



ACCORHOTELS

Feel Welcome

Press release
Paris, June 29th

AccorHotels partner to Viva Technology Start Up Connect Paris 2016

In the heart of the Hall of Tech stands the Hospitality Lab by AccorHotels, a display case for the Group's innovation strategy

AccorHotels, the world's leading hotel operator, partners with Viva Technology Start Up Connect, to be held in Paris, Porte de Versailles, from June 30th to July 2nd.

Organized by Groupe Les Echos and Publicis, this event will bring all the players involved in digital transformation together in Paris: almost 5,000 startups from all over the world, plus 100 or so big public and private enterprises, but also investors and innovation partners will be present at this first edition in the world's biggest co-working space. A way of connecting all the players in the world digital ecosystem, encouraging future partnerships between startups and major enterprises and accelerating the digital revolution.

AccorHotels will welcome visitors in its 500m² "Hospitality Lab", entirely dedicated to innovation in the hospitality and travel industry.

Almost 50 startups, the finalists from four challenges organized by AccorHotels for Viva Technology or already identified by the Group, will be offered the opportunity to present their know-how over the three-day period.

Digitization, personalization, feedback - travelers' practices are changing radically. To respond to the new expectations for connected hotel services, back in 2014 AccorHotels embarked on a rapid, deep-rooted transformation of its model to consolidate its leadership over the customer experience value chain before, during and after the hotel stay. To identify new projects and test new concepts likely to enrich the customer experience, AccorHotels is also adopting an open and dynamic strategy of co-development and co-creation with startups in France and elsewhere in the world. It takes the form of commercial partnerships, pilot concepts in hotels and even acquisitions of equity stakes in some startups. To explore new horizons and seize new growth opportunities, over the last few months the Group has also acquired a number of startups:



- Wipolo, a mobile application that centralizes all your travel information
- FASTBOOKING, the AccorHotels digital factory, which helps over 4,000 independent hotels develop their direct sales
- onefinestay, pioneer in upscale hospitality specializing in rental of luxury residences including hotel services.

As the sole representative of the hospitality and tourism sector, AccorHotels will offer Viva Technology participants an immersion in the rich variety of destinations offered by the Group's 3,900 hotels. The immersive and poly-sensory 360° platform provided by W Agency offers a unique experience. The AccorHotels Lab will be a very special haven of comfort at the heart of the event, a perfect illustration of the Group's *Feel Welcome* promise.

AccorHotels at VivaTechnology

Round-table program:

- June 30: 11.35-11.45: Keynote, Guillaume de Marcilhac, Co-CEO of Fastbooking - Bringing the digital traveler to hotels' doorsteps (stage 2)
- June 30: 11.45-12.00: Keyvan Nilforoushan, VP Europe, OneFineStay, UK, Hospitality services: differentiate through premiumisation (stage 2)
- June 30: 16.25-16.45: round-table, Romain Roulleau, SVP e-commerce and digital services, How digital is reinventing hotel customers' experience (stage 2)
- July 1: 12.00-12.30: round-table, Yves Lacheret, SVP Entrepreneurship advocacy, Hotels and the sharing economy: worlds apart? (stage 2)
- July 1: 16.45-17.45: panel, Sebastien Bazin, CEO, The Economy of Now-- Coming to Terms with Ubernomics (main stage)

Finals of the five start-up challenges on Hospitality Lab by AccorHotels

- June 30: 11.00-12.30: HotelInvest: "Out-of-the-box-thinking solutions for optimizing water, energy and carbon footprint"
- June 30: 14.00-15.30: Talent & Culture: "Rethink our ways of working in our hotels thanks to mobile"
- June 30: 16.00-17.00: Big Data: "Develop machine learning and automatized methodologies based on external data to optimize hotels yield management pricing strategies"
- July 1: 10.00-11.30: Customer experience: "Invent disruptive hospitality at AccorHotels -Apart from sleeping, any new guest experience becomes possible"
- July 1: 12.30-14.00h: Mobile first: "New virtual & immersive experiences for AccorHotels Properties"

Hackathon Food Tech on Hospitality Lab by AccorHotels

- July 1: 14.30-17.00 : Final of the hackathon around food tech

Share your reactions on social networks with the dedicated hashtag #AccorHotelsLab !



ABOUT ACCORHOTELS

AccorHotels is a Group united by a shared passion for hospitality and driven by a shared promise to make everyone Feel Welcome.

Over 190,000 women and men in 3,900 AccorHotels establishments look after thousands of guests every day in 92 countries.

AccorHotels is the world's leading hotel operator and offers its customers, partners and employees:

- its dual expertise as a hotel operator and franchisor (HotelServices) and a hotel owner and investor (HotelInvest);
- a large portfolio of internationally renowned brands covering the full spectrum, with luxury (Sofitel, Pullman, MGallery by Sofitel, Grand Mercure, The Sebel), midscale (Novotel, Mercure, Mama Shelter, Adagio) economy (ibis, ibis Styles, ibis budget, adagio access and hotelF1) establishments;
- a powerful marketplace and loyalty program Le Club AccorHotels
- almost half a century of commitment to corporate citizenship and solidarity with the PLANET 21 program.

Accor SA shares are listed on the Euronext Paris exchange (ISIN code: FR0000120404) and traded in the USA on the OTC marketplace (Code: ACRFY)

Follow news on Accor:

<http://www.twitter.com/accorhotelsnews>
www.accorhotels-group.com

Book a hotel:

www.accorhotels.com

Press Contacts

Carina Alfonso Martin

VP Media Relations Worldwide

Tel : +33 1 45 38 84 84

carina.alfonsomartin@accor.com

Gabrielle Haire

Media Relations

Tel : +33 1 45 38 84 87

gabrielle.haire@accor.com

Delphine Dumonceau

Media Relations

Tel : +33 1 45 38 84 95

Delphine.dumonceau@accor.com

Martin Cintas

Media Relations

Tel : +33 1 45 38 84 83

martin.cintas@accor.com