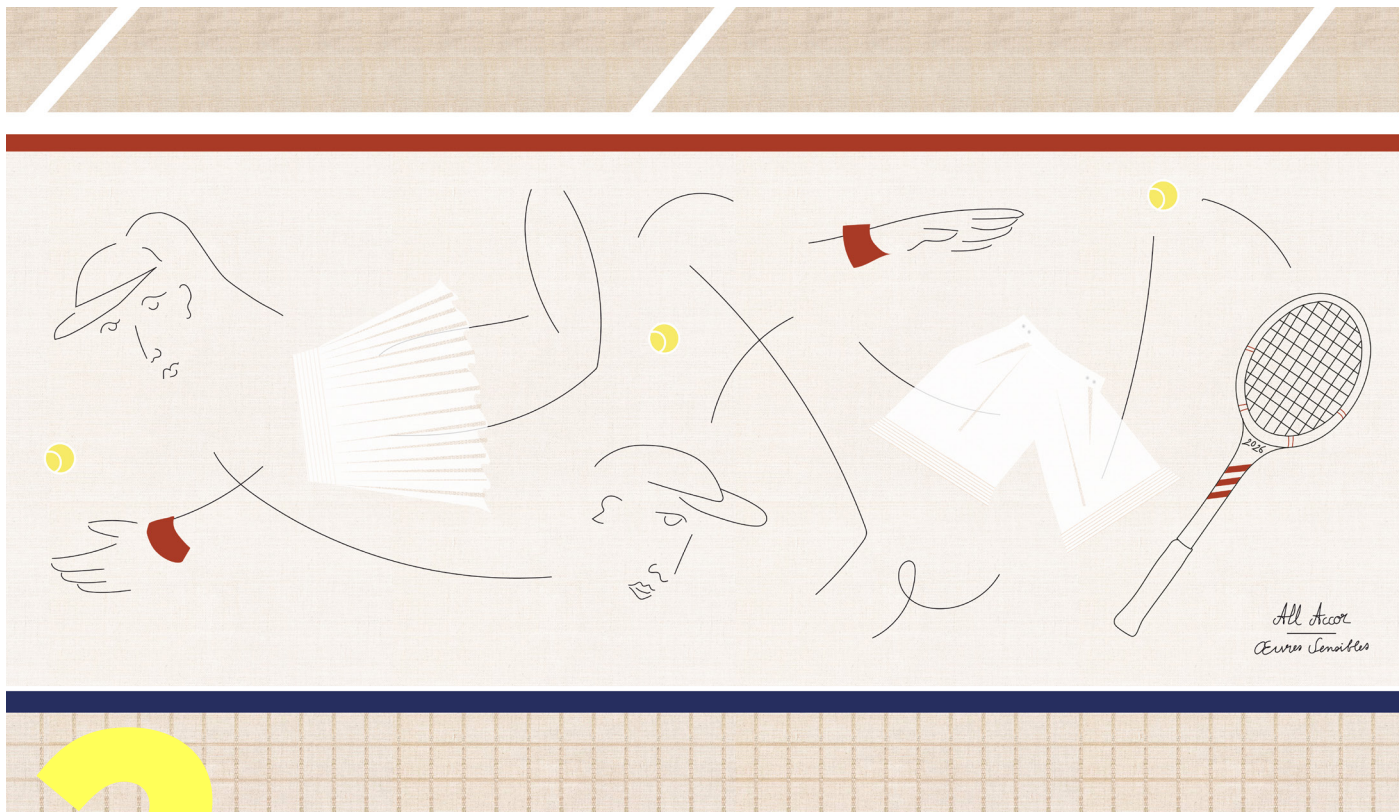
Pullman Tokyo Tamachi



The **Pullman hotel Tokyo Tamachi** as well as the **MGallery Shanghai Nanjing** will also be dressed in Roland-Garros colours for the duration of the tournament, with dedicated suites and rooms available to book via ALL.com.

These hotels will also host live screenings, open to ALL Accor members as well as the public, ensuring guests don't miss a moment of Roland-Garros. The experience will unfold in a convivial atmosphere, designed around dedicated spaces and curated activations. Nothing has been left to chance, allowing guests to feel the rhythm of the matches in real time, whatever their time zone. A variety of ways to experience a passion for tennis - from Brazil to Japan, France and China - all while enjoying service worthy of a world number one.

In a further extension of the ALL Accor x Roland-Garros partnership, the Recovery & Serenity Center at court Philippe-Chatrier will be reimagined under the direction of MGallery Collection. Traditionally dedicated to player recovery, the Quiet Room and Beauty Room will be reinterpreted as restorative sanctuaries of calm and focus, blending wellbeing with the art of hospitality.



