



ACCOR

**HE  
RA** | ACCOR  
TRAVEL ADVISOR  
PROGRAM

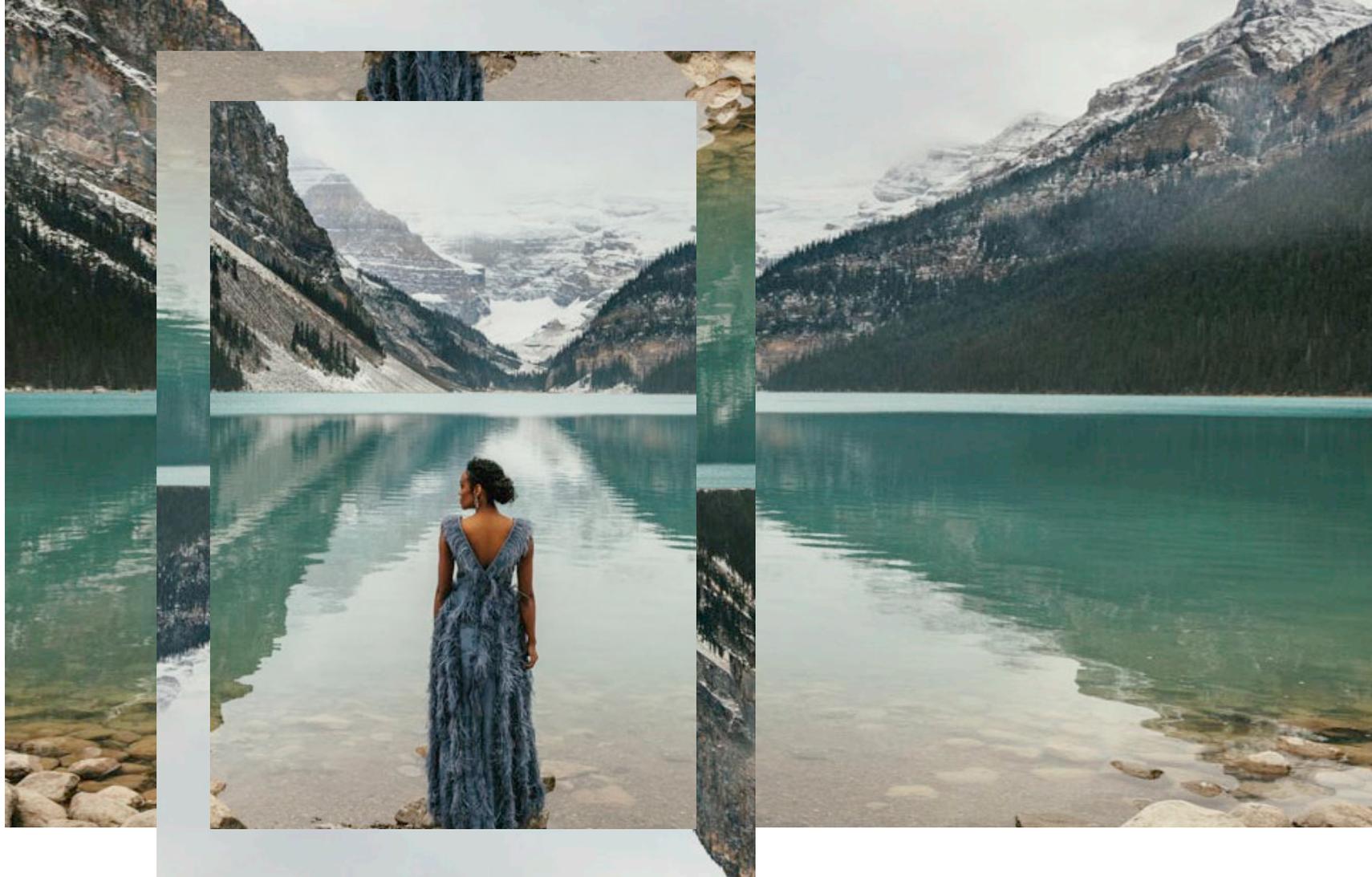
VISIT [HERA.Accor.com](https://HERA.Accor.com)

