

**Press release**

November 4th, 2013

## Accor expands its network of City Break hotels in major European cities

More than 30 hotels opened in this category since the beginning of the year

At the **World Travel Market** in London, Accor announces the expansion of its offer in main European cities for city breaks, through several important openings. Big European cities are the major destinations for city breakers who are looking to discover a city and its culture often for a short break. Since the beginning of the year, to allow customers to fully enjoy their stay, Accor has opened more than 30 hotels in the heart of European city centers, close to the cultural and entertaining activities.

### Enjoy a city break in major European cities: Brussels, Madrid, Lyon, Paris...

With such a wide choice, from luxury to budget, city breakers now only have to decide what will be their next destination!

The **Sofitel Paris Arc de Triomphe**, a lifestyle space in the heart of Paris, has rethought the concept of 'hotel' so that guests feel right at home and enjoy the hotel experience that matches their personalities. Completely renovated by the Studio Putman, the 124 hotel rooms are designed to look like a very Parisian pied-à-terre, with soft, soothing colors, and a subtle play of materials. Sofitel Paris Arc de Triomphe features L'initial, a restaurant offering modern French cuisine, a Da Rosa bar and a SoFit fitness center which is open 24/7.



The **Pullman Brussels Midi**, the 80<sup>th</sup> of this upscale brand, was opened in June. Its location in the heart of the Gare du Midi railway station and its ground-breaking technologies guarantee guests a vibrant, cosmopolitan and in style stay. The Pullman Brussels Midi meets the expectations of hyper-connected, mobile, seasoned travelers. To keep up with the life of its guests, the decoration of the 237 rooms, cocooning with their low light and their high comfort level, reminds railway travels through imitation of luggage carriers, lights in shape of train wheels, etc. Plus, the "Victor Lounge" and the "Victor Bar & Restaurant" allow guests to spend some quality time in a contemporary setting, in the heart of the railway station.

The mythical **Hotel Carlton Lyon** is a new member of the prestigious **MGallery Collection** which it joined in April. Located in the very center of Lyon, MGallery's Hotel Carlton Lyon has long-standing links with the world of culture, Art and artists. The hotel has been magnificently restored in keeping with the art-deco spirit of its earliest years in order to stay one of the city's artists' preferred locations. Of the hotel's 80 rooms, six suites are named after the famous actors who used to stay there.





20 minutes from the Lugano Airport and just 10 walking minutes away from the town's historic center, the train station and the San Salvatore Funicular, the **Novotel Lugano Paradiso** is part of a new complex of Accor hotels. With 96 modern and elegant rooms, the hotel offers optimum comfort and the latest technologies. The contemporary designed property has beautiful outdoor facilities, which include a wonderful pool, as well as three conference rooms, and much more.

**Mercure Warszawa Centrum** in Poland has recently been completely refurbished to be aligned with the new brand identity and DNA: a modern offer of locally rooted hotels. Located in the very heart of Warszawa, the hotel is near tourist and cultural attractions. Mercure Warszawa Centrum offers 338 spacious and modern rooms, and a new restaurant concept – 'The Winestone' – serving glass of wine accompanied with both international and regional cuisine.



The **Adagio Liverpool City Centre Aparthotel**, which opened last March, is housed in the Lewis Building - a historic building in the heart of the city. Some listed decorative features can still be found in its public areas, such as its coloured tiled walls and ceiling fixtures, which have been preserved to breathe new life into this iconic Liverpool building. The Adagio Liverpool City Centre offers 126 comfortable, spacious apartments from studios to two-room apartments for up to 6 people, all with fully equipped kitchen. The Aparthotel is close to Saint Georges Hall and Albert Dock - one of the most important ports in the world.

**ibis Genève Centre Nations**, opened in February 2013, is designed according to the new brand concept. The 216 rooms offer the "Sweet bed by ibis™" bedding and ultimate comfort including a bathroom with shower, LCD flat-screen TV, a desk, free Wi-Fi. Free access to public transportation is included in the room rate. The hotel boasts an ideal city center location, just a few minutes away from Cornavin train station, international organizations and the Geneva International Conference Center. The airport is reached in about 15 minutes.



**ibis Styles Madrid Prado** has an exceptional location, in the heart of the trendy district Barrio de las letras. A few steps away from the museums Prado, Thyssen-Bornemisza and Reina Sofía, the Puerta del Sol, Plaza Mayor and the Gran Vía, the hotel is ideal for a city break in Madrid! The hotel brings together two Iberian passions, art and wine. The interior is like a large white canvas, where the Spanish Wine Route is traced in broad lines of bright, brilliant colours. A world of landscapes and traditions to be discovered in a sleek decor full of freshness. Like in every ibis Styles hotel, guests can enjoy an all-inclusive offer in the 48 modern and comfortable rooms, a welcome gift for kids, a buffet breakfast and free Wi-Fi.

For small budgets not willing to make concessions on location, **ibis budget Berlin City Potsdamer Platz** offers a city center location near Potsdamer Platz and the Brandenburg Gate. The hotel has 217 rooms and features a modern design both in its room and common spaces. The hotel's Wi-Fi network is available free of charge and reception is open 24/7. Start the day with a buffet breakfast and round off your evening in the cozy beer garden.



**Accor, the world's leading hotel operator and market leader in Europe**, is present in **92 countries** with **more than 3,500 hotels** and **450,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, Ibis, Ibis Styles, Ibis budget and hotelF1** - provide an extensive offer from luxury to budget. With more than **160,000 employees in Accor brand hotels** worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

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