

## Press release

October 7, 2009

# A new accorhotels.com website

**The accorhotels.com has been re-launched with a new homepage. More than just a showcase, the new portal provides customers with interactive content and services as well as new animated features.**

With its new homepage, the accorhotels.com website enables visitors to access **videos and new hotel presentation guides** as well as special offers, weather forecasts, maps and other new services. In addition to car rentals and other previously available services, customers can now also book sightseeing tours and shows. For added speed and convenience, they can also link to personalized accounts, their current reservations and most recently viewed hotels.

To enhance customer satisfaction, a feedback platform has been added so that **all web visitors can freely voice their opinions about the new services offered**. The website exists in 24 different versions adapted to the search country, each with promotional offers and services customized to the local market.

To support the launch and encourage visitors to tour the site, **a special contest has been organized with prizes ranging from mobile telephones to luggage**.

Already up and running with its new services and special offers, the renovation will help to position **accorhotels.com** as a key player in online hotel bookings.

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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, 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 32 million people in 40 countries benefiting from Accor Services products in employee and public benefits, rewards and motivation, and expense management.

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