



# Accor recognized as one of the World's Best Multinational Workplaces by Great Place to Work® Institute

Accor is the first French Group to integrate the List of the 25 Best Companies to Work For in the World

**Paris – November 14, 2012** – Accor, the world's leading hotel operator and market leader in Europe, announced today the company has been ranked on the List of the 25 Best Companies to Work For in the World. The ranking is the world's largest annual study of workplace excellence and identifies the top 25 best companies to work for in the world.

This award reinforces the « Best Place to Work » that have been locally received during the year 2012 by Accor in seven countries: Argentina, Brazil, Chile, Mexico, Peru, Austria and United-Kingdom.

*“Hospitality is a profession rooted in human contact, but it also is a passion. This is essential for us to make sure our employees feel proud and trusted. Being constantly in relation with our customers, they are the leading drivers of our success internationally”,* said Antoine Recher, Global Chief Human Resources Officer of Accor. *“Accor’s human resources policies are based on values that federate employees, such as professionalism, recognition, diversity and social dialogue and respect. Today we are very glad we contributed to the credit of these values as being ranked in this list of the 25 Best Workplaces in the World.”*

*“The companies listed on the second-annual World’s Best Multinational Workplaces List are creating workplaces dedicated to fostering trust, pride and camaraderie amongst their employees,”* said Susan Lucas-Conwell, Global CEO of Great Place to Work®. *“Their inclusion on this prestigious list demonstrates their commitment to continually improving the lives of their employees and setting innovative new standards for workplaces of the future”.*

**« Accor, Open New Frontiers in Hospitality »**

Since 1985, Accor was the first hotel group to create its own corporate university: the Académie Accor. Today, the world's top hospitality school relies on **its 17 entities** to roll out its programs, over one hundred professions in **72 countries**, delivering **more than 435,000 days** of training a year (an average of three days per employee), and invests almost **€45 million** every year in training its employees. It is a particularly decisive advantage at a time when hospitality

professions are undergoing significant changes and transformations and are even being reinvented.

The Group has also established a **long-standing commitment to developing career opportunity and international mobility**. To support employee skills enhancement, motivation and loyalty, the Group has set a target of 75% of hotel general managers developed through internal promotion by 2015.

To attract new talent, Accor uses various tools, notably **its worldwide recruitment site AccorJobs**. In 2011, this portal, which is available in 12 languages, recorded 4.7 million visits, promoted more than 20,000 jobs and traineeship offers, and received over 500,000 applications.

Deeply convinced that it is a real performance driver, the Group also pursues **an active policy of workplace diversity**. Thus, Accor has designed and deployed core programs to make diversity a reality in hiring, career management, training, compensation and other day-to-day responsibilities of the human resources function, as well as in individual relations within the organization.

The Group's ambition is to become the major hotel operator in the world and above all to be the best hotelier notably by setting the pace for talent and skill development.



**Accor, the world's leading hotel operator and market leader in Europe**, is present in **92 countries** with nearly **3,500 hotels** and **440,000 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.

## ACCOR MEDIA CONTACTS

### Charlotte Thouvard

Vice President, EMEA Communications and  
Global Media Relations  
charlotte.thouvard@accor.com

### Laurie Bonnaud

Tél. : + 33 (0)1 45 38 18 95  
laurie.bonnaud@accor.com

**About Great Place to Work®:** Great Place to Work® Institute is a global research, consulting and training firm that helps organizations identify, create and sustain great workplaces through the development of high-trust workplace cultures. Great Place to Work® serves businesses, non-profits and government agencies in 45 countries on all six continents.

Since launching the first best workplaces lists in partnership with FORTUNE magazine in the United States and *Exame* in Brazil in 1997, Great Place to Work® Institute now recognizes leading workplaces in some 45 countries. The World's Best Multinational Workplace list is based on a pool of data from some 1,800 companies that were listed on Great Place to Work® country best companies lists. Every year, Great Place to Work® analyzes data from surveys taken by more than 2.5 million employees and workplace culture analytics taken from 5, 671 companies, that represent approximately 11 million employees.

**About the World's Best Multinational Workplaces List:** The second annual World's Best Multinational Workplaces List ranks the top 25 global companies to work for. Qualifying companies must have appeared on at least five national Great Place to Work® lists, have at least 5,000 employees worldwide, and at least 40 percent of their global workforce must work outside of the company's home country.