2025 Review: Adagio achieves a record year

Adagio closed out 2025 with growth and confirmed its position as the leading aparthotel brand in Europe, with a network of **130 properties in 16 countries**. With a record revenue of **€339 million (+7%),** excluding franchises and master franchises, the brand confirmed the appeal of its aparthotel offering, which combines the flexibility of an apartment with hotel services, ideal for extended stays and evolving lifestyles.

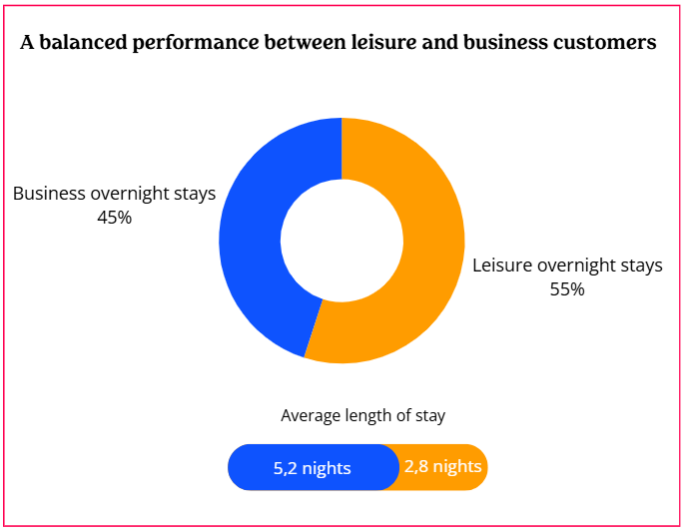
The year was marked by **FIRST 2030,** Adagio's new strategic plan, the signing of a strategic partnership with the **Sergic Group,** and the opening of new European locations: **Adagio Original London City East** and **Adagio Original Stuttgart NeckarPark**. Adagio also enhanced its customer experience with a dedicated family offering and implemented its CSR commitments to support urban transition in a concrete way.

Record performance in 2025, driven by the mid- and long-stay model

In 2025, Adagio achieved a record year. Revenue (excluding franchises and master franchises) reached **€339 million (+7% vs. 2024),** driven by an **occupancy rate of 81% (+3 points vs. 2024).** The brand welcomed **1.6 million guests (+14%)** and recorded an **8% increase in the number of room nights sold.**

This performance was driven by a balanced mix of leisure and business travellers: **55%** of stays came from leisure travellers, and **45%** from business travellers. It reflects the strength of the mid- and long-stay model, with an average stay **of 5.2 nights** for business travellers, compared to **2.8 nights** for leisure travellers.

Finally, the growth of proprietary channels continued: **direct sales** now account for **50% of bookings**. a strong signal of the strengthening of the customer relationship and the brand's ability to generate preference.



Sources: According to data consolidated by Adagio for the 2025 financial year.

Customer satisfaction: a core requirement of Adagio's strategy

In 2025, Adagio continued to raise their customer satisfaction targets, with an **NPS of 52.1**. The brand are committed to strengthening the consistency of their customer experience across their entire network. At a time when brand preference is increasingly based on the experience itself, quality of service and customer journey standards are key.

