



ACCORHOTELS

Feel Welcome

Press release

Paris, 7th of October 2015

With “*HeForShe*”, the solidarity movement initiated by UN Women, AccorHotels pledges to

- Achieve gender parity in management and equal pay
- Sensitize and motivate male employees in favor of gender diversity

On the occasion of the Women’s Forum held in Deauville from 14th to 16th October and of which AccorHotels is a partner, the group, the world’s leading hotel operator, announces that it has been selected by UN Women as one of the 10 champion corporations of the *HeForShe* - IMPACT 10x10x10 pilot initiative.

35% women hotel managers by the end of 2017

As part of this initiative, AccorHotels has made the following pledges for end 2017:

1. **Gender parity in management and equal pay:**
 - 35% women hotel managers
 - Commitment to reduce the pay gap between men and women at the Paris head office and in three other countries
2. **Sensitize and motivate male employees in favor of gender diversity, with:**
 - 35% male membership of internal network WAAG (Women At AccorHotels Generation)
 - 50,000 male employees involved as *HeForShe* champions

Changing mentalities in the hotel sector

As a member of the *HeForShe* movement, AccorHotels has also committed to changing mentalities in the hospitality industry by paying particular attention to female guests. Though the share of women travelers staying in its hotels increased from 26% to 34% between 2000 and 2013*, the hotel chain sector remains tailored by men for men. For this reason AccorHotels is currently conducting a survey in partnership with IPSOS** that clearly demonstrates that women, regardless of their culture, have their own expectations regarding all hotel segments. 90% of them consider an offer specially designed for women as innovative. As early as 2013, upscale brand MGallery, had developed *Inspired by Her*, an offer specifically tailored for women.



Sébastien Bazin, Chairman and CEO of AccorHotels declared, *“I am absolutely convinced that women should be free to have fulfilling careers and be given the same opportunities as men. As CEO of AccorHotels, I know that we have the resources and capacity to bring about real change. Our values, our Human Resources policy and the WAAG, our internal diversity network, speak for it. Employees, partners and guests, we must all stave off gender-related prejudices, offer a more gender equal remuneration policy, promote more women to managerial positions, ensure that men commit to this change and, through our endowment fund Solidarity Accor, encourage projects that help train and integrate young women in difficulty.”*

AccorHotels’s selection follows the creation in 2012 of WAAG, its internal gender diversity network, and the signature, in January 2015, of the Women’s Empowerment Principles (WEPs), the women’s empowerment program upheld by UN Women and the UN Global Compact.

HeForShe is an international solidarity movement for gender equality initiated by UN Women. Its objective is to ensure that men also take a stand for gender equality. By creating IMPACT 10x10x10 in 2015, UN Women is expanding this solidarity movement and has identified 10 corporations, 10 universities and 10 governments to be its spokespersons. Barclays, Koç Holding, McKinsey & Company, PwC, Schneider Electric, Tupperware, Twitter, Unilever, Vodafone are the nine other companies that are part of the IMPACT 10x10x10 pilot program, alongside AccorHotels.

*AccorHotels CRM/Database

** AccorHotels-IPSOS survey, *Hospitality offers dedicated to women: potential and opportunities*, October 2015

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 180,000 women and men in 3,800 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) and 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)

Press Contacts

Anne-France Malrieu
Image 7
Tel: +33 1 53 70 74 66
afmalrieu@image7.fr

Carina Alfonso Martin
VP Media Relations Worldwide
Tel: +33 1 45 38 84 84
carina.alfonsomartin@accor.com

Marie-Camille Aubagnac
Media Relations
Tel: +33 1 45 38 19 16
marie-camille.aubagnac@accor.com

Suivez l’actualité du Groupe sur :
www.twitter.com/accorhotelsgroup | www.accorhotels-group.com

Effectuez vos réservations sur :
www.accorhotels.com

SOFITEL
LEGEND

SO
SOFITEL

SOFITEL

M
GALLERY

PULLMAN

NOVOTEL

Mercure

MAMA
SHELTER

adagio

ibis

ibis
STYLES

ibis
budget