



PRESS RELEASE

December 2nd, 2009

NOVOTEL TO TAKE A STRATEGIC POSITION IN HO CHI MINH CITY

Novotel Saigon Centre to open in the city centre

Ho Chi Minh City, November 30, 2009 – Vietnam’s largest international hotel operator, Accor, today announced the development of the Novotel Saigon Centre. The 350 room hotel is to be built in the city centre in District 1 and is scheduled to open in 2012.

Novotel Saigon Centre will be located on the site of the current Metropole Hotel, a well-recognised part of the Ho Chi Minh City (Saigon) landscape. This highly visible location is steps from Ben Thanh Market and on the road connecting the market (Tran Hung Dao) to China Town. The hotel is surrounded by trendy retail and commercial buildings.

Patrick Basset –Vice President for Accor Vietnam, Philippines, South Korea and Japan, says “Accor is delighted to be continuing its expansion in Vietnam with this strategically located Novotel, which will be developed by The Que Huong – Liberty Group. Currently, Accor operates 4 Novotel’s throughout Vietnam – the most extensive network for any international 4 star brand in the country. The hotel will fulfill a demand for upscale international quality hotels, which has existed in Ho Chi Minh City for some time.”

Novotel Saigon Centre will feature 2 restaurants, a street bar, roof level Executive Club lounge, outdoor swimming pool and kids pool, fitness centre, business centre, Web Corner on a Mac and 900 square metres of flexible event space. The 24-storey hotel will offer magnificent views of the city and Saigon River. The guestrooms will adopt the latest innovations of the Novotel brand, including concept guestroom lighting, modern interiors and surfaces, 32-inch LCD television, and plug and play connectivity panel.

Novotel Saigon Centre will be the first hotel in Vietnam to incorporate louvers into the façade of the building, which by shading the building will improve energy consumption. The hotel is being designed by Kume Sekkei Architecture firm of Japan.

The Novotel brand globally is committed to achieving certification under Green Globe Sustainable Tourism. The first hotel in Vietnam to achieve this was Novotel Phan Thiet Ocean Dunes & Golf Resort along with a further 32 hotels within the Asia Pacific region.

The Que Huong – Liberty Group today owns 7 hotels in Ho Chi Minh City and intends to develop more hotels in the coming years throughout Vietnam. Novotel Saigon Centre will be the first new hotel development announced for Saigon in the many years to come and this will reinforce Accor's leadership in the Vietnam hotel arena.

Novotel has 82 hotels throughout the Asia Pacific region today, with a further 28 hotels committed for development. Currently in Vietnam, Accor operates 11 hotels including four Novotel hotels – Novotel Phan Thiet Ocean Dunes and Golf Resort, Novotel Nha Trang, Novotel Dalat and Novotel Halong Bay.

**** ends ****

Novotel - As the mid-scale hotel brand within the Accor group portfolio, **Novotel** offers close to 400 hotels and resorts in 60 countries, situated in the centre of major international cities from business districts to tourist destinations. Novotel's consistently high standard of service contributes to the wellbeing of both business and leisure travellers: think spacious, modular-design guestrooms, balanced cuisine available 24/7, excellent meeting facilities, attentive staff, dedicated children's areas and rejuvenating wellness facilities. The Novotel group is a pioneer in sustainable development and all Novotel hotels participate in the Green Globe worldwide environmental certification programme. More information on Novotel hotels: novotel.com.

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

Country Contact

Vasu Thirasak
Director of Communications – SEA
Tel: +66 2 659 4620
Mobile: +66 89 500 3786
Vasu.Thirasak@accor.com

Regional Contact

Evan Lewis
Vice President Communications Accor Asia Pacific
Tel : +65 6408 8840
Evan.Lewis@accor.com