

A wide-angle photograph of a person walking along the crest of a large sand dune. The dune is a vibrant orange-brown color and has distinct ripples. In the background, the ocean is a deep blue with white waves crashing onto a sandy beach. The sky is a clear, pale blue. The overall scene is serene and scenic.

VISIT [HERA.Accor.com](https://www.HERA.Accor.com)

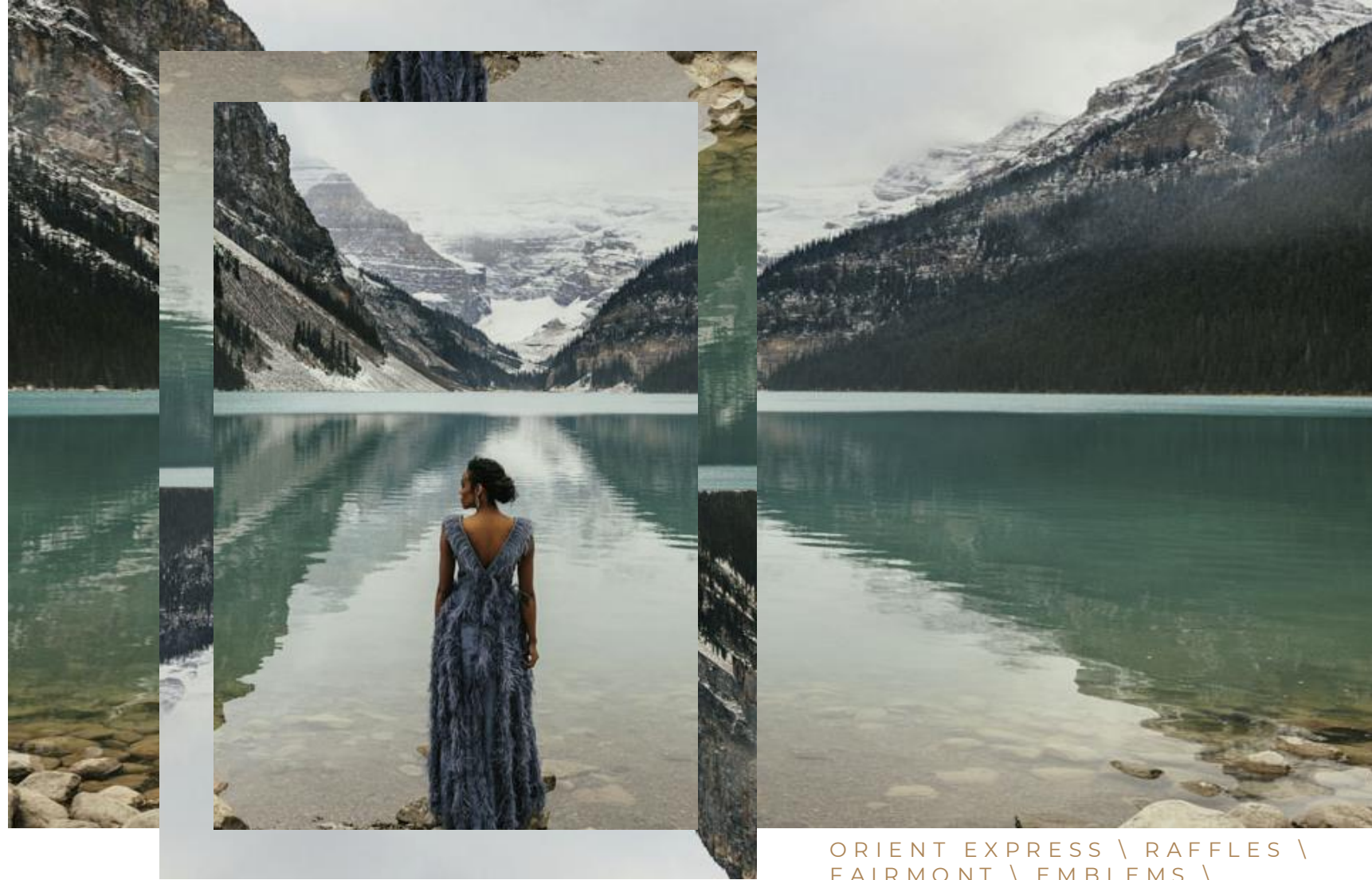
**HE
RA** | ACCOR
TRAVEL ADVISOR
PROGRAM

What is HERA?

