

Flash News – 18/09/2014

Accor announces record milestone of 200 hotels in Brazil and strong plan of expansion

With the opening of a new ibis Styles in Sao Paulo last August, Accor has just reached the figure of **200 hotels in the country reinforcing its position as the market leader**. Present in 84 cities and offering 33.000 accommodations, **Brazil is Accor's third world market**. In 2014, **two new brands** have been successfully implemented in the country: **Adagio Aparthotels** and **ibis Styles** in the budget category.

Additionally, the Group keeps up with a strong and secured expansion plan to nearly **double the size of its operations in the three years to come**. By 2018, over 150 new hotels will be inaugurated, representing a 75% increase in the amount of rooms. After major cities, Accor's ambition is to increase its **penetration in secondary and tertiary cities** that are currently experiencing a moment of economic growth in particular in the South-East. Through hotel **franchise model**, the Group will mainly **develop budget hotels** with local partners.

Globally, Accor is **leading the Latin America hotel sector** and will cement its presence with over **20% of its total pipeline** secured in the region.



Accor, is the world's leading hotel operator, with **470,000 rooms** in **3,600 hotels** across **14 trusted brands** in **92 countries**. The company is organized around two distinct divisions, **HotelServices**, which operates and franchises the hotels and **HotelInvest**, 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**, 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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