



## Press Release

March 12, 2010

# Accor Hospitality steps up expansion in Turkey

**The beginning of 2010 featured the opening of a Novotel and an ibis in Gaziantep, and a Novotel and an ibis in Kayseri.**

Accor Hospitality, which already has 4 hotels in Turkey (Novotel Istanbul, Novotel Trabzon, ibis Istanbul, ibis Eskisehir) continues to expand there through its Novotel and ibis brands in partnership with AKFEN, the firm that constructs and owns the buildings.

Gaziantep and Kayseri are both crossroads of significant economic and industrial activity in Turkey and are appropriate locations for hotel expansion.

„Kayseri is both a business and a leisure destination (close to Cappadocia) and Gaziantep, which is Turkey’s cotton capital, has become the country’s port of entry by road from the Middle East ever since the frontier with Syria was reopened”, explains Bruno Coudry, Managing Director of Accor Hospitality Central and Eastern Europe.

Novotel, Accor’s midscale brand, is designed to cater for both business and leisure travellers. ibis, Europe’s economy hotel leader, offers its business and leisure customers the best value for money in its market sector. The international reputation and acknowledged know-how of both brands makes them the best suited in the group’s portfolio to fulfil its current ambitions in Turkey.

The **Novotel Gaziantep** (92 rooms) and the **Novotel Kayseri** (96 rooms) offer the brand’s latest innovations.

They cater for both leisure and business travellers with numerous services:

- Meeting@Novotel offers spacious conference rooms and free Internet connection for business customers.
- The outdoor pool (at the Novotel Gaziantep) and the fitness room provide a perfect setting for relaxation
- Web corner on a Mac offers free Internet access in the lobby

Families can benefit all year round from free accommodation and breakfast for two children under 16 sharing a room with their parents as well as late check-out on Sundays so they can make the most of their week-end stay.

The **ibis Gaziantep** (177 rooms) and the **ibis Kayseri** (160 rooms) offer business and leisure customers the best value for money in their market sector. ibis is the European leader in economy hotels and its brand’s standards guarantee customers:

- A location close to airports, stations, business centres and the main tourist sites;
- A modern and fully-equipped room;
- 24/7 services;
- 24/7 bar and hot and cold snack services;
- Wifi internet connection in common areas;
- Breakfast from 4am to 12pm;
- And of course the "15 minute Satisfaction Guarantee".

The "15-minute Satisfaction Guarantee" is a unique example of how demanding the ibis approach is. If a guest pinpoints a problem that falls under the hotel's responsibility, the hotel team gives itself 15 minutes to find a solution, and this applies 24 hours a day, seven days a week.

Accor Hospitality's next scheme in Turkey is a new ibis in Bursa due to open in 2011.

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**Accor**, a major global group and the European leader in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in two core businesses:

- **Hotels**, with the **Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1** and **Motel 6** brands, representing 4,100 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, **Thalassa Sea & Spa, Lenôtre, CWL**.

- **Services**, with 33 million people in 40 countries benefiting from Accor Services products in employee and constituent benefits, rewards and incentives, and expense management.

## INTERNATIONAL PRESS

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