

Press release
January 9th, 2013

Accor signs partnership with ESSCA to develop its pool of Revenue Managers

Accor, which seeks highly qualified and rapidly operational individuals, continues to deploy its training and pre-recruitment policy in schools with a Revenue Management course.

On January 8th, 2013, in the presence of Jean-Luc Chrétien, Accor's Executive Vice-President Sales, Distribution and Loyalty, Evelyne Chabrot, Accor's Chief Human Resources Officer, and Agnès Roquefort, Accor's Chief Revenue Manager Officer, the group signed a **partnership agreement with ESSCA**, School of Management, represented by its Enterprises Relation Director, Linda Aurenge.

*"The job of Revenue Manager is essential to optimizing our establishments' revenues and strategic to our international development and it is therefore a profession with a promising future at Accor. This partnership enables us to meet talented young students, and facilitate their recruitment and integration into our group. **Indeed, about thirty Revenue Management positions need to be filled every month in Accor brands hotels!**"* explains Evelyne Chabrot, Accor's Chief Human Resources Officer.

In December 2011, Accor signed a partnership with Institut Paul Bocuse and IAE Savoie Mont-Blanc and now contributes to the applied Master's degree in Revenue Management. Today, the group is further promoting this profession by teaming up with Angers' Business and Management School (ESSCA), in a bid to diversifying the profiles of its future Revenue Managers with training in Services Marketing and Business Studies.

As part of this new partnership, Accor has committed to contributing to the educational content of ESSCA's Master's degree in "Services Marketing and Revenue Management" by providing testimonials regarding the changes affecting this profession and its associated skills; to participating regularly in conferences; to organizing presentation days about its professions, motivation interviews and skills tests, and lastly to providing one-day training courses in Revenue Management concepts and tools.

"I am very pleased because this partnership will strengthen the bonds of proximity and excellence that have united us for many years. It is clearly in the interests of our students to take advantage of an international hotel industry leader's operational expertise. They will boost their employability thanks to the advanced teaching techniques and also benefit from Accor's active pre-recruitment policy which notably takes place during the end of course traineeships," Catherine Leblanc, Director of ESSCA.

The number of Revenue Managers at Accor has doubled in four years from 275 in 2008 to 550 in 2012. Since 2007, Accor has deployed an in-house human resources program for existing Revenue Managers as well as a specialized training course called "RM PASS" with the support of Accor Academy which manages the group's internal training centers. This system is designed to help recruit, train and certify Revenue Managers, and accompany their international career development.

Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with **nearly 3,500 hotels** and **440,000 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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