

## TRAVEL AND HOSPITALITY

# Accor supports youth empowerment with French soccer player Kylian Mbapp

July 29, 2024



The company is backing educational, community development and youth programs to further corporate responsibility. Image credit: Accor/Teddy Morellec

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

French hotel giant Accor is pushing its corporate social responsibility strategy forward.

The company is forging a partnership with French soccer player Kylian Mbapp to the benefit of **Inspired by KM**, a nonprofit supporting youth through sports, education and social initiatives. Raising awareness by leveraging Accor's network, both offline and on, the corporation is also providing Mr. Mbapp's philanthropic foundation with accommodations and logistical assistance.

"At Accor, we believe in the transformative power of hospitality to create positive change," said Sbastien Bazin, chairman and CEO of **Accor**, in a statement.

"We are honored to collaborate with Kylian Mbapp, an exceptional individual whose professionalism and dedication resonate profoundly with our values," Mr. Bazin said. "Our partnership with Kylian Mbapp aligns perfectly with our commitment to making a difference in the communities we serve."

## Responsible hospitality

The Accor Heartist Solidarity endowment fund "empowers populations living under precarious conditions to work themselves out of poverty and social exclusion" via long-term partnerships with various NGOs.

This time around, the company is backing Inspired by KM's educational programs and community development efforts. Inclusivity and awareness activations the latter will be amplified across loyalty and distribution platform All.com, in addition to other Accor Group channels are at the heart of the collaboration.

The move could boost the appeal of All.com, as Mr. Mbapp's involvement is expected to attract more members and guests.

I am proud to announce that I'm joining forces with **@accor** to empower younger generations. Together, with **@accor** and **@all** we aim to make a meaningful difference and foster opportunities for a promising future.  
[pic.twitter.com/ax9okAdVUm](https://pic.twitter.com/ax9okAdVUm)

Accor has already had a half-year of solid growth. Compared to the first six months of 2023, its revenue is up 11 percent overall and 22 percent specifically for the luxury and lifestyle division.

By uplifting youth programs alongside Mr. Mbapp ([see story](#)), the company could see further returns in a landscape where travelers are showing a preference for brands that reflect their values.

"We are thrilled to join forces with Accor to enhance our efforts in empowering youth," said Mr. Mbapp, president of Inspired by KM, in a statement.

"Together, we can make a meaningful difference and foster opportunities for a promising future," he said. "Our partnership embodies sharing and transmission, making us ambassadors for the younger generation worldwide."