

Press release  
April 4, 2016 (Paris)

## AccorHotels, SNCF and Ile-de-France authorities promote Greater Paris to tourists worldwide

Today, AccorHotels, SNCF (French Rail) and Ile-de-France (Greater Paris) authorities are extending the #ParisWeLoveYou initiative they kicked off in the wake of the November 13<sup>th</sup> 2015 attacks with an international campaign to promote Greater Paris and give the region's appeal a fresh boost for French and international tourists, backed by Galeries Lafayette, Facebook, Monnaie de Paris (Paris Mint) and Guy Savoy.



*Photo credit: A. Bommart. Left to right: Alexandra van Weddingen (VP, Corporate Communications, Galeries Lafayette Group), Laurent Solly (CEO, Facebook France), David Douillet (VP, Ile-de-France Regional Council for international action and tourism), Guy Savoy (Chef), Sébastien Bazin (CEO, AccorHotels), Christophe Beaux (CEO, Monnaie de Paris), Guillaume Pepy (Chairman of the Board, SNCF).*

### The deals

- SNCF will offer French and international tourists over 220,000 discounted tickets on TGV, Intercités and international trips to Paris this spring and summer (e.g. €39 from London to Paris on Eurostar and €34 from Nantes to Paris by TGV).
- The Paris Ile-de-France Tourism Board will feature opportunities to enjoy the wide range of attractions in the region including Impressionist landmarks, family outings, the Seine's banks, fine dining and more.
- From May 3<sup>rd</sup> to September 4<sup>th</sup> 2016, AccorHotels will provide **up to 30% discounts on all-inclusive stays in 100,000 rooms** on its AccorHotels.com and brand websites to treat tourists to an unrivalled experience in the *Ville Lumière*.

## Tourists telling tourists

These deals will be backed by an extensive media campaign in France and 14 other countries - and relayed by partners in more than 40 countries - starting April 4<sup>th</sup>. This joint campaign will feature selfies by tourists in Paris inviting their friends to come and enjoy everything the city and its environs have to offer (cultural attractions, gastronomy, lifestyle, shopping opportunities, etc.) under the #ParisWeLoveYou banner. **A Selfie Race in and around Paris will also unfold on social media this May.** This community digital operation will encourage the greatest possible number of Parisians and tourists to take selfies at the French capital's most emblematic landmarks and to share them online to prompt the people they know to spend time here. An interactive map will list all the #ParisWeLoveYou-tagged selfies, track the best contributors in real time, and reward their commitment with prizes.

SNCF Chairman **Guillaume Pepy** said, *"This initiative led by SNCF with AccorHotels, Greater Paris authorities and all the other partners is unprecedented in terms of its format as well as its momentum. We are proud to contribute to this effort hand in hand with everyone who is striving to showcase Paris' appeal."*

*"I'm very happy to join forces with SNCF, Greater Paris authorities and all our partners on this campaign to bolster Paris' appeal and to help our city to keep its rank as the world's number-one tourist destination,"* added AccorHotels CEO **Sébastien Bazin**.

*"Greater Paris authorities are working side by side with the tourism industry to reinvigorate this vital sector, which has been struggling since the attacks. This campaign will also show tourists the full wealth they will find in this region - which is so much larger than Paris!"* stated **Valérie Péresse**, Greater Paris Regional Council President.

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## About SNCF

SNCF is a global leader in passenger and freight transport services, with revenue of €31.4 billion in 2015, of which 33% on international markets. With 260,000 employees in 120 countries, SNCF draws on its foundations in French rail and on its extensive experience as an architect of transport services. It aims to become the benchmark for mobility and logistics solutions, both in France and worldwide.

SNCF has five core businesses: SNCF Réseau (management and operation of the French rail network); SNCF Voyageurs (commuter transport in the Paris region, regional and inter-city public transport, high-speed rail in France and Europe, and management and development of stations); SNCF Logistics (freight transport and logistics worldwide); Keolis (mass transit and public transport in Europe and around the globe); and SNCF Immobilier (management and optimization of SNCF property and land assets): [www.sncf.com](http://www.sncf.com)

## ABOUT ACCORHOTELS

AccorHotels is a Group united by a shared passion for hospitality and driven by a shared promise to make everyone Feel Welcome.

Over 190,000 women and men in 3,900 AccorHotels establishments look after thousands of guests every day in 92 countries.

AccorHotels is the world's leading hotel operator and offers its customers, partners and employees:

- its dual expertise as a hotel operator and franchisor (HotelServices) and a hotel owner and investor (HotellInvest);
- a large portfolio of internationally renowned brands covering the full spectrum, with luxury (Sofitel, Pullman, MGallery by Sofitel, Grand Mercure, The Sebel), midscale (Novotel, Mercure, Mama Shelter, Adagio) economy (ibis, ibis Styles, ibis budget, adagio access and hotelF1) establishments;
- a powerful marketplace and loyalty program: Le Club AccorHotels;
- almost half a century of commitment to corporate citizenship and solidarity with the PLANET 21 program.

Accor SA shares are listed on the Euronext Paris exchange (ISIN code: FR0000120404) and traded in the USA on the OTC marketplace (Code: ACRFY)

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**SNCF Media Contacts**

**Gaëlle le Ficher**

International Communication

Tel: +33 1 85 07 86 58

[Gaelle.leficher@sncf.fr](mailto:Gaelle.leficher@sncf.fr)

**Chloé Kleniec**

Media relations

Tel: +33 1 85 07 84 43

[chloe.kleniec@sncf.fr](mailto:chloe.kleniec@sncf.fr)

**AccorHotels Media Contacts**

**Carina Alfonso Martin**

Vice President Media Relations Worldwide

Tel: +33 1 45 38 84 84

[Carina.alfonsomartin@accor.com](mailto:Carina.alfonsomartin@accor.com)

**Delphine Dumonceau**

Corporate PR Manager

Tel: +33 1 45 38 84 95

[delphine.dumonceau@accor.com](mailto:delphine.dumonceau@accor.com)

**Ile-de-France Region Media Contact**

**Laureen Favier**

Tél. (+33)1 53 85 78 15 / (+33) 7 84 14 65 83

[Laureen.favier@iledefrance.fr](mailto:Laureen.favier@iledefrance.fr)