HERA is your personal workspace to book, earn and redeem points at selected Accor Luxury & Lifestyle properties.

Specifically designed for travel advisors, our platform empowers you to craft unforgettable stays for your clients.

With a large variety of participating brands, HERA is dedicated to helping you exceed your clients' expectations, all while enjoying exciting rewards!



+400

HOTELS

+70

COUNTRIES

**All
Hotels**

ORIENT EXPRESS \ RAFFLES \
FAIRMONT \ EMBLEMS \
SOFITEL \ SOFITEL LEGEND
BANYAN TREE \ DELANO \
FAENA \ SLS \ SO \
PARIS SOCIETY

**A
selection
of hotels**

25HOURS \ ANGSANA \ GARRYA \
HYDE \ MALLERY HOTEL
COLLECTION \ MONDRIAN
MORGANS ORIGINALS \ THE
HOXTON \ RIXOS



HOW TO ENROLL?

1. Go to HERA.Accor.com
2. Enter your agency identification
3. Enter your information
4. Confirm your email address
5. You are now a HERA member!

*If you need help along the process, do not hesitate to reach our HERA team:
HERA.members.ww@accor.com*



HERA is your personal workspace to book, earn and redeem points at selected Accor Luxury & Lifestyle properties.

PLAN

Prepare unforgettable stays for your clients

Thanks to exclusive hotel information available on our platform.

BOOK

1 night booked = 1 point

You earn 1 point for every room and every night booked. You can also earn extra points on your bookings through loyalty promotions.

Customized booking confirmation

You can create a personalized booking confirmation with booking details, a personal message, your picture and agency's logo with your clients.

Cumulative with Luxury Programs

Your exclusive rates are automatically displayed, based on your agency identification.

ENJOY

Redeem Points

For purchases at our online shopping mall or enjoy free nights in our participating hotels.



PLAN. BOOK. ENJOY.

