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Travel + Leisure Co. Launches New Vacation Club, Accor Vacation Club Asia Pacific, in Indonesia

- *Travel + Leisure Co. announces expansion of Accor Vacation Club brand with formation of a new vacation club, Accor Vacation Club Asia Pacific*
- *Members will be able to access existing and new Accor Vacation Club Asia Pacific resorts and exchange points for use in ALL (Accor Live Limitless)*
- *New club continues delivering on the Travel + Leisure Co. strategic priority of multi-brand vacation ownership expansion*

BALI, INDONESIA (July 10, 2025) – [Travel + Leisure Co.](#) (NYSE:TNL), a leading leisure travel company providing more than six million vacations to travellers around the world every year, has announced the expansion of the Accor Vacation Club brand with the formation of a brand new Asia-based vacation club.

The first [Accor Vacation Club Asia Pacific](#) resort is the Novotel Nusa Dua, in the stunning Nusa Dua resort precinct, celebrated for its pristine beaches, breathtaking diving and snorkelling sites, and world class golf courses.

Members will be able to access this gem alongside thousands of vacation ownership resorts across the world through membership with a leading exchange provider, and exchange their club points to use Accor Live Limitless – Accor’s loyalty program – for stays at thousands more properties globally.

The expansion in Asia comes after Travel + Leisure Co. last year acquired licensing rights for the Accor Vacation Club brand and the opportunity to launch new products or clubs in Asia Pacific, the Middle East, Africa and Türkiye. Additionally, the rise of the sharing economy in Asia, and increase in wealth and disposable income for services like travel, strengthens the company’s strategic approach to foster growth and innovation as a multi-brand developer.

“The launch of Accor Vacation Club Asia Pacific is our next logical move in our plan to grow the Accor Vacation Club brand into new markets,” said Barry Robinson, President and Managing Director, International Operations, Travel + Leisure Co. “We are excited to combine the upscale experiences synonymous with Accor’s brands with the most innovative features in the vacation ownership industry to date for the benefit of travellers in Asia and beyond,” he added.

“The launch of the first Accor Vacation Club Asia Pacific resort marks an exciting stage in our growth strategy, supporting the continued growth of our franchised hotel network across Asia Pacific whilst aligning perfectly with our asset-light strategy,” said Duncan O’Rourke, CEO Accor MEA APAC – Premium, Midscale and Economy division. “By monetising our existing business and leveraging the resources and expertise of Travel + Leisure, we are offering our customers even more innovative and rewarding experiences.”

Accor Vacation Club Asia Pacific offers members a 20-year-term – shorter than most products within the shared ownership sector – a share of any net proceeds of property sales at the end of the club term, and a flexible fee payment for members who choose not to utilise the club in any given year.

About Travel + Leisure Co.

[Travel + Leisure Co.](#) (NYSE:TNL) is a leading leisure travel company, providing more than six million vacations to travellers around the world every year. The company operates a portfolio of vacation ownership, travel club, and lifestyle travel brands designed to meet the needs of the modern leisure traveller, whether they're traversing the globe or staying a little closer to home. With hospitality and responsible tourism at its heart, the company's nearly 19,000 dedicated associates around the globe help the company achieve its mission to put the world on vacation.

About Accor

[Accor](#) is a world-leading hospitality group offering stays and experiences across more than 110 countries with over 5,600 hotels & resorts, 10,000 food & beverage venues, wellness facilities and flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing around 45 hotel brands from luxury to economy, as well as lifestyle with Ennismore. ALL, the booking platform and loyalty program embodies the Accor promise during and beyond the hotel stay, gives its members access to unique experiences. Accor is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity, and inclusivity. Accor's mission is reflected in the Group's purpose: Pioneering the art of responsible hospitality, connecting cultures, with heartfelt care. Founded in 1967, Accor SA is headquartered in France. Included in the CAC 40 index, the Group is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit group.accor.com or follow us on [X](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

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