

With 78 Green Key-certified aparthotels, Adagio commits more than half of its network to sustainable urban hospitality

London, January 23, 2026 – Adagio has reached a new milestone this year in its Green Key certification process, which began in 2025. With 20 new certified properties in 2026, the network now boasts 78 aparthotels – representing over 60% of all Adagio properties. This significant growth illustrates the rapid development of a more responsible hospitality model, activated in the heart of European cities. This momentum is part of a long-term strategy: Adagio aims for 100% Green Key certification, confirming the commitment of Europe's leading aparthotel operator to increased sustainable hospitality in urban centres.

A European Dynamic, Driven by the Entire Network

The Green Key ceremony, which officially recognises certified establishments in France, took place yesterday in Strasbourg, marking a significant event for all stakeholders in sustainable tourism.

This year, **18 newly certified aparthotels in France** received the Green Key label, confirming the brand's commitment to sustainability within the country.

Internationally, 27 certified sites are spread across 10 countries, including Germany, the United Kingdom, Belgium, the Netherlands, Switzerland, as well as the United Arab Emirates and Qatar. This initiative extends beyond company-owned properties.

Of the 78 certified aparthotels, **58 are managed by Adagio**, 14 are franchised, and 6 are master franchised, reflecting the growing mobilisation of the entire network around shared environmental standards.

Measurable Results Closely Aligned with Real-world Use

The leading international sustainable tourism label for tourist accommodations, Green Key is based on a demanding approach structured around seven key areas of action: environmental policy, customer awareness, energy, water and waste management, responsible purchasing, and living environment.

At Adagio, this certification process translates into concrete and measurable actions, implemented at the local level:

- 4% reduction in energy consumption per occupied apartment
- Water savings of up to 5% per occupant at French sites
- More than 20 tons of biowaste valorised/processed through local partnerships
- More durable household appliances, with increased use of repair and the circular economy
- Initiatives promoting urban biodiversity and local community engagement

Towards a Sustainable Standard for Urban Aparthotels



The Green Key certification is one of the cornerstones of Adagio's CSR strategy, built around its commitment to "Acting for the Transition of Cities." Building on current momentum, this movement will continue to grow, with confirmation of **20 new certifications in 2026**.

Beyond simply obtaining the Green Key label, the brand affirms its commitment to making it an operational standard, integrated from the initial design of new openings and implemented across its entire portfolio.

"The increasing number of Green Key certified sites reflects the concrete commitment of our teams and the coherence of our CSR strategy. This label is both a demanding framework and a powerful tool for mobilisation. It allows us to move forward in a structured, measurable, and collective way toward more responsible hospitality, serving cities and their inhabitants."

Virginie Barboux, Senior Vice President Client & Marketing, Adagio

On the ground, this approach and the recognition of the efforts undertaken are a great source of pride for the teams:

"The Green Key initiative has allowed us to structure our actions, better involve our employees, and make our commitment more visible to our clients. It's demanding work, but deeply unifying, and it gives meaning to our daily work."

Yoann Angot, General Manager, Adagio Access Le Havre Les Docks

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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 more than 130 properties representing nearly 14,700 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

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