



## Press Release

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# Accor Celebrates 25 Years of the Hospitality Industry's Largest Corporate University

## Accor Academy debuts innovative Diversity and Non-Discrimination e-learning module in association with France's Hospitality Industry Training Fund (FAFIH)

In creating its corporate university in 1985, Accor was the first services company in Europe to set up an integrated training center. Twenty-five years later, Accor Academy locally trains **135,000 students a year** through a **catalogue of 120 different courses delivered in 16 Academies around the world**, in Auckland, Bangkok, Brussels, Budapest, Carrollton, Casablanca, Dubai, Evry, London, Madrid, Milan, Munich, Quebec City, São Paulo, Schiphol and Sydney. Each Academy offers dedicated training modules supported by a variety of learning methods aligned with the needs of local hotels and local market practices. Five other Academies are scheduled to open by 2015.

Accor Academy is committed to supporting the Group's expansion with training courses that cement the corporate culture and enhance employee capabilities.

Laurence Caron, Managing Director of Accor Academy explains: "Accor Academy represents a strength for the Group and an advantage for every Accor hotel manager, who can work on case studies focused exclusively on the hospitality industry and attend courses dedicated to their brand, while sharing best practices with other people from other hotels and different brands".

An innovative new **Diversity and Non-Discrimination e-learning module** designed in association with the Hospitality Industry Training Fund (FAFIH)

**In 2011, nearly 2,000 Accor hotel department heads in France will be trained** in diversity and non-discrimination practices through role-playing exercises and skits. Designed by Accor and financed by the FAFIH, the module may be used by any French hospitality or food service company that contributes to the FAFIH fund.

The Academy is offering an **innovative response** with a serious game **designed to immerse the student in a video-game environment that makes learning fun**. For example, the **Diversity and Non-Discrimination, Sustainable Development and Novotel Restaurant Services** e-learning modules offer in-situ training **in a virtual hotel**, with interactive report cards after each session.

Accor Academy's global, decentralized network and the innovative, contemporary and job-specific content of its training catalog represent critical strengths in enhancing employee loyalty and pride.

**Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,100 hotels and close to 500,000 rooms.**

Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6**, and its related activities, **Thalassa sea & spa** and **Lenôtre** - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its **clients and partners** nearly 45 years of know-how and expertise.

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