## WHAT IS HERA?

***HERA is your personal workspace to 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!



**270**  
HOTELS

**66**  
COUNTRIES

ORIENT EXPRESS \ RAFFLES \  
FAIRMONT \ EMBLEMS \  
SOFITEL \ SOFITEL LEGEND

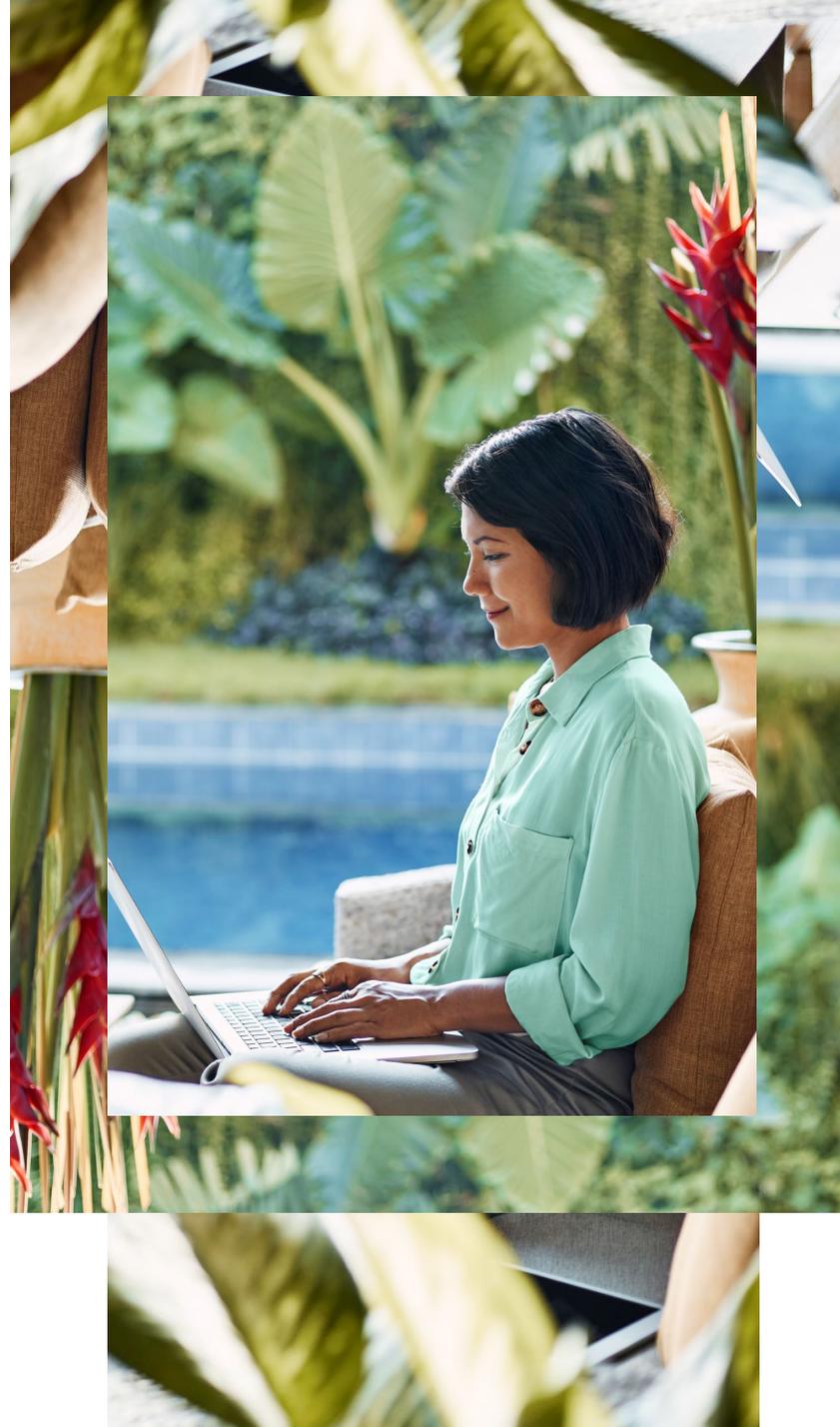
BANYAN TREE \ DELANO \  
FAENA \ SLS \ SO \  
ABBAYE DES VAUX DE CERNAY

**PLAN** BOOK ENJOY

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

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

Our 270+ 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. Simply **place your HERA number in the SI field of the GDS.**



## ***How it works***

### BOOKING MADE THROUGH GDS

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

### NON-GDS AGENTS (TRUE) BOOKINGS CAN BE MADE DIRECTLY THROUGH THE PLATFORM

Your points will be automatically added to your account.

*Note: If you forgot to book with your HERA number, you can claim the booking by filling out the « Declare by booking » form on HERA*



### 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.

### ALL – ACCOR LIVE LIMITLESS

You can add your client's ALL – Accor Live Limitless number to the booking, no matter the booking channel! Your client will earn ALL points, while you earn HERA points for the same booking.

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.

