

Opening of the Adagio Access Bordeaux Pessac Aparthotel, the first concrete achievement of Adagio's partnership with Sergic



Photo credit: Sébastien TOMASZEWSKI

London, 10th December, 2025 – *Adagio takes a new step in the rollout of its FIRST 2030 strategic plan with the official opening of the Adagio Access Bordeaux Pessac Aparthotel. This is the first property to open under the Adagio brand as part of the partnership with the Sergic group for the management of nine sites in France, announced on November 4th, 2025. It reflects the shared ambition to accelerate the development of aparthotels in dynamic urban areas, with enhanced quality of service and a strong local presence.*

Open since November 20th, 2025, the Adagio Access Bordeaux Pessac strengthens Adagio's presence in the Bordeaux metropolitan area, where the brand already operates two centrally located aparthotels: the Adagio Original Bordeaux Gambetta and the Adagio Access Bordeaux Rodesse.

The opening of this new site consolidates the network in a highly attractive area combining urban living with a quiet residential environment. Adagio Access Bordeaux Pessac is located to the South of the city, in close proximity to the university campus, several major business districts and the Haut-Lévêque Hospital.

It benefits from excellent accessibility, with Pessac Alouette train station just a two-minute walk away, as well as tram line B, which provides quick connections to the centre of Bordeaux and allows travellers to reach the Arcachon Bay area in under an hour. Access to Bordeaux-Mérignac Airport is also made easier thanks to the nearby bus line 39. The site additionally lies along the Pessac-Arcachon cycling route, offering a direct and safe path to the coast and further enhancing the appeal of soft mobility options.

With its modern, fully equipped apartments, the Adagio Access Bordeaux Pessac offers a flexible and comfortable solution, ideal for both long business stays and leisure trips. Part of the Adagio Access range, the site features 76 apartments, including 26 family units and 4 accessible rooms.

Guests can also enjoy a wide range of services designed to ensure autonomy and comfort throughout their stay:

- Self-service laundry
- Fitness room
- Private on-site parking

Designed for business travellers and local meetings as well, the aparthotel also offers two fully equipped private workspaces: a 47.2 m² conference room (up to 20 people) and a 25.3 m² meeting room (up to 12 people).

The Adagio Access Bordeaux Pessac implements several sustainability initiatives, including an **energy-saving policy** (efficient equipment and controlled indoor temperatures), **reduced water consumption** (water-saving taps and showerheads), and **measures to decrease waste generation**, notably by eliminating single-use plastics. The property also promotes **short supply chains** by offering local products at breakfast and in the on-site grocery area, while **encouraging more sustainable modes of transport**.

"The opening of the Adagio Access Bordeaux Pessac marks a key achievement of the partnership established with Sergic. It reflects our ambition to strengthen our presence in high-potential territories by offering modern, accessible properties designed for medium- and long-stay travellers. Bordeaux-Pessac is a strategic location at the crossroads of the academic and economic hubs and is set to become a solid and lasting anchor point developed with Sergic."

Arthur Jaeger, Chief Development & Real Estate Officer

About Adagio

Adagio is the European leader in aparthotels. Founded in France in 2007 as a joint venture between Accor and Pierre & Vacances Centre Parcs, Adagio today operates nearly 140 properties representing nearly 16,000 apartments across 70 cities and 16 countries., making it the largest aparthotel network in Europe. Combining the flexibility of an apartment with the services of a hotel, Adagio aparthotels are the ideal solution for medium- long-term stays, offering maximum comfort and excellent value for money to both business and leisure travellers - and those who are a bit of both.

Located in cities, Adagio's aparthotels come in three ranges:

- Adagio Original – in the heart of major cities
- Adagio Access – in regional capitals or near large urban centres
- Adagio Premium – high-end aparthotels offering premium comfort

About Mason Williams

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 Twitter @MasonWilliams, Facebook Mason Williams PR, and Instagram @masonwilliamspr

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