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Hospitality, Growth and Sustainability: Adagio's 2024 Review

Adagio looks back on 2024, a year defined by strong economic performance, unforgettable highlights for the brand, and a strong commitment to more sustainable tourism. Europe's leading aparthotel brand reaffirms the strength of its offering and business model, as well as its drive to innovate in the hospitality sector and better serve the changing demands of both leisure and corporate clientele.

2024: the year of hospitality

In 2024, Adagio placed hospitality at the heart of its priorities, reaffirming its ambition to provide an increasingly high-quality experience to its customers. A strategy that has paid off, as evidenced by the figures from the past year. With 1.65 million customers welcomed across its 129 locations, the European leader in aparthotels achieved an impressive occupancy rate of 76%. Customer satisfaction also follows a positive trend, reaching an average score of 82.6/100 (+1.4 compared to 2023). As for the Net Promoter Score (NPS), it stands at 52, further confirming the growing loyalty of customers to the brand.

Adagio confirmed record economic performance in 2023 and continued their expansion with 6 new openings (a total of 659 additional flats) in the Paris area, in other French regions, in Europe and Africa. The company also signed new partnerships in a market that recognises the strengths of the Adagio model.

A year marked by major events for the brand

In January, Adagio kicked off the year by forming a partnership with skipper Éric Péron for the Arkéa Ultim Challenge, an exciting maritime adventure around the globe. The brand also strengthened its presence in the world of sports and major cultural events through an official partnership with Paris La Défense Arena, Europe's largest indoor arena.

The summer of 2024 was marked by a key historic event and exceptional influx of travellers attending the major sports events held in Paris. 38 Adagio aparthotels, in Paris area and other French regions, warmly welcomed visitors from all over the world, as well as professionals involved in organising these events. During this time, Adagio played a key role by hosting supporters, international sports federation delegations, security forces, media, and logistical teams essential to the smooth running of these events. Up to 1,190 apartments were reserved for these personnel, totalling 36,000 nights.

In total, this global event greatly contributed to the increase in occupancy, with 64,000 nights recorded from July 26 to August 11, 2024, a 15% rise compared to the same period in 2023. This success once again illustrates the relevance of the Adagio model in meeting the accommodation needs of large international events.

Despite the exceptional demand, Adagio recorded a notable improvement in customer satisfaction during this period (+3.3 points compared to summer 2023). This performance reflects the remarkable dedication of all of Adagio's teams throughout this time period.



On the media front, Adagio made its grand return to screens with a new TV and digital campaign broadcast in France, Germany, and the UK. Following the success of "I lived there" in 2023, a second advertisement marks the beginning of a true saga, introducing a new slogan, "At our place, just like at yours", highlighting Adagio's commitment to offering guests a comfortable and authentic stay which makes them feel at home.

Alongside this, Adagio continued its digital transformation with the deployment of IDEaS G3 RMS, an artificial intelligence-based revenue management solution, across all its European sites, thereby optimising revenue management and customer satisfaction.

A strong commitment to more sustainable tourism

Staying true to their key mission, 'Making life in the city more beautiful', and their commitment strategy 'Acting for cities in transition,' Adagio has accelerated its shift toward responsible tourism through three key areas: reducing environmental impact, strengthening social bonds in cities, and collective engagement.

In 2024, the business introduced a reinforced energy policy and worked on its external certification process. This strategy paid off: 55 Aparthotels Adagio were awarded the Green Key label in January 2025, a significant recognition of the brand's efforts in the different dimensions of Corporate Social Responsibility. Present in 77 countries, the Green Key label recognises hospitality facilities that reduce their environmental impact and promote more responsible tourism, whilst still providing high standards of accommodation for guests.

Adagio thus continues its mission by making cities more sustainable, community-orientated and pleasant to live in, establishing itself as a key player in sustainable and committed urban tourism.

'2024 was an exceptional year in more ways than one. Our economic performance demonstrates the robustness of our business model. We were able to capitalise on major events to strengthen the appeal of our brand, while placing hospitality at the heart of our approach. With customer satisfaction continuing to rise, our commitment to offering all our customers exemplary experiences is clearly being met. This momentum is driving all the Adagio teams to go even further in 2025, by reinforcing our strategic decisions.'

Xavier Desaulles, CEO of Adagio.

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About Adagio

Adagio is the European leader in aparthotels. Created in France in 2007 as a joint venture between Accor and Pierre & Vacances Center Parcs, Adagio now has 129 sites and 14,851 flats in 16 countries. It is the largest network of apartment hotels in Europe.

Combining the flexibility of a flat with the services of a hotel, Adagio aparthotels are the best solution for medium and long stays, offering the greatest comfort and the best value for money to business travellers, holidaymakers and those who like to be both at the same time.

Located in urban areas, Adagio aparthotels come in 3 ranges: Adagio Original, in the heart of major cities; Adagio Access, in the centre of regional capitals or on the outskirts of major cities; and Adagio Premium, luxury aparthotels.

About Mason Williams

ADAGIO

APARTHOTEL

Mason Williams Communications recently celebrated its 25 anniversary by achieving 25 major initiatives in their silver year. The agency was founded in Manchester (1986), opening in London in 1999 and Majorca in 2001 to handle its growing Spanish business. The agency specialises in high profile consumer lifestyle brands with an energetic team of thirty-five executives.

Visit www.mason-williams.co.uk or find us on Instagram @masonwilliamspr

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