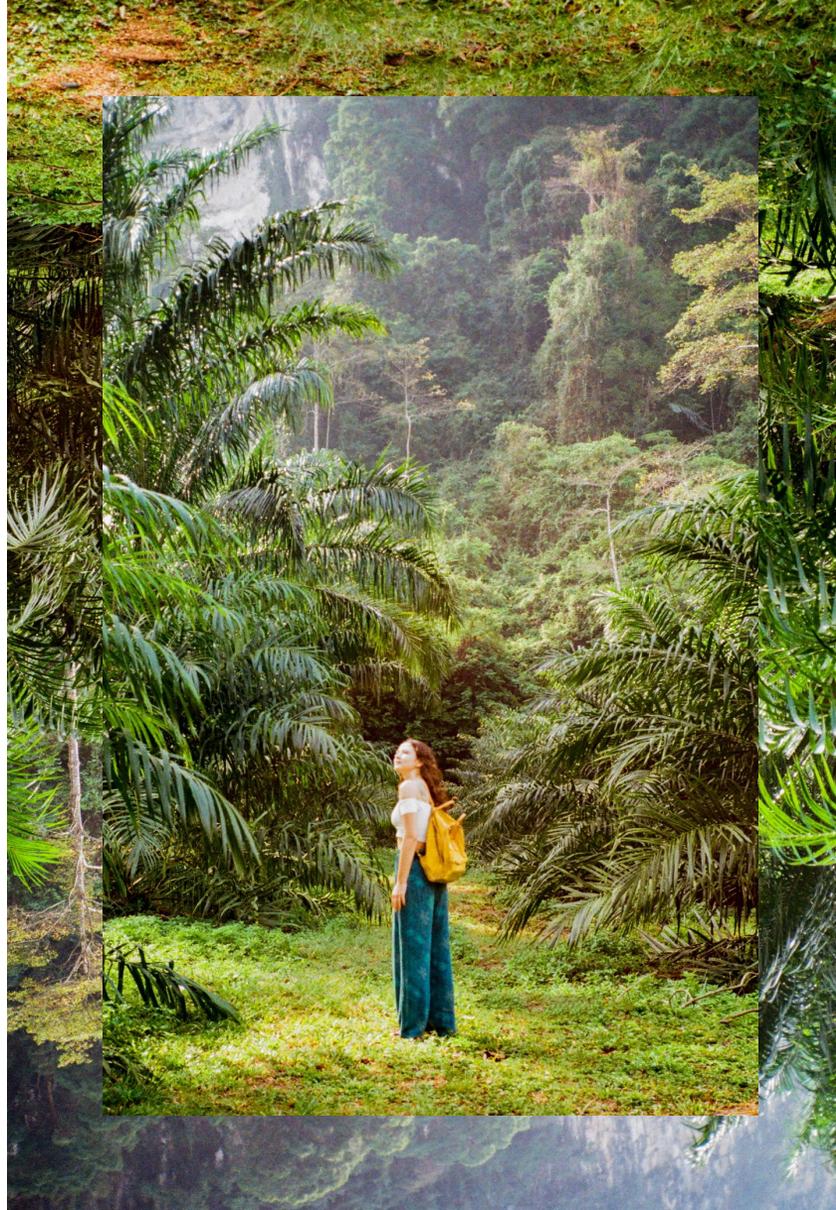
*Note: in case you're missing any points, please visit [HERA.accor.com](https://HERA.accor.com) and claim missing points using the form available on the platform*



## 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.





**ACCOR • LIVE LIMITLESS**

*ALL – Accor Live Limitless gives its members rewards and experiences to enjoy high-end, once-in-a-lifetime VIP experiences in sport, art, dining, travel, wellness, shopping and entertainment.*

**Agents can earn HERA points** for themselves and **ALL points for their client** by simply placing their **HERA number** and their clients **ALL number** in **the SI field of the GDS.**

**70** million members    **5,000+** addresses    **90+** partners

**ALL Loyalty Member Rates are commissionable**

**Earn and Burn Points Whenever, Wherever... Hotel Stays, Restaurants, Spa or Golf**



**ALL**

**IT'S BETTER WITH ALL**

Accor's lifestyle loyalty programme offers you **exclusive benefits** from the moment you join and allows you to **redeem your points** on **future stays, fantastic experiences and much more!**

**LET'S GET STARTED!**

Get a bonus of **1,000 Reward points** after your first eligible stay – a welcome gift from us to you!

**JOIN TODAY**



*Always add your ALL loyalty number when booking a stay!*

**ALL**

RAFFLES • ORIENT EXPRESS • FAENA • BANYAN TREE • SOFITEL LEGEND • FAIRMONT • EMBLEMS • SOFITEL • MGALLERY • RIXOS ONEFINESTAY • MANTIS • ART SERIES • PULLMAN • SWISSÔTEL ANGSANA • MOVENPICK • GRAND MERCURE • PEPPERS • THE SEBEL ADAGIO • PREMIUM • THALASSA • HANDWRITTEN COLLECTION MANTRA • NOVOTEL • MERCURE • TRIBE • ADAGIO ORIGINAL • CASSIA FOLIO • DHAWA • HOMM • NEQTA • BREAKFREE • IBIS • IBIS STYLES ADAGIO ACCESS • GREET • IBIS BUDGET • HOTEL F1

LIFESTYLE BY ENNISMORE  
210 MUSEUM HOTEL • 25HOURS • DELANO • HYDE • JO&JOE • MAMA SHELTER • MONDRIAN • MORGANS ORIGINALS • SLS • SO • THE HOXTON





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PROGRAM

HERA SUPPORT TEAM  
[HERA.members.ww@ACCOR.COM](mailto:HERA.members.ww@ACCOR.COM)

***PLAN. BOOK. ENJOY.***



Thanks for Stopping by!  
Now take the HERA Quiz.  
Please click **HERE** to play.

## **2 GREAT PRIZES:**

- 1 Grand Prize: 200 points (up to 2 nights in a HERA property)
- 1 Runner Up: 100 points (up to 1 night in a HERA property)