

## ***ALL - Accor's Loyalty Programme and Emirates Skywards Elevate Partnership, Offering More Rewards for Members***



### ***INTRODUCING TWO-WAY POINTS CONVERSION AND EXCITING REDEMPTION OPPORTUNITIES FOR MEMBERS WORLDWIDE***

ALL - Accor's award-winning loyalty programme and booking platform, and Emirates Skywards, the award-winning loyalty programme of Emirates and flydubai, have taken their partnership to new heights, offering members additional benefits and opportunities to maximize their rewards through seamless conversions.

Through this enhanced collaboration, Emirates Skywards members who are also members of ALL can now convert their Skywards Miles into Reward points, unlocking extraordinary experiences across Accor's extensive network of over 5,600 hotels across more than 45 brands and 5,000 Limitless Experiences.

For every 4,000 Skywards Miles, members will receive 1,000 Reward points, which can be redeemed for stays, exceptional dining experiences, or exclusive Limitless Experiences available on ALL.com.

In an exciting development, the partnership introduces seamless two-way conversions, between the two loyalty programmes. This feature empowers members to maximize their rewards and enjoy unparalleled lifestyle and travel experiences with both brands.

ALL Members can also convert their Reward points into Skywards Miles, with 4,000 Reward points equating to 2,000 Skywards Miles. Skywards Miles can be redeemed for an extensive range of rewards, including flight tickets on Emirates and partner airlines, flight upgrades, gift cards, hotel stays, hospitality at sporting and cultural events, tours, and money can't buy experiences.

*"We are thrilled to strengthen our partnership with Emirates Skywards, marking a significant milestone in our commitment to enriching our programme with industry leading partners. Our members will have the ability to easily earn and redeem their points and miles, unlocking an exciting range of opportunities in new destinations where Emirates operates. Both Emirates Skywards and ALL*

*have made member experiences a cornerstone of their value propositions and share the same passion for experiential travel. This partnership will take membership to the next level. " said **Mehdi Hemici, Chief Loyalty and Ecommerce Officer at Accor.***

**Dr. Nejib Ben Khedher, Divisional Senior Vice President Emirates Skywards,** said: *"At Emirates Skywards, we're constantly exploring new ways to help our members maximise the value of every Skywards Mile earned and redeemed. And our enhanced partnership with ALL - Accor's loyalty programme will offer exactly that. Emirates Skywards members can now convert Skywards Miles to ALL Reward Points, and access exceptional hotel stays at more than 45 Accor brands worldwide, enjoy limitless experiences and more.*

*ALL loyalty members can also convert ALL Reward Points to Skywards Miles, and enjoy fantastic benefits Emirates Skywards is renowned for – including flight rewards to more than 140 destinations across Emirates' extensive network. We're delighted to expand our partnership and work together to offer our members the most rewarding travel experiences in the air, and on the ground."*

From iconic destinations such as Dubai, Paris, and the Maldives to hotspots like Riyadh and Bali, members can now seamlessly combine exceptional hotel stays with world-class air travel, ensuring unforgettable journeys every step of the way.

With this strengthened alliance, ALL and Emirates Skywards are offering members unparalleled flexibility, value, and exclusive rewards.

To learn more and become a member, visit:

<https://all.accor.com/loyalty-program/partners/emirates/index.en.shtml>

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## ABOUT All

ALL is a booking platform and loyalty program embodying the Accor promise during and beyond the hotel stay.

Through the ALL.com website and app, customers can access an unrivaled choice of stays from more than 45 Accor brands in 110 countries, always at the best price.

The ALL-loyalty programme gives members access to a wide range of rewards, services and experiences, along with over 100 renowned partners.

ALL supports its members daily, enabling them to live their passions with over 5,000 events worldwide each year: local activities, chef masterclasses, major sports tournaments and the most eagerly awaited concerts.

ALL is the loyalty program preferred by travellers.

[Discover  
ALL.com](#)

## ABOUT EMIRATES SKYWARDS

Emirates Skywards has more than 34 million members worldwide. The loyalty programme offers four tiers of membership: Blue, Silver, Gold, and Platinum, with each tier earning exclusive privileges. Members can earn Skywards Miles with partners ranging from airlines, hotels and car rentals to financial, leisure and lifestyle brands. Skywards Miles can be spent on an extensive range of rewards, including flight tickets with Emirates, partner airlines, flight upgrades, hotel stays, gift cards, tickets for sporting and cultural events, tours, and money can't buy experiences



RAFFLES · ORIENT EXPRESS · FAENA · BANYAN TREE  
SOFITEL LEGEND · FAIRMONT · EMBLEMS · SOFITEL · RIXOS  
ONEFINESTAY · MANTIS · MGALLERY · ART SERIES · PULLMAN  
SWISSÔTEL · ANGSANA · MÖVENPICK · GRAND MERCURE  
PEPPERS · THE SEBEL · ADAGIO PREMIUM  
HANDWRITTEN COLLECTION · MANTRA · NOVOTEL  
MERCURE · ADAGIO ORIGINAL · CASSIA · DHAWA  
BREAKFREE · IBIS · IBIS STYLES · ADAGIO ACCESS · GREET

### *Lifestyle by Ennismore*

21C MUSEUM HOTEL · 25HOURS · DELANO · HYDE · JO&JOE  
MAMA SHELTER · MONDRIAN · MORGANS ORIGINALS · SLS  
SO · THE HOXTON · TRIBE

## PRESS RELATIONS CONTACTS

### ALL

**Cybelle Daou Khadij**

[cybelle.daou@accor.com](mailto:cybelle.daou@accor.com)

### EMIRATES

[pr@emirates.com](mailto:pr@emirates.com)