

## Press Release

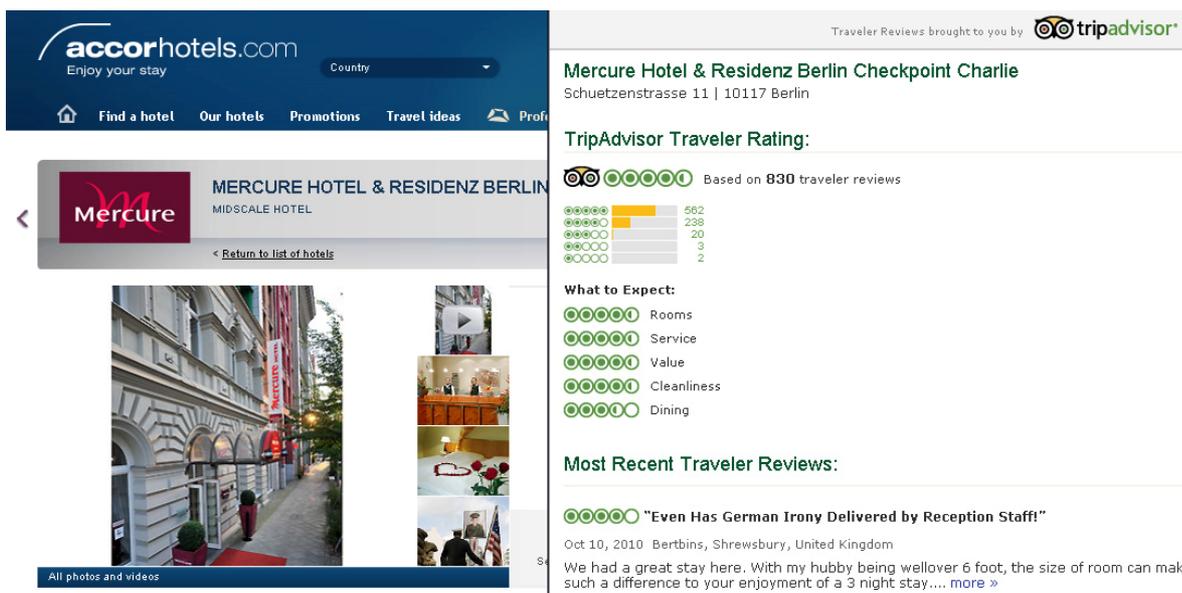
November 16th, 2010

# Accorhotels.com: a commitment to transparency

In partnership with TripAdvisor, customer opinions are now posted on Accorhotels.com

Accor is the world's first hotel group to post recent customer opinions about its hotels online. Web users looking for a hotel on accorhotels.com are now informed directly of other travelers' opinions posted on TripAdvisor, the world's largest travel community site.

The new service is available for Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel and Formule 1 hotels in all of the Group's host countries.



The screenshot displays the Accorhotels.com interface. At the top, there is a navigation bar with the Accor logo and a search bar. Below this, a specific hotel listing is shown for 'MERCURE HOTEL & RESIDENZ BERLIN'. The listing includes a 'TripAdvisor Traveler Rating' section with a 4.5-star rating based on 830 reviews. A breakdown of reviews is provided: 562 for 5 stars, 238 for 4 stars, 20 for 3 stars, 3 for 2 stars, and 2 for 1 star. A 'What to Expect' section lists categories like Rooms, Service, Value, Cleanliness, and Dining, each with a corresponding star rating. Below this, 'Most Recent Traveler Reviews' are displayed, including a review from October 10, 2010, by Bertbins from Shrewsbury, United Kingdom, who gave a 5-star rating and wrote: 'Even Has German Irony Delivered by Reception Staff! We had a great stay here. With my hubby being well over 6 foot, the size of room can make such a difference to your enjoyment of a 3 night stay.... more »'.

To support and expand the process, e-mail messages are sent to travelers one week after their stay encouraging them to provide feedback. Opinions and comments appear on the traveler rating form for each hotel that is posted on both accorhotels.com and the TripAdvisor website.

"Through this partnership, accorhotels.com is demonstrating its commitment to quality by transparently providing hotel ratings posted by customers via TripAdvisor," said Romain Roulleau, Accor's Deputy Director of Direct Sales in charge of e-commerce. "In this way, the portal is improving service for Web users by supplying them with more information before they book their hotel and enabling them to share their impressions with other travelers after their stay."

Rooms in Accor hotels around the world can be reserved at accorhotels.com, the Group's multi-brand worldwide online booking portal.

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**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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