

Press Release

Paris - October 27, 2011

Xavier Louyot

Appointed Vice President Global Marketing, Pullman

Xavier Louyot joins Accor as Vice President Global Marketing for Pullman, reporting to Accor Chief Marketing Officer and Executive Committee member Grégoire Champetier.

Xavier Louyot's task will be to define and implement the Pullman brand marketing strategy. The Pullman network was launched in December 2007 and currently counts 57 hotels in 20 countries in Europe, Africa, the Middle East, Asia Pacific and South America. Located in key regional and international cities, near major airports and in prestigious tourist locations, Pullman hotels are designed as vibrant hubs of exchange. They offer travellers an extended range of custom-tailored services, innovative technologies and a fresh, innovative approach to organizing meetings.

Xavier Louyot is a graduate of the Ecole Hôtelière de Paris and also has a Masters 2 in direct marketing from the IAE Business School of Lille University.

His previous experience includes various Marketing and Communication positions with Le Méridien (Forte then Starwood Hotels & Resorts) and Lucien Barrière. In 2008, he joined American group Dolce Hotels & Resorts as Marketing and PR Director for Europe before becoming Global Director, Marketing and PR.



Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,200 hotels and more than 500,000 rooms. Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons/ibis Styles, Etap Hotel/Formule 1/ibis budget, hotelF1 and Motel 6 - 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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