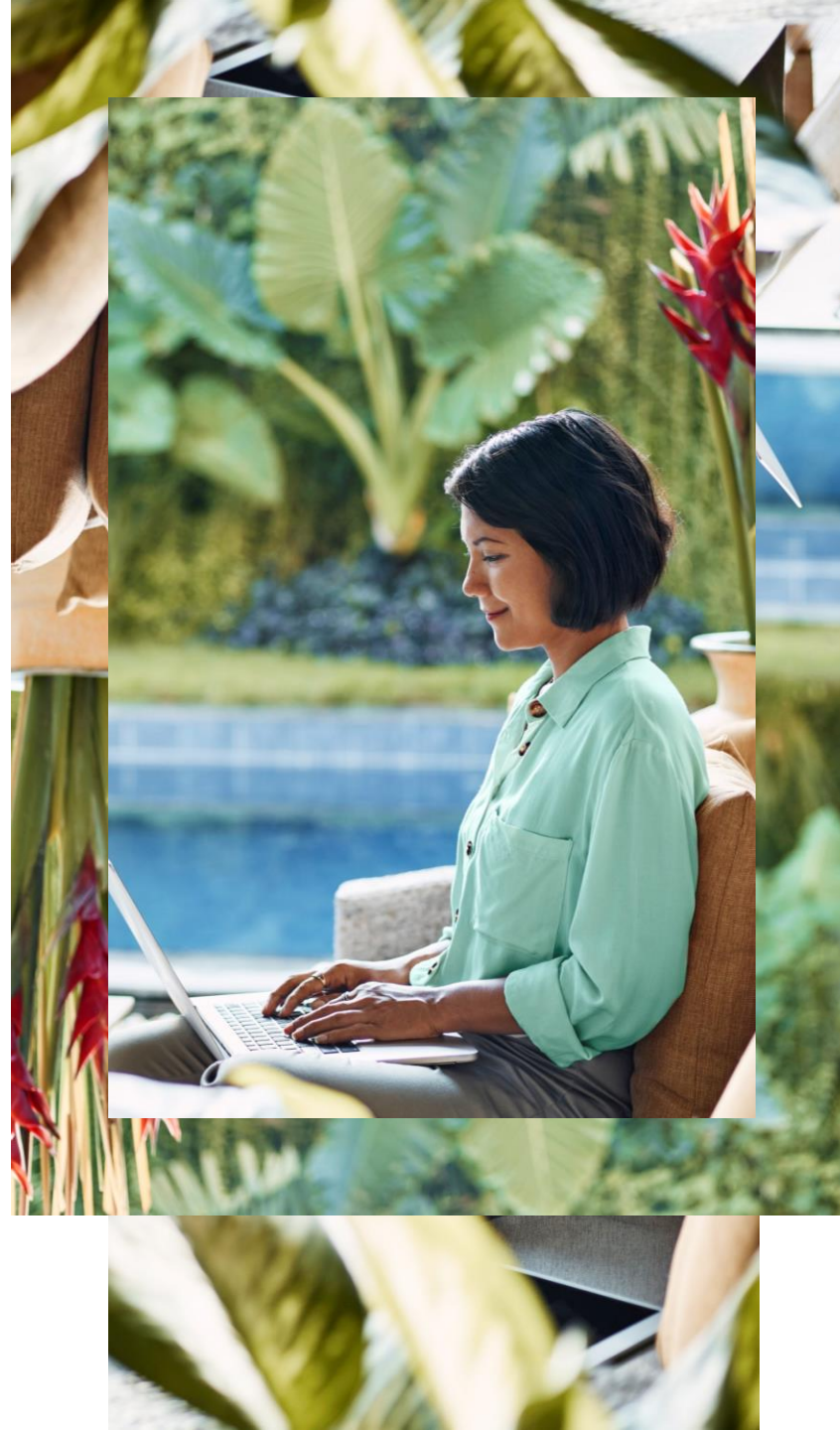
Register at HERA.Accor.com

PLAN BOOK ENJOY

***Experience HERA:
Your ultimate personal
workspace!***

HERA provides you with everything you require, under one platform.

Our 380+ HERA hotels are featured on the platform with useful information needed to plan your client's stays.



DETAILED HOTEL PAGE

DEDICATED CONTACT

***Luxury Travel
Agency Champion***

MORE CONTENT INC.:

***Suites floor plans
Room Inventory
Hotel Policies***

PLAN **BOOK** ENJOY

You earn a point for every night booked.

EARN POINTS WITH EVERY BOOKING

Upon enrolling in HERA, you can earn points every time you book a room in any HERA participating hotel.

Earning points is simple. **Earn one point for every room and for every night you book.** By booking with your HERA number, these points are immediately accredited to your HERA account, regardless of the way you book.



