

Press release

May 30, 2013



Accor launches *Away on business by Accor*, its first iPad app exclusively for business travelers

Accor has strengthened its digital strategy with a new, free and innovative iPad app that allows business travelers to create their own interactive, customized business travel planner. In 30 international metropolises, ranging from New York to Paris and Shanghai, *Away on business by Accor* allows travelers to book stays in Accor hotels, manage their schedules and use a wide range of additional services so they can combine business obligations with leisure activities. [Demonstration video: <http://youtu.be/biblaibh2pU>]

Away on business by Accor liberates business travelers from material constraints, providing a wide range of tools and advice to help them optimize their schedules and enjoy the benefits of tips and suggestions on what to do in town. Functions include the local weather forecast, a travel expense management device, LinkedIn contacts in the vicinity, a landmark map and a geolocation service.

"Our guests are super-connected at home, at work and when they travel. We are responding to this growing consumer trend by implementing innovative solutions at every stage of our guest experience. Our new Away On Business by Accor iPad app offers a high added value service for business travelers that are extremely connected and one of our key target clientele. In this way we are enhancing our relations with our guests by enriching the hotel experience offered by our brands and on our websites," explains Grégoire Champetier, Accor Global Chief Marketing & Distribution Officer.

"Travelers' needs are evolving. The frontiers between work and private life are becoming blurred. That's what this application is all about. Away On Business by Accor is an all-in-one solution that makes business travel simpler and more user-friendly," says Mathieu Saccharin, Accor Mobile Director.

This application, the first of its kind in the hospitality sector, forms an integral part of Accor's 360 degree digital ecosystem. Accor has made its presence on the Internet and in the new media the spearhead of its distribution strategy with a focus on its website Accorhotels.com, its mobile applications and its growing influence on the social networks.

Away on Business by Accor was developed with Lesmobilizers (www.lesmobilizers.com), an agency expert in mobile apps. Contents were produced by WorldEventListings (www.worldeventlistings.com), editor of tourism and leisure information.

The benefits of *Away on Business by Accor*

- ✦ *User-friendly, intuitive and free*
- ✦ *Planning tools:*
 - ✓ Accor hotel booking device
 - ✓ Restaurant, visit, outing suggestions,
 - ✓ On-site schedule importing and personalization
 - ✓ Travel expense management
- ✦ *Practical tools*
 - ✓ Customizable alerts
 - ✓ Seven-day weather forecast
 - ✓ Public transport maps
 - ✓ Tips on 30 emblematic business travel destinations

***Away on Business by Accor* in pictures**

The destinations at a glance

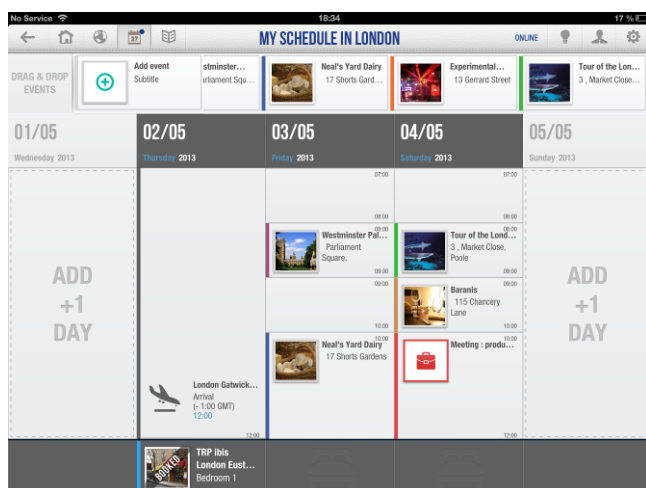


The agenda to organize meetings

Landmark maps for efficient leisure planning



The travel dashboard to make the most of the stay



Accor's digital presence in figures

- *The Accorhotels.com website:*
 - 9 million visitors a month in 2012,
 - 14 languages, 31 national versions
 - 10 bookings per minute
- *14 brand sites: 126 million visits in 2012*
- *The Accorhotels.com mobile application:*
 - over 1 billion downloads, including 300,000 in 2012,
 - over 12 million visits
 - Available on iPhone, Blackberry, Android
- *A total of 220,000 fans on all the Group's Facebook pages*



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.

www.accor.com | www.accorhotels.com

Press Contacts

Delphine Dumonceau
Tel. : +33 (1) 45 38 84 95

Gabrielle Haire
Tel : +33(1) 45 38 84 87