

Press release

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Accorhotels elected 2015's favorite hotel website by Internet users

Accorhotels wins the 2015 Travel d'Or™

Accorhotels.com, Accor's multi-brand booking portal, has won the Travel d'Or™ award for the best hotel website. It was chosen by French Internet users and the prize was awarded by a panel of experts from the travel and e-commerce industries.

Accor's SVP E-commerce, Romain Roulleau, comments "We are very proud of this prize, which rewards websites that make a difference on the Internet as well as the outstanding work of the Accorhotels e-commerce team. We are committed to continuously reworking our website and have already significantly improved the customer experience. Our initial achievements include a new, more modern homepage, and the development of new services to help our guests prepare and organize their trips."

This award was created in 2009 by Frédéric Vanhoutte, founder of Eventiz. It consists of a contest which allows Internet users to vote for their favorite website from among 320 tourism professionals' commercial websites divided into twelve categories. The five finalists per category are then presented before a panel of experts, which makes the final selection.

Accorhotels.com is Accor's global booking portal. It is available in 16 languages and 32 geolocated versions. Every month it notches up over 24 million visits and a daily average of 45,000 bookings. The Accorhotels.com website has been a key player in Europe's e-tourism sector for more than 10 years. It boasts a large portfolio of brands and an extensive offer of 3,700 Accor hotels, from luxury to economy. The website guarantees the best rate, the last available room and also offers many other services that allow its subscribers and members of the Le Club Accorhotels loyalty program to select, prepare and share their stay. The website is available on mobile devices through its mobile website and the free application available on Apple store / Google play. www.accorhotels.com / www.accorhotels.mobi / www.accor.com



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 **Hotellinvest**, 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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