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TAKE A BREAK IN THE ALL ACCOR × ROLAND-GARROS LOUNGE

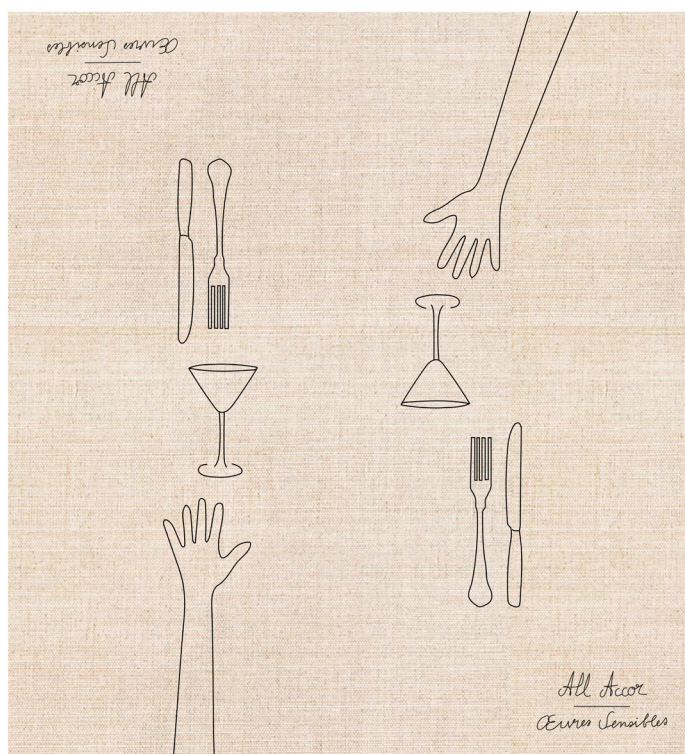
From May 24th to June 7th, from lunch to dinner, ALL Accor will welcome its members into a courtside box entirely **designed by the Potel et Chabot Creative Studio, in collaboration with Marseille-based artist Sarah Espeute**. Known for her evocative aesthetic and sustainable approach, she has created a series of artworks and accessories that express sport in a poetic way.

The identity of the space is expressed through the artist's delicate line, embroidered onto the hemp chair backs designed by **Bureau Benjamin**, as well as across table linens, cushions, and even tableware.

Vintage objects sourced by the artist - pins, caps, and embroidered cushions - are all reinterpreted through her minimalist linework and stamped "**ALL Accor × Œuvres Sensibles**".

For the occasion, **Sarah Espeute and her studio have also created an exclusive wall piece**: an embroidered panel inspired by the world of tennis. In a terracotta and blue palette, Espeute's works enter into dialogue with the tournament's colours, poetically blending tradition with contemporary design.

A number of renowned chefs will take turns in the kitchens to craft menus designed especially for the occasion. Between matches, guests will also enjoy a rich programme of experiences: **an embroidery workshop with the Œuvres Sensibles team, afternoon tea, and a Moët & Chandon champagne bar.**

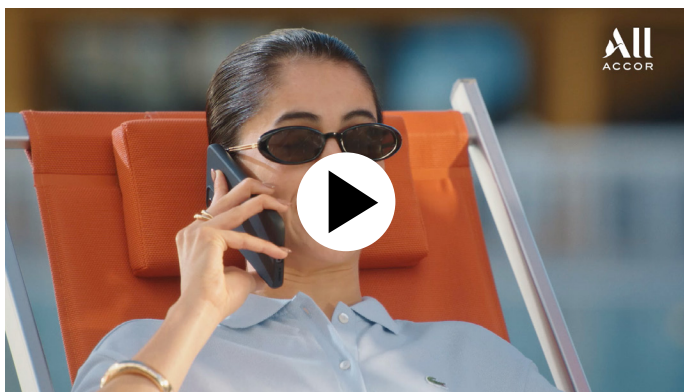


Duo tablecloth,
flame-retardant fabric,
Sarah Espeute
for ALL Accor

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THE DEDICATED CAMPAIGN: “ENVOY A NUMBER-ONE TREATMENT”

To be treated with the same level of attention as the world's greatest champions? This is the message behind ALL Accor's campaign dedicated to its collaboration with Roland-Garros. Photographed and filmed across several of the hotels within the ALL Accor portfolio, including the iconic MGallery Molitor Paris just steps from the stadium, this campaign, with its refined aesthetic, showcases the hospitality expertise that defines ALL Accor and the wider Accor Group. The story is punctuated with subtle nods to the world of professional tennis, reflected in the set design, as well as unexpected characters such as a ball boy and an umpire, encountered along the way in hotel corridors. Echoing the excellence of the world's best players on court, ALL Accor rolls out the red carpet for its members.



Whether in the stands of court Philippe-Chatrier in Paris or immersed in a hotel rebranded for Roland-Garros, whether securing a seat for the final, attending a live screening of a match, or playing behind closed doors with a champion, **ALL Accor enables its members to experience the tournament in and out stadium.** A way of rethinking hospitality through immersive experiences, brought to life within worlds of passion, and delivered with service worthy of a number one.

BID ON YOUR PASSION WITH ALL ACCOR AUCTIONS

No tickets for the final? No problem, ALL Accor offers its members an exclusive solution. From 18 to 30 May, dedicated auctions will give members the chance to win seats for the most sought-after matches.

Members can use their loyalty points - from as little as 8,000 points - to take part in these auctions, open over five-day windows:

- 18-22 May: to win seats for the Men's Semi-Final on 5 June at Le Comptoir
- 22-26 May: to attend the Women's Final on 6 June at Le Comptoir
- 26-30 May: to experience the Men's Final on 7 June at Le Comptoir

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ABOUT ALL ACCOR

ALL Accor is a booking platform and loyalty programme embodying the Accor promise during and beyond the hotel stay. Through the ALL.com website and app, customers can access an unrivalled choice of stays from more than 45 Accor brands in 110 countries, always at the best price. The ALL Accor loyalty programme gives members access to a wide range of rewards, services and experiences, along with over 100 renowned partners. ALL Accor supports its members daily, enabling them to live their passions with over 7,000 events worldwide each year: local activities, chef masterclasses, major sports tournaments and the most eagerly awaited concerts. ALL Accor is the loyalty programme preferred by travellers.



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SOFITEL LEGEND • FAIRMONT • EMBLEMS • SOFITEL • MGALLERY
RIXOS • ONEFINESTAY • MANTIS • ART SERIES • PULLMAN
SWISSÔTEL • ANGSANA • MÖVENPICK • GARRYA
GRAND MERCURE • PEPPERS • THE SEBEL • ADAGIO PREMIUM
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TRIBE • ADAGIO ORIGINAL • CASSIA • FOLIO • DHAWA • HOMM
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