How it works

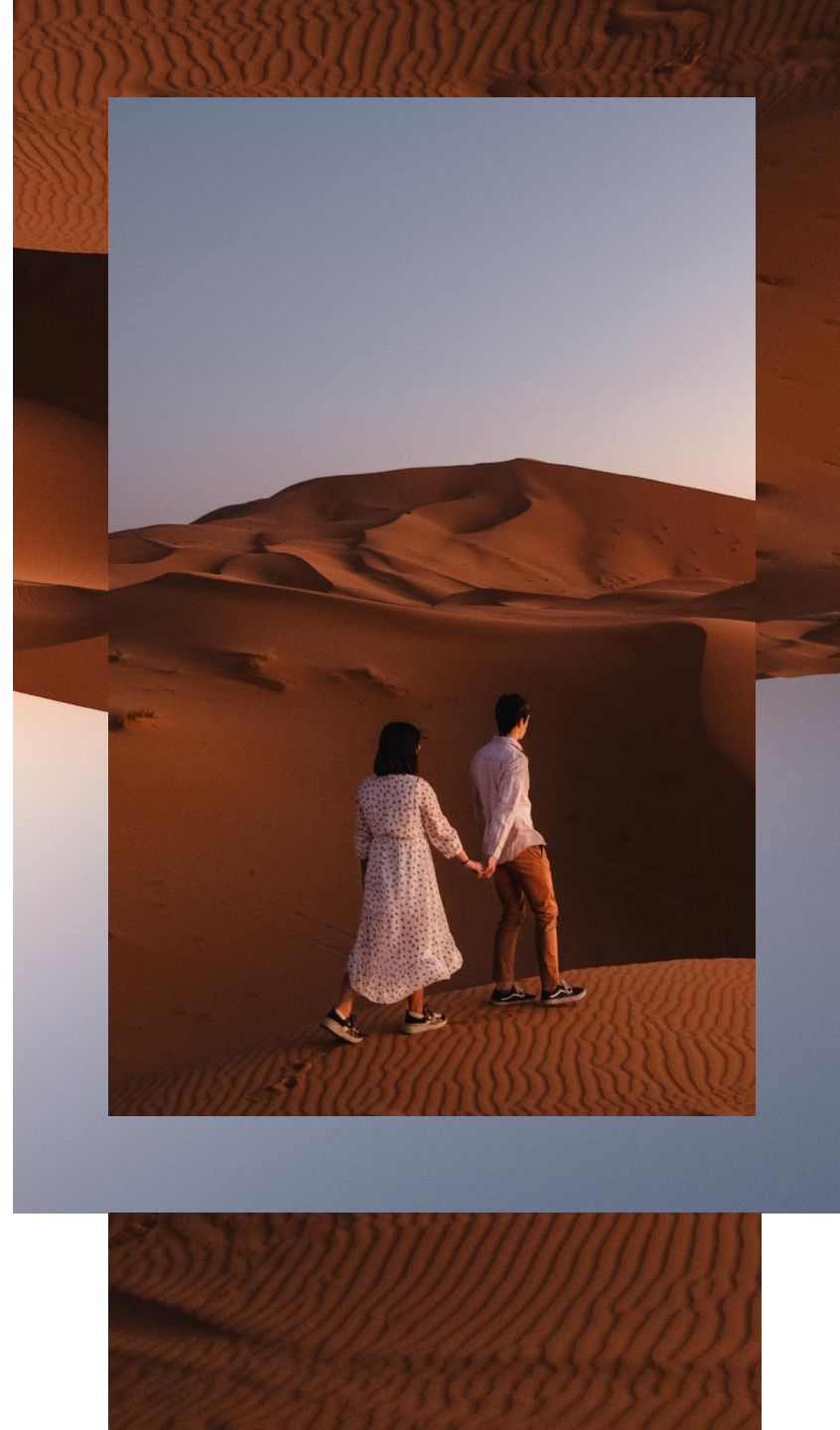
BOOKING MADE DIRECTLY THROUGH THE PLATFORM

Your points will be automatically added to your account.

BOOKING MADE THROUGH GDS

Enter your HERA number in the special instruction (SI) field using the following format: FAXXXXXX

Note: If you book directly with a hotel, make sure you mention your HERA number during the booking process.



BOOKING CONFIRMATION

HERA offers a personalized booking confirmation. After booking, you can share a personalized booking confirmation with booking details, a personal message, your picture and agency's logo with your clients.

LUXURY PROGRAMS \ CONSORTIA

Are you part of a Luxury program?
(i.e. Virtuoso, Signature, Select...)

Your dedicated rates are automatically displayed, based on your agency identification (IATA or other)!

PLAN BOOK **ENJOY**

Your HERA points offer you a world of possibilities.

You can choose to redeem them for goods and gift cards at our online shopping mall, or enjoy complimentary room nights at our participating hotels.

