

THE PULLMAN SHANGHAI SOUTH OPENS PULLMAN OPENS ITS 15TH ADDRESS IN CHINA AND CONTINUES ITS STRONG EXPANSION IN ASIA

Pullman, Accor's upscale brand, announces the opening of the Pullman Shanghai South, its second property in the city of Shanghai and its fifteenth in China – which is the brand's leading market in terms of number of hotels. With 45 hotels and resorts in Asia Pacific (including 32 in Asia), Pullman confirms its strong growth and success in this region, accomplished through an unprecedented approach to upscale international hospitality. Indeed, Pullman reconciles business and leisure and allows its clientele of hyper-connected, mobile, cosmopolitan travellers to combine efficiency with pleasure during their trips, whether they are travelling for business or leisure.

Pullman adds to the thrill of Southern Shanghai

The Pullman Shanghai South is ideally situated in one of Southern Shanghai's most bustling districts within easy striking distance of the airport and train station. It offers direct access to the Star Plaza commercial complex and is close to the Shanghai Stadium and Caohejing High-Tech Park. This location, right amongst Shanghai's key interest sites, allows guests to benefit fully from the best the city has to offer.



The hotel has 338 rooms and suites, an indoor pool, eight meeting rooms, four bars and restaurants and offers the brand's top signature services including the Connectivity by Pullman concept (free broadband fiber optic Wi-Fi Internet throughout the hotel, etc.), the Pullman Co-Meeting offer for the organization of business and private events, Nespresso[®] services, the Pullman bed, a walk-in rain shower, Vinoteca by Pullman, the Fit and Spa Lounge.

A rapidly expanding network, especially in Asia

The Pullman network expanded at an unprecedented pace in 2012 and 2013, with major hotels opened in key international capitals like London, Brussels, Bangkok, Jakarta and Sydney. In Asia, for example, the brand opened