



ACCORHOTELS

Feel Welcome

Press release
Paris, May 3, 2016

Le Club AccorHotels awarded “Best hotel loyalty program of the year” at the 2016 Freddie Awards

For the second year running, Le Club AccorHotels, the AccorHotels group loyalty program, was acclaimed at the Freddie Awards as **the best hotel loyalty program of the year in Europe/Africa and in the Middle East/Asia/Oceania**.

This award notably honors the member-only exclusive offers developed in 2015: “Only On”, a new rate guaranteeing a discount of up to 10%; the new Elite Experiences, especially the year-round access using points to events at the AccorHotels Arena in the Le Club AccorHotels box; the development of new Dream Stays (guests can spend points on dream deals in emblematic hotels in the UK, USA, Italy, France, etc).

“Being awarded at the Freddie Awards for the second year running is a great token of recognition for the Le Club AccorHotels loyalty program and for the teams: these awards directly reflect our guests’ satisfaction, which is an absolute priority to us. With more than 18,000 new members every day, Le Club AccorHotels has been significantly enriched in 2015 with new offers and exclusive advantages which, more than ever before, put guest recognition and service personalization at the heart of the program” commented AccorHotels’ Vice President Customer Experience and Loyalty Emanuel Baudart.

Le Club AccorHotels also won awards in the following categories:

- **“Best Promotional Campaign”** in Europe/Africa and in the Middle East/Asia/Oceania, for the generous May 2015 promotion which allowed members to win up to €200 in points
- **“Best Customer Service”** in Europe/Africa, thanks to the service center which answers guests in 11 languages

By voting for Le Club Accorhotels, travelers in Europe/Africa and in the Middle East/Asia/Oceania have rewarded the generosity of the only hotel loyalty program which allows them to spend their points without any expiring date or availability restrictions, all over the world.

Created in 1988, the Freddie Awards give loyalty program members an opportunity to vote for the airline and hotel chain programs that, in their view, offer them the best rewards. They vote online for their favorite programs in three geographical areas: Europe/Africa,



the Middle East/ Asia/Oceania and the Americas. This year, over 3.7 million voters cast Freddie Awards ballots.

Le Club Accorhotels is the Group's multi-brand loyalty program for Sofitel, Pullman, MGallery by Sofitel, Novotel, Novotel Suites, Mercure, ibis, ibis Styles, Adagio and Thalassa Sea & Spa. With more than 25 million members worldwide, Le Club Accorhotels offers members advantages and tailor-made services available at every stage of the customer journey via the customer account on Accorhotels.com and through the AccorHotels mobile app, where members can:

- Manage their preferences;
- Consult their bookings;
- Access their points history;
- Access personalized offers, private sales, preferential discounts of up to 10% of the public price;
- Benefit from all the advantages (welcome drink, upgrade...) offered to Le Club AccorHotels members based on their status.

ABOUT ACCORHOTELS

AccorHotels is a Group united by a shared passion for hospitality and driven by a shared promise to make everyone Feel Welcome.

Over 190,000 women and men in almost 3,900 AccorHotels establishments look after thousands of guests every day in 92 countries.

AccorHotels is the world's leading hotel operator and offers its customers, partners and employees:

- its dual expertise as a hotel operator and franchisor (HotelServices) and a hotel owner and investor (HotelInvest);
- a large portfolio of internationally renowned brands covering the full spectrum, with luxury (Sofitel, Pullman, MGallery, Grand Mercure, The Sebel), midscale (Novotel, Suite Novotel, Mercure, Mama Shelter, Adagio) economy (ibis, ibis Styles, ibis budget, adagio access and hotelF1) establishments;
- a powerful marketplace and loyalty program Le Club AccorHotels
- almost half a century of commitment to corporate citizenship and solidarity with the PLANET 21 program.

Accor SA shares are listed on the Euronext Paris exchange (ISIN code: FR0000120404) and traded in the USA on the OTC marketplace (Code: ACRFY)

Follow news on Accor:

www.twitter.com/accorhotelsnews | www.accorhotels-group.com

Book a hotel:

www.accorhotels.com

Press Contacts

Carina Alfonso Martin

VP Media Relations Worldwide

Tel : +33 1 45 38 84 84

carina.alfonsomartin@accor.com

Gabrielle Haire

Media Relations

Tel : +33 1 45 38 84 87

gabrielle.haire@accor.com

Martin Cintas

Communication Officer

Tel: +33 1 45 38 84 83

martin.cintas@accor.com