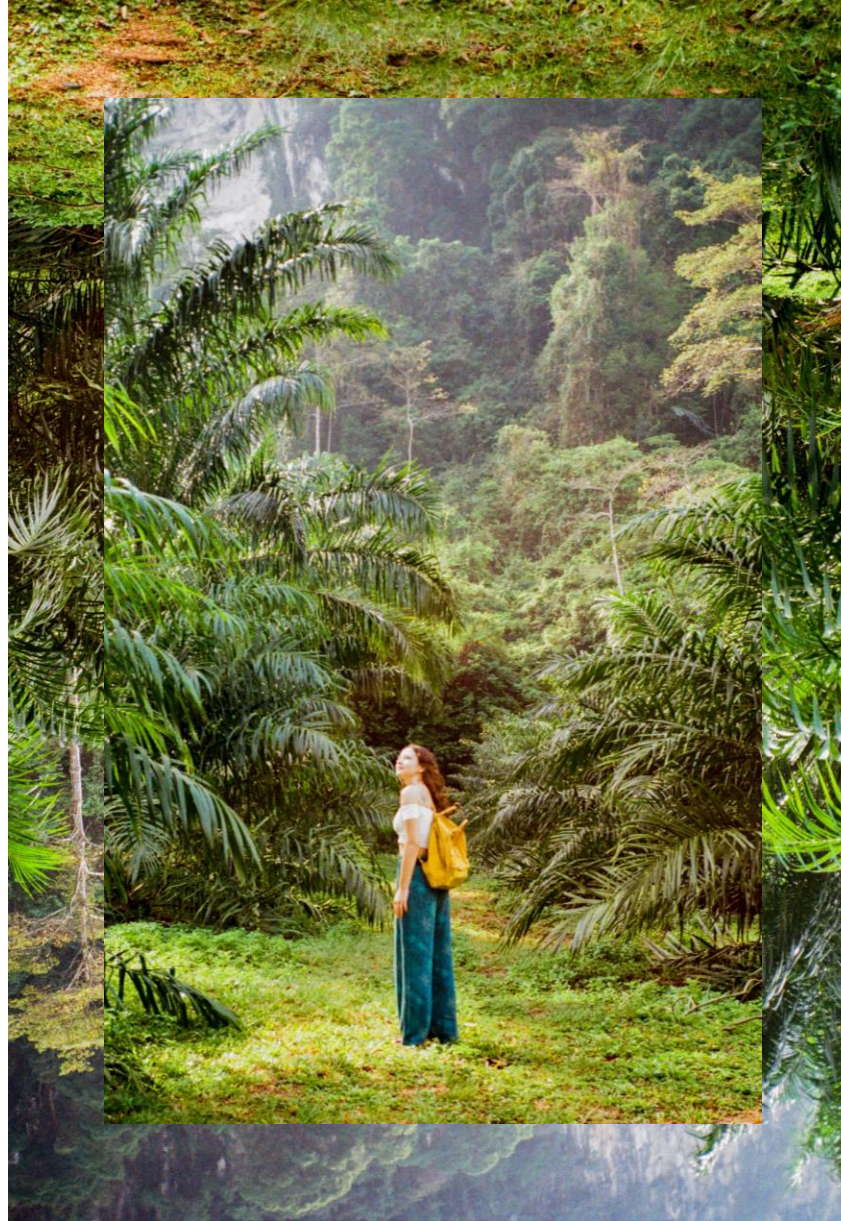
Note: in case you're missing any points, please visit HERA.accor.com and claim missing points using the form available on the platform



PLAN BOOK **ENJOY**

REDEEMING POINTS AT OUR ONLINE SHOPPING MALL

You can redeem your points for purchases at our **online shopping mall** as soon as you've reached a total of 50 points. Some of the featured brands in our shopping mall include the best-known brands in the world, from beauty, apparel to electronics and house goods!



REDEEMING POINTS FOR ROOM NIGHTS

You can use your points to **enjoy complimentary room nights** in HERA participating hotels. A minimum of 100 points is required to request a stay. Your participation in the trip is mandatory and you will be asked for ID at the check-in.





HERA

WHAT IF?...

FOR ONCE, WE WERE THE ONES
TO ORGANIZE YOUR *NEXT TRIP*



2026 HERA
CHALLENGE

BOOK NOW AT HERA.ACCOR.COM

All bookings made between December 1st, 2025
and December 1st, 2026 are eligible.

*only retail travel agencies and concierge companies are eligible

ACCOR *Preferred*



YOUR BENEFITS

What does it mean to be

ACCOR
Preferred

(invite-only)

