



Press Release

## **Olivier Hudry joins Accor as Vice President Loyalty Programs**

**Paris – January 10, 2007** — Olivier Hudry, an ESSEC graduate with a Master's in marketing, is joining Accor's Relationship and Internet Marketing team as Vice President Loyalty Programs.

He will be in charge of launching Accor's new global loyalty program and will coordinate existing brand loyalty programs in the different operating regions.

Backed by his experience in this field at SFR, Cegetel and Apple Europe, Olivier will bring new insight and vision to the customer loyalty process.

« *Hotel business in under a dynamic and competitive environment and loyalty is one of the topics that needs to be constantly revisited* », noted Paulo Salvador, Senior Vice President, Relationship and Internet Marketing.

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With 160,000 associates in nearly 100 countries, **Accor** is the European leader in hotels and tourism and the global leader in corporate services. To provide private and business clients with superior service, it leverages nearly 40 years of expertise in its two core activities:

- **Hotels, with the Sofitel, Novotel, Mercure, Suitehotel, Ibis, Red Roof Inn, Etap Hotel, Formule 1 and Motel 6 brands**, representing more than 400,0 hotels and 475,000 rooms in 90 countries, as well as strategically related activities, notably **Lenôtre**.
- **Services to corporate clients and public institutions through Accor Services**. A total of 21 million people in 35 countries benefit from our broad portfolio, which includes food vouchers, people care, incentives and loyalty programs.

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*For further information about Accor, visit [accor.com](http://accor.com)*