

A revolution in Paris's upscale hotel segment

Pullman transforms its five Paris hotels!

Pullman, Accor's upscale brand, is revolutionizing the interiors of its five Parisian hotels, with refurbishments scheduled to last until the first quarter of 2014. This ambitious overhaul, baptized "Pullman Paris Live", involves the renovation of over 2,500 rooms and the reinventing of 26,000 m² of public areas so the establishments will be even better equipped to cater for the needs of the brand's cosmopolitan clientele of seasoned travelers. After the transformations, the Paris Pullman hotels (Montparnasse, Bercy, Tour Eiffel, La Défense and Charles de Gaulle Airport) will showcase the new approach to upscale hospitality invented by Pullman: an experience that blends efficiency with pleasure and a lifestyle where business and relaxation are not inconsistent.

Pullman unveils its new look in Paris

- **Refurbishment of the Paris hotels on an unprecedented scale**

Pullman is launching an operation that aims to transform its five Parisian hotels. All five establishments, which are located in emblematic districts of the French capital (Montparnasse, Bercy, Tour Eiffel, La Défense and Charles de Gaulle Airport), are initiating a period of refurbishment involving renowned architects and interior designers. **This is a unique project involving 30 months of renovations, the refurbishment of 2,510 rooms and the redesigning of 26,000 m² of public areas.**

Denys Sappey – Managing Director of Pullman France stated: *"This project represents an unprecedented challenge in the Paris hotel sector with the virtually simultaneous refurbishment of five "heavy weight" establishments. No hotel brand has ever undertaken renovations on this scale in as many hotels in the same city in such a short period of time. It represents a sizeable investment which is entirely funded by the hotel owners. We are giving ourselves the means with which to fulfill our ambitions in the world's top tourist destination."*

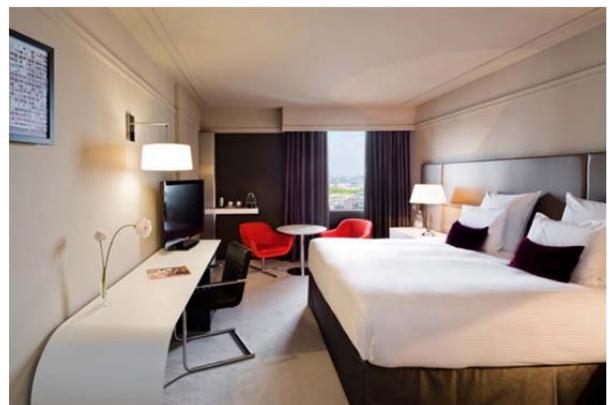
Several features have been reinvented - services, interior design, removal of partitions to expand each space, etc. The aim is to create unique places in which customers recognize Pullman's identity through a series of hallmarks and strong characteristics: comfort, design, modernity and technology.

An unprecedented organization system has been deployed so that the establishments can continue to welcome guests during the refurbishment period. The renovations will be discrete and the top priority will be to preserve customer's well-being and comfort. As a result, guests will be privy to each hotel's new look as the renovations progress.

- **Design is central to the project**

Contemporary shapes and refined elegance is the aim of the **eight renowned interior designers and architects responsible for Pullman's new identity in Paris: Didier Gomez, Marc Hertrich & Nicolas Adnet, JOI Design, Laurent Moreau, Naço, Christophe Pillet and Didier Rey.**

The establishments have been completely reinvented. The rooms are brighter and blend comfort with modernity, and the public areas focus on interaction, providing spaces for work, entertainment and meetings, etc.



"Our brand project offers a new approach to upscale hospitality in which design plays a key role. Whether they are staying for business, leisure or both, our objective is to offer our guests a cosmopolitan, vibrant and in style experience. The designer element in our hotels will be reinforced by the brand's commitments in the field of contemporary art," explains **Xavier Louyot – Senior Vice President, Global Marketing for Pullman.**

Christophe Pillet, who will be responsible for the design of the Pullman Paris Tour Eiffel – one of Pullman's future worldwide flagship establishments – and of the rooms at the Pullman Paris La Défense, continues *"These renovations anchor the brand in a contemporary, audacious and modern reality. Interior design is not a stance, but a modern-day language that serves the simple, practical, easy experience offered to guests."*



- **A communication campaign for employees and customers**

The project includes a large-scale information campaign and internal training program that will last throughout the renovation period. From the back office to the Welcome Desk, from the kitchen to the rooms, specific measures will turn the Paris Pullman hotels' staff into the real actors of the change, so they know how best to welcome customers, answer their questions, and offer them a positive experience throughout this period.

Communication aimed at customers has also been initiated to accompany the refurbishment and promote the brand's differentiating features. A section on a dedicated website will highlight Pullman's specific professions, for example, the *Welcomer*, the *Event Manager* or the *Open Kitchen* cooks. Photos and interviews will also be available online.

"It is vital to involve our customers in the project by opting for great transparency. We get them to take part by allowing them to see what the Pullman hotels of the future will be like using several devices (Website, films, etc.). This challenge has been welcomed warmly by both our employees and our customers and is proving to be an excellent means of communication," declares Denys Sappey

The "Pullman Paris Live" project in figures...

- **5** hotels
- **8** designers
- **30** months of refurbishment
- **2,510** rooms renovated
- **26,000 m2** of living areas reinvented
- **1,500** employees concerned
- **January 2013**: work starts at the Pullman Paris Tour Eiffel
- **Mars 2013**: Unveiling of the Pullman Paris La Défense and Pullman Paris Montparnasse
- **September 2013**: Unveiling of the Pullman Paris Bercy
- **December 2013**: Unveiling of the Pullman Paris Charles de Gaulle Airport
- **April 2014**: Unveiling of the Pullman Paris Tour Eiffel

The five Paris Pullmans: places to meet

Pullman is France's top upscale hotel chain and the plan to renovate its five Paris establishments aims to provide seasoned international travelers with a very high quality of service that offers comfort and the indispensable practical facilities they require. Pullman's Parisian hotels offer its business clientele 110 meeting rooms that can cater for events involving six to 2,000 people.

In time, all 75 of the Pullman network establishments will follow in the footsteps of their Parisian counterparts, offering guests a unique environment and interior design, in which the brand expresses its identity through its "signature services": the *Welcomer*, the Pullman bed, Roger&Gallet toiletries, Vinoteca by Pullman (with its wine card selection chosen specially for France by Olivier Poussier, the World's Best Sommelier in 2000), free Wi-Fi throughout the hotel, Connectivity Lounge by Microsoft®, Nespresso® experience, Co-Meeting event concept, etc.

About Pullman Hotels

Pullman is the upscale international hotel brand of Accor, the world's leading hotel operator, present in 92 countries with over 3,500 hotels and 160,000 employees. Located in the main regional and international cities, Pullman Hotels & Resorts is principally designed to cater for the requirements of cosmopolitan, seasoned travelers. The brand's four and five-star establishments provide an extensive range of tailored services, access to groundbreaking technologies, including a new approach to organizing large-scale private events: meetings, seminars and upscale incentive events. At Pullman hotels, customers can choose between being independent or be given a helping hand by staff available around the clock. The Pullman network has 75 hotels in Europe, Africa, the Middle East, Asia-Pacific and Latin America. Our objective is to have 150 hotels around the world by 2015-2020. Pullman, like most of the brands within Accor's portfolio, is proud to offer the offers the Le Club Accorhotels loyalty program.

Further information concerning Pullman hotels is available on www.pullmanhotels.com.

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