

Press Release

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Accor reaches a new milestone with 2,000 hotels offering Meetings & Events facilities

Accor's network of hotels with meeting capacities is growing fast, supported by the Group's strong expansion. Accor unveiled today, during the annual IMEX Frankfurt tradeshow, its new milestone of a network of 2,000 Meetings & Events hotels. With a secured pipeline of 250 hotels to open in the 2 coming years, **Accor should offer meeting facilities to business clients and meeting planners in 2,250 hotels by 2015.**

The Group has **more than 10,400 meeting rooms**, in 90 countries, in key business hubs, city centers, airports & incentive destinations. Recent openings of hotels with meeting capacities include Sofitel Al Khobar The Corniche in Abu Dhabi, Pullman Dubai Deira City Centre, Pullman London St Pancras, Pullman Jakarta Central Park, MGallery Carlton Lyon, Novotel Sofia, Novotel Moscow City or Mercure Rosa Khutor Hotel in Sochi.

"With 2,000 Meetings venues, on all segments from economy to luxury, we have designed a comprehensive offer and strong expertise for meeting planners, adapted to every meeting objective and profile of participants," explains Carlo Olejniczak, Senior Vice President Global Sales. *"In each of our hotels, a team of professionals (events managers, banqueting and F&B specialists, chefs, audiovisual & IT experts...) is dedicated to our business clients. Their unique know-how is key to organize all types of events - from small meetings or incentives to large conventions, with a customized service approach",* he adds.

Accor is the leader on the Meetings & Events market in the Europe, Middle East and Africa zone, with 1,400 hotels offering Meetings & Events capacities and 7,000 meeting rooms. More than 180,000 events were organized last year.

The group's future openings of meeting facilities will be mainly located in high growth markets: 64% in Asia Pacific, 11% in Latin America and 6% in Africa Middle East. Key flagships to open include: Sofitel Dubai The Palm Resort & Spa, Sofitel So Singapore, Pullman Saigon Centre, Pullman Brussels Midi and Novotel Moscow City.

Accor's brands have more developed specific Meeting & Events solutions, with different approaches:



Sofitel, Accor's luxury brand, has developed **Sofitel Inspired Meetings**. Clients can organize their events and meetings with experts to create **cousu main** events and make those unique and personalized, with exclusive incentive events.

Pullman, Accor's upscale brand for cosmopolitan travelers, is the specialist of medium-to-large meetings, seminars and conventions. With its **Co-Meeting**, Pullman hotels offer modular, contemporary meeting rooms, with the requisite technology and include innovative services such as relaxing and entertaining breaks.



Novotel, Accor's midscale standardized brand, is the meeting expert. **Meeting@Novotel** offers easy solutions in all Novotel hotels for small and medium-sized meetings. The meeting rooms break the usual codes of meetings by combining efficiency and comfort through room modularity, ergonomic furniture, techno and green markers.

Mercure, Accor's midscale non-standardized brand, combines the strength of an international network with local experience. Mercure offers its business clients locally inspired meetings with meeting rooms in 90% of its hotels.



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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