DEDICATED RATES

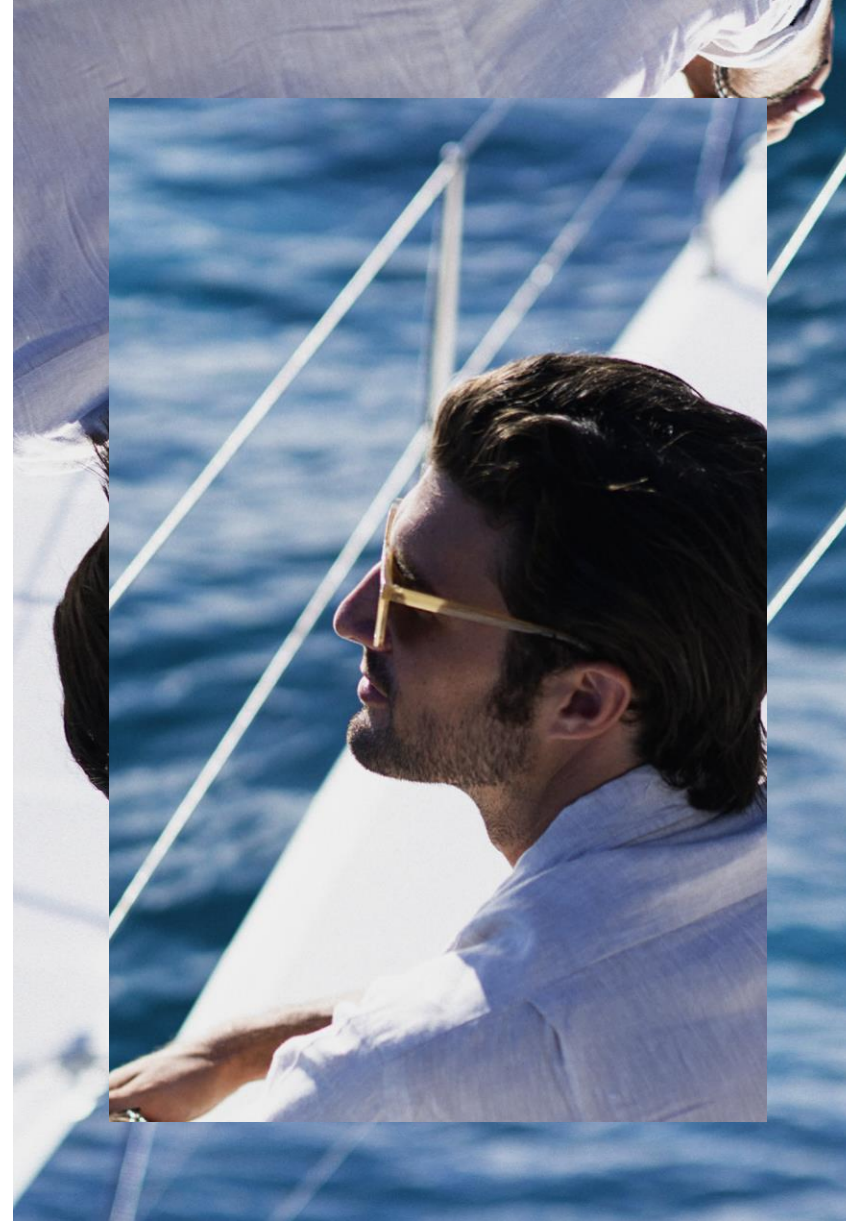
Accor Preferred hotels offer a

15%

commission on all booking made on Accor Preferred Rates and include special amenities for the guests.

ACCOUNT MANAGEMENT

Personalized



ACCOR
Preferred

BLACK BOOK

Direct Access

To all the hotel staff (General Manager, Concierge, Reservation Manager..) on HERA.accor.com.

BOOKING PROCESS

Automatic

recognition on HERA.accor.com

On GDS, enter your rate access code are:

