

Press release

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Accor launches its Accorhotels app for Apple Watch™

From the end of April, Accor will offer guests an Accorhotels iOS app for Apple Watch™, which is to be released soon.

Romain Roulleau, Accor's SVP e-commerce and director of the "mobile first" program explains: *"By launching this Accorhotels application for Apple Watch™, Accor is establishing itself as an audacious digital hospitality player. This policy is part of the group's digital plan, which aims to accompany the changeover to new mobile practices. Accor is thus fully embracing the era of connected wearables and adopting an ongoing improvement approach to this robust market trend so it can provide guests with a value-added service before, during and after their stay."*

The Accorhotels app for Apple Watch™ is available in 10 languages and works in connection with the smartphone app.

It notably promotes top hotels and destinations and allows users to manage current bookings on Accorhotels. Accorhotels customers will:

- Receive alerts telling them the online check-in service is open;
- Access information about their bookings: arrival date, number of nights, number of guests;
- Receive information about the hotel's services (free Wi-Fi, car park, spa, swimming pool, etc.);
- Access the interactive map, the itinerary to find the hotel and the local weather forecast
- Access their Le Club Accorhotels loyalty card details, with their status and loyalty points.





Watch the demonstration video : <http://youtu.be/gBSpuf34u-s>

Download the iPhone app: <https://itunes.apple.com/fr/app/accorhotels.com-reservation/id489472613>

Accor, is the world's leading hotel operator, with **480,000 rooms** in **3,700 hotels** across **14 trusted brands** in **92 countries**. The company is organized around two distinct divisions, **HotelServices**, which operates and franchises the hotels and **HotelInvest**, which is a hotel owner and investor. The Accor hotels sit in three segments from budget to luxury which are constantly reinventing their concept to satisfy the needs of business and leisure customers around the globe. Accor brands include in luxury-upscale; **Sofitel, Pullman, MGallery and Grand Mercure, The Sebel**, midscale; **Novotel, Suite Novotel, Mercure and Adagio** and economy; **ibis, ibis Styles, ibis budget, adagio access and hotelF1**. The Group boasts a powerful digital ecosystem, notably its booking portal **accorhotels.com**, its brand websites and its loyalty program **Le Club Accorhotels**.

The Group's **170,000 employees** benefit from working for a company that believes in progression and has an industry leading training program, the Accor Académie. Since its creation 45 years ago, Accor is making innovation and sustainable hospitality the focus of its strategic vision as well as of its customer-centric approach development and innovation process.

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