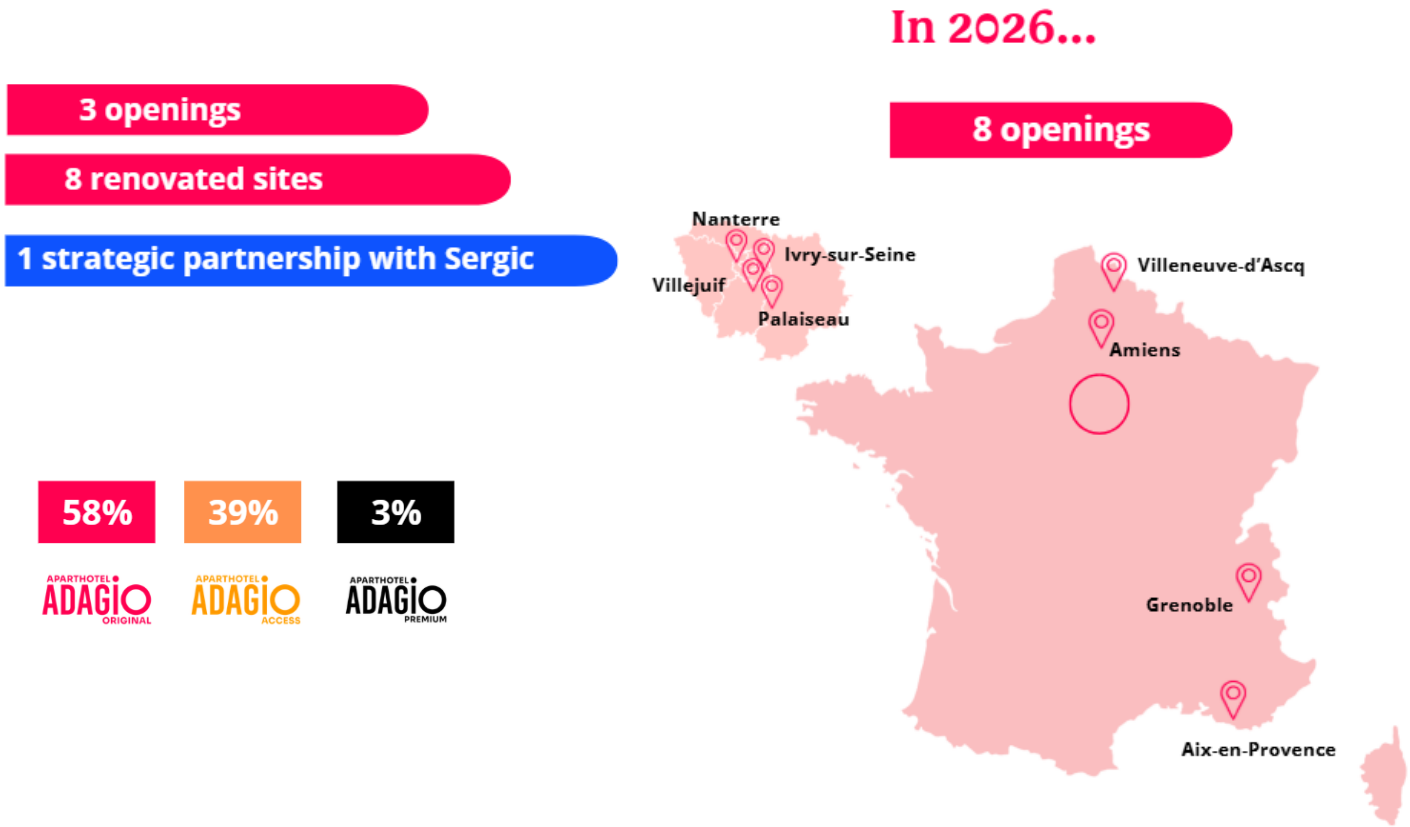
Building on this momentum, Adagio intends to **accelerate the modernization of its properties, with 8 sites being renovated by 2025,** to support the upgrading of its network and ensure a consistent customer experience.

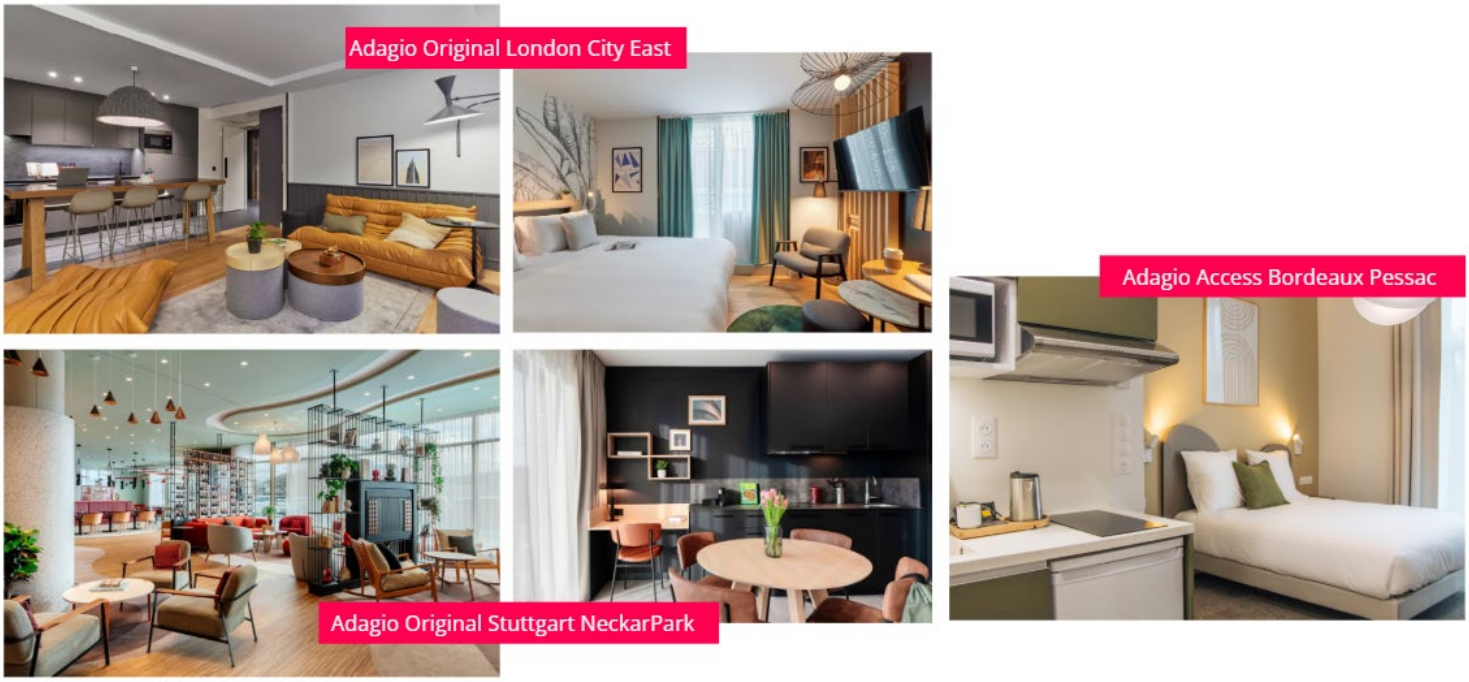
Adagio Reaches a New Milestone in its Development

In 2025, Adagio continued its growth momentum with a strong commitment to strengthening its international presence. This year has been marked by several openings, notably in **London, Germany** (NeckarPark district of Stuttgart), and Bordeaux Pessac, **France,** illustrating Adagio's commitment to its Key Market expansion strategy.

