

## Press Release

May 25, 2010

# A new online search engine and booking system for Accor hotels

**Since May 11, 2010, booking a room via [accorhotels.com](http://accorhotels.com), or any of the websites for the Group's Sofitel, Pullman, Mercure, Novotel, Suitehotel, all seasons, ibis and Etap Hotel brands, has become a whole new experience.**

All of the services offered by our hotels are displayed directly on the homepage to ensure that our customers find exactly what they are looking for, in just a few clicks. Web users can now select their hotel and room type easily and intuitively thanks to a range of new features, which include an interactive map showing hotel locations and descriptions, and an advanced, intelligent search engine that allows users to refine their search as they navigate, using such criteria as budget, number of children and the presence of a car park or a swimming pool.

Search results update automatically and appear in order of relevance:

- First, hotels that have rooms available for the dates selected and meet all of the customer's criteria.
- Then, to offer the customer the widest possible choice, hotels that have rooms available and meet some of their criteria.
- Lastly, hotels that are fully booked for the dates selected, but have rooms available for other dates.

Discounts and special offers are clearly presented beside each hotel in the list.

These new features follow other recent changes to Accor hotel websites, such as the introduction of videos, new tourist guides and more comprehensive hotel presentation files.

"The new system is a prime example of how Accor's distribution strategy focuses relentlessly on customers," said Jean-Luc Chrétien, Executive Vice President, Hotel Marketing and Distribution. "We constantly strive to deliver increasingly attractive, personalized offers to ensure complete customer satisfaction."

**Check out the following Accor hotel websites:**

- [www.accorhotels.com](http://www.accorhotels.com)
- [www.sofitel.com](http://www.sofitel.com)
- [www.pullmanhotels.com](http://www.pullmanhotels.com)
- [www.mercure.com](http://www.mercure.com)
- [www.novotel.com](http://www.novotel.com)
- [www.suitehotel.com](http://www.suitehotel.com)
- [www.all-seasonshotels.com](http://www.all-seasonshotels.com)
- [www.ibishotel.com](http://www.ibishotel.com)
- [www.etaphotel.com](http://www.etaphotel.com)

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**Accor**, a major global group and the European leader in hotels, as well as 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 two core businesses:

- **Hotels**, with the **Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1** and **Motel 6** brands, representing 4,100 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, **Thalassa sea & spa, Lenôtre, CWL**.

- **Services**, with 33 million people in 40 countries benefiting from Accor Services products in employee and constituent benefits, rewards and incentives, and expense management.

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