- Sabre, Galileo, Worldspan: STP
- Amadeus: ITW

CLIENTS BENEFITS

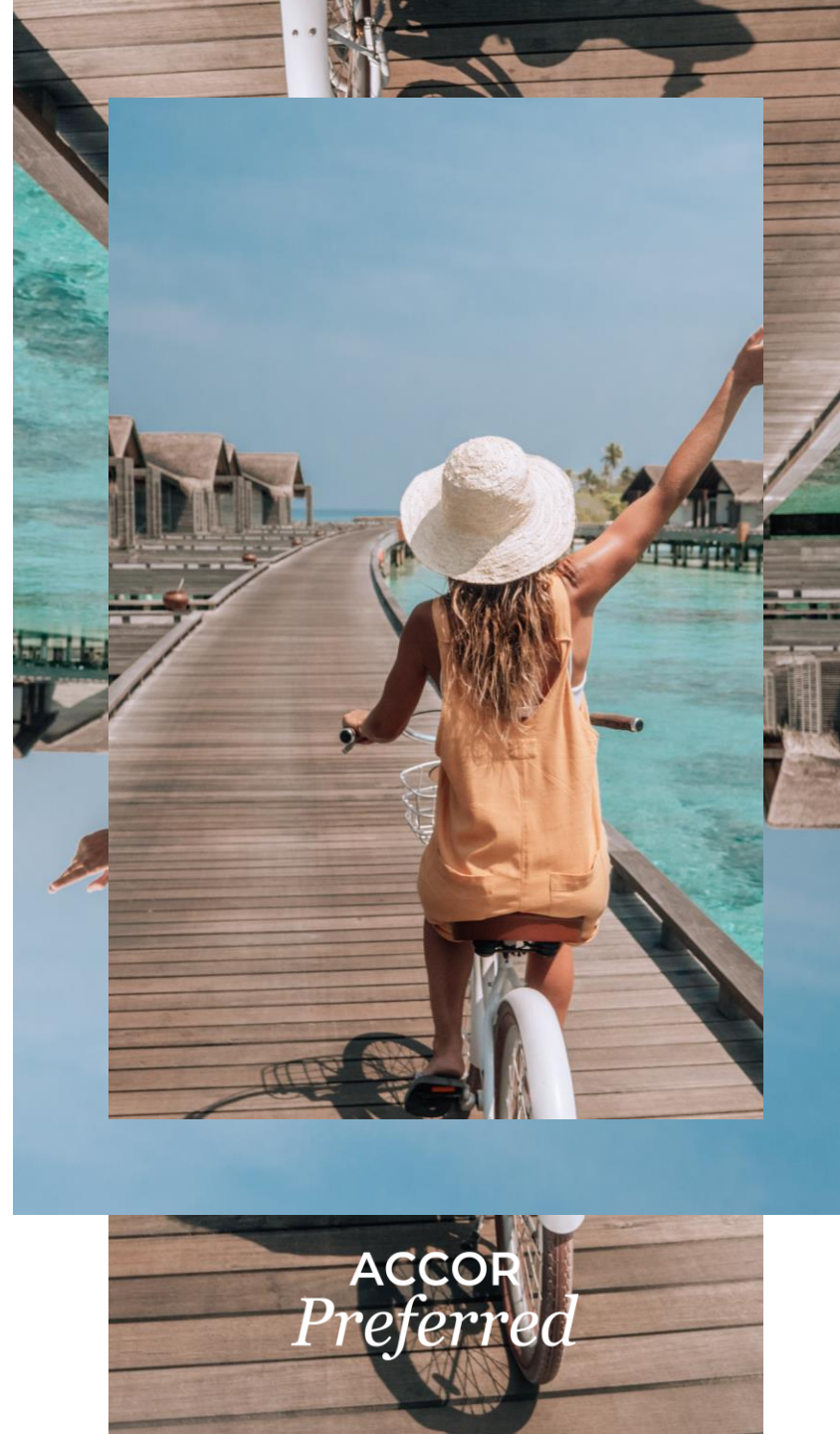
What does it mean for your client

ADVANTAGES OF ACCOR PREFERRED RATES

- Daily complimentary breakfast for 2, per room
- 100 USD credit to be spent on property *
- VIP Welcome
- Early check-in & late check-out **
- Upgrade at time of check-in **

* Conditions defined at check-in

** Upon availability



ACCOR
Preferred

TOOLS

Preference form

A tool designed to help you personalize your client's stays on HERA.accor.com.

ADVANTAGES

Promotions

Exclusive promotion only available to our preferred partners on HERA.accor.com.

OUR PARTNERSHIP - A WIN-WIN

OUR PARTNERSHIP OBJECTIVES

EMPOWERMENT THROUGH PROMOTION

You will have exclusive benefits and special offers to elevate your sales potential to our luxury and lifestyle brands.

EXCLUSIVE REWARDS PROGRAM

We will mandate the enrollment of all your advisors in the HERA program so they not only earn extra commission but also accumulate valuable points.

COLLABORATIVE STRATEGY

Together, we will develop a bespoke action plan to drive business growth. By setting clear goals and collaborating effectively, we will strive towards mutual success.

ACCOR
Preferred

