

Press release

June 10, 2013

Accorhotels.com launches their summer “Super Sales” promotion

A business trip to London, a holiday in Indonesia, a weekend in Italy and much, much more will be available in this new “Super Sales” offer on Accorhotels.com.

The **Accorhotels.com** website is offering special deals in over **2,000 participating hotels** around the world for stays between 6th July – 1st September 2013. These special deals are available on the Accor Group’s 31 digital sales platforms and in the website’s 15 languages. They can also be accessed on the Accorhotels.mobi mobile website and via the Android and iPhone applications.

From 17th – 21st June 2013, the campaign will offer the general public and all website users Supersale discounts of up to 40% off.

Prior to this, from 11th – 16th June 2013, only Le Club Accorhotels loyalty programme members and newsletter subscribers will be offered exclusive access to the deals with discounts up to 50%.

An all-digital advertising campaign

The “Super Sales” promotion will be supported by a **worldwide digital advertising campaign** that will run on the key high-audience websites as well as on social media. It will also be promoted by Accor’s partners.

This year, the campaign design features a light-hearted nocturnal setting buzzing with colorful neon lights!



The success of the Summer 2012 edition

This is the 6th edition of the “Super Sales” promotion. In June 2012, the operation attracted 5.7 million visitors to the Accorhotels.com website and resulted in nearly 206,000 hotel rooms booked.

Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with **more than 3,500 hotels** and **450,000 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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