**Press release**
April 18, 2013

# Accorhotels.com accelerates its development

## 100 million visitors in 2012, 10 bookings every single minute, 2 new languages available in 2013

## Digital sales at the heart of Accor's digital strategy

Accorhotels.com, the online multi-brand and multi-destination reservation website for Accor hotels, continues its development as a key actor of e-tourism. The website traffic increased by 25% from 2010 to 2012. More than 100 million persons visited the website last year. 10 online booking are registered every minute.

Its success is based on its adaptations to the local specificities and to customers' expectations. The website is available in 14 languages and through 31 geo-localized versions. The Group will launch 2 new languages in 2013: a Turkish and an Arabic version.

Remy Merckx, Accor Online Sales Director explains the website's benefits from a customer perspective: *"It is the best place to book one of the Group's brands. We guarantee the best price and the last room availability. Clients can also book additional services (champagne, express breakfast, late check-out, …) and other activities on site thanks to the pre-stay email."*

The development of accorhotels.com website falls in with the Group's ambitious digital strategy. The digital presence of accorhotels.com is mainly structured around 3 pillars:

- **Mobiles.** A new generation of Accorhotels .com applications was launched in 2013. They allow users to book stays at Accor's 3,500 hotels in over 90 countries. Accor will continue their development in 2013. In 2012, Accor's mobile applications and websites notched up over 10 million unique visitors.

- **Exclusive Private Sales** dedicated to Le Club Accorhotels members and newletter's subscribers. **A private sale is taking place from April 16th to 25th 2013.** More than 1,400 Accor hotels in 55 countries worldwide will be part of this operation, offering up to 50% on certain dates.

- **Social networks.** Accorhotels.com gathers more than 200,000 fans on Facebook. Exclusive games and contests for the community are organized on a regular basis.

In 2012, web channels represented 27.8% of room business volume. Digital sales' growth should continue in the coming years thanks to the creation of high value added services. By 2016, digital sales should reach 50% of room business volume.

**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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