At the end of last year, Adagio also signed a strategic partnership with the **Sergic Group**: the agreement covers the management of **nine properties (representing 1,152 rooms)** under the Adagio Access brand, alongside the Accor Group brands, Ibis Styles and Mercure. This partnership represents an **8%** increase in the number of properties operated by the brand in the French market.

The development strategy is based on a portfolio structured around three ranges: Adagio Original, Adagio Access, and Adagio Premium, which meet distinct needs depending on the market and location. The network remains predominantly composed of Adagio Original (58%) and Adagio Access (39%), while Adagio Premium, representing 3% of the network, is a brand only present in the Middle East and Morocco.

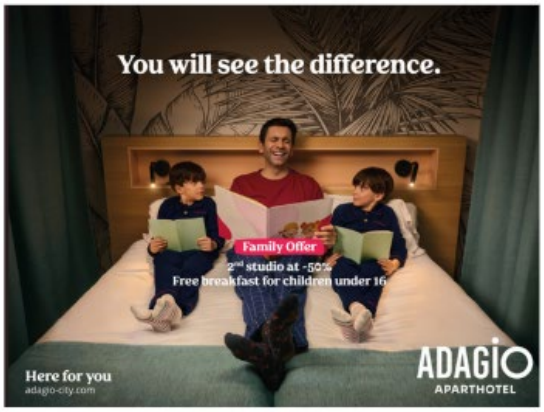




Launch of the "Family" offer: A major sales success

In 2025, Adagio launched a dedicated family offer, designed to adapt to evolving lifestyles and reflecting Adagio's vision of inclusive urban hospitality, where everyone feels welcome.

This offer includes a **second studio at 50% off, free breakfast for children under 16, and dedicated services (Kids Corner, a Library of Objects, Family City Guides, etc.):** everything has been designed to balance space, comfort, and budget control. This launch was one of the year's major successes.





CSR – Urban Transition: Reducing Footprint, Strengthening Social Bonds

True to its commitment to “Acting for Urban Transition,” Adagio continues to implement its CSR strategy, structured around three priorities: reducing its environmental footprint, strengthening social bonds, and acting collectively.
This commitment was demonstrated in 2025 by the launch of a Green Key certification process, initially covering 59 sites within the Adagio network. A second wave of certifications has since been announced for early 2026.
Adagio also has **20 sites with the Accueil Vélo (Cyclist Welcome) label and 2 sites with the Bike Friendly** label, promoting **sustainable mobility**. Finally, the brand relies on partnerships, including **Too Good To Go** (redistribution of uneaten breakfast products) and **A Roof for Bees (39 sites).**

Our CSR commitment in a few figures

- 1,2%	of energy consumption across the network*	**215**	Employees trained in the Climate Fresk
78	aparthotels certified with the Green Key label at the beginning of 2026	**20**	Sites certified with the 'Bike Friendly' label

**Based on consolidated data from Adagio for the 2025 financial year via Deepki (excluding Franchises and Master Franchises)*

Significant partnerships to enhance brand visibility

The year 2025 was also marked by structuring partnerships: Adagio became a major partner of the **FDJ-UNITED SUEZ women's cycling team**, affirming its commitment to women's sport and the values of teamwork and high standards.



Aparthotels today meet evolving expectations, more space, greater flexibility, longer stays, and this is what drives our momentum. 2025 confirms the strength and resilience of our model. After an exceptional 2024, we have continued our growth trajectory while enhancing the quality of the experience we offer our guests. I would like to commend the remarkable commitment of all our teams, both in the field and at headquarters, as well as the renewed confidence of our partners, in particular the Sergic Group, with whom we have reached a key milestone in our development. We will approach 2026 with confidence and vigilance, with a clear ambition: to make Adagio the benchmark for aparthotels in Europe, through operational excellence in service of the guest experience, the quality of our locations, and the strength of our brand.

Xavier Desaulles, CEO d'Adagio

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, the brand now boasts over 130 properties representing nearly 14,700 apartments, spread across 70 cities and 16 countries. It is the largest network of aparthotels in Europe. Combining the flexibility of an apartment with the services of a hotel, Adagio aparthotels offer the ideal solution for medium and long stays, combining comfort, value for money, and quality service for both business and leisure travellers. Located in the heart of major urban areas, the Adagio brand offers three complementary ranges: Adagio Original, in the heart of major cities; Adagio Access, in the centre of regional capitals or on their immediate outskirts; and Adagio Premium, luxury aparthotels.