

Flash News – 4/03/2015

## **Accor's online booking solution for tourism professionals already deployed in more than 150 destinations**

The online leisure group booking solution for tourism professionals was launched in March 2014. One year on, it has already been deployed in 500 hotels in 150 destinations located mostly in Europe.

More than 3,500 leisure group bookings have been made to date via this platform which is available on [accorhotels.com](http://accorhotels.com) under the "Professional Solutions" tab, in the "Tourism" section. This demonstrates that this online solution meets the demand from sector professionals (travel agents, tour operators, coach holiday operators) for a simpler and time-saving system.

This year, an additional 250 hotels in all market segments will offer this service in Europe, North America, and Asia Pacific. Deployment will focus on the Asia Pacific region where the largest number of hotels will adopt the system increasing from a current 12 to 150.

By the end of 2015, this professional booking solution will be available in nearly 750 hotels, which is more than the initial target of 600 primary leisure group establishments.

With this solution, Accor is the first hotel group to implement a tool that simplifies the booking process for leisure groups of 15 to 60 people and allows users:

- to consult single, double and twin room availability in real time ;
- to have automatic access to the best available rate ;
- to pre-book directly in the hotel's system.

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](http://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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