



Press Release

Shanghai, 28 March 2008

Accor Pullman Brand Takes Off in China

Five new Pullman Hotels to be launched in China by 2010 to strengthen Accor's position in the business travel market

Shanghai, 28 March 2008 –Accor announced today the official introduction of its new upscale brand, Pullman, into the China market. 5 new Pullman hotels will be launched between 2008 to 2010 of which Pullman Dongguan Forum has become the first one in China after its opening in mid- March. This announcement follows the launch of the Pullman brand in Europe last December, which saw 10 Pullman hotels debut in France, Germany and Belgium. In Asia, the brand was introduced at the beginning of 2008 with the opening of Pullman Bangkok King Power, the first Pullman hotel in Asia.

A brand designed for business travelers

As a prestigious name in hospitality, the Pullman name derives from the opulent Pullman railway carriages that changed the face of overnight railway travel in America – and later in the UK and Europe from the 1860s. Pullman, specifically designed for business travelers, is the upscale portfolio brand of Accor. Typically located in the heart of large regional and international cities and close to major airports, Pullman hotels will provide creative services and excellent meeting facilities that distinguish the hotels from other brands in the market. The new brand's main ambition is to provide an offer that creates a balance between convivial hospitality, tranquility and connectivity for men and women traveling on business and whose expectations are not entirely met by the market's current offer.

56 Pullman hotels in the world up to 2008 and 300 up to 2015

By the end of 2008, the Pullman network will consist of 56 hotels and over 13,000 rooms in 23 countries in Europe, Asia-Pacific, the Middle East and South America. In the medium to longer term, Accor's ambition is to develop a worldwide chain of 300 hotels by 2015, with 100 hotels in Asia-Pacific, growing at a rate of 25 new hotels a year.

The Accor's fastest growing brands in the Asia Pacific Region

Announcing the entry of Pullman brand into the Chinese market, Accor Asia Pacific Chairman and COO, Michael Issenberg, said that Pullman would be one of Accor's fastest growing brands in the Asia Pacific region. "There is great scope for both new-build and re-branded Pullman hotels in Asia," he said. "With economies throughout Asia continuing to grow strongly, and with the corporate and meetings sectors being particularly fast growing markets, the Pullman hotel brand is being launched to meet a clear market demand".

Mr. Issenberg specifies, "In the Asia Pacific region, the Pullman brand will expand rapidly in the next 12 months, particularly in China. Further extensive development is planned throughout the region over the coming years, with an estimate of at least 18 hotels in operation by 2009 and a longer term aim of 100 hotels in Asia Pacific."

With the latest opening of Pullman Dongguan Forum and another four hotels announced in China today, Pullman has made its way into the Chinese market with efficiency.

- **Pullman Dongguan Forum** – The first Pullman hotel in China opened recently on 15 March. The stylish business hotel is set amidst the lush and tranquil gardens of Qi Feng Park, an hour's drive away from either Guangzhou Baiyun International Airport or Shenzhen Baoan International Airport. With a prime location in the heart of Dongguan's shopping and commercial precinct, the 260-room hotel provides easy access to the Convention Centre, Hu Ying Park, Royal Lagoon Water World and golf courses. It offers a flexible and comfortable event space with a wide configuration of function rooms, each equipped with state-of-the-art audio visual equipment, making it the perfect venue for meetings and seminars.
- **Pullman Sanya Yalong Bay Resort & Spa** – Targeted to open by end May 2008, the hotel is located in the heart of Yalong Bay's central district which is about 30 minutes drive away from Sanya Phoenix International Airport. With six flexible well-designed meeting rooms and the Pacific Grand Ballroom, accommodating up to 350 people, the hotel is the perfect venue for various types of activities, from executive team retreats, incentive dinners, themed product launches and cocktail parties. To add a sophisticated resort experience to mundane business trips, the hotel offers a choice of 115 individual villas, with different architectural themes accompanied by private swimming pools and gardens in addition to 78 guestrooms.
- **Pullman Beijing E-Park** – With an expected opening date of July 2008, the 419-room hotel is located in the new economic and technical development zone of Beijing. Close to the starting point of JingJinTang Express Way, the hotel is also situated right opposite the planned Metro Line 12 and M12 station, which will be completed by 2011 linking E-Park to the CBD in Beijing. The hotel features a 1,400 square meter column-free function room in addition to five medium and small scale meeting rooms.
- **Pullman Nailun Hohhot** – Scheduled to open in early 2009, the 400-room hotel is located in the new CBD of Hohhot only 10 minutes drive from downtown and major government buildings. The hotel offers a total of 1,200 square meters of meeting facilities, with one column free main hall accommodating up to 600 guests for dinner banquets in addition to 8 VIP rooms.
- **Pullman Tianjin Binhai Nailun Hotel and Mercure Tianjin Binhai Nailun** – Equipped with 460 guestrooms, the integrated hospitality complex is strategically located in Binhai New Area, which is designated as the central financial district for Tianjin and considered the most dynamic economic development area in the heart of Northeast Asia.

According to Robert Murray, Accor's Senior Vice President – Greater China, the introduction of Pullman into the China market reflects Accor's intention to consolidate the group's brand portfolio and to improve its range by strengthening its position in the business travel segment. "The entry of this highly regarded brand will provide an even greater diversity of hotel choice for China's rapidly growing commercial and leisure markets" he said.

Accor, the European leader and a major global group in hotels, the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in its two core businesses:

- *Hotels, with the Sofitel, Pullman, Novotel, Mercure, Suitehotel, Ibis, all seasons, Etap Hotel, Formule 1 and Motel 6 brands, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, such as Lenôte.*
- *Services, with 30 million people in 40 countries benefiting from Accor Services products in human resources, marketing services and expense management.*

For more information, please contact:

Leon.LIU@accor.com

Tel: +8621 61199833

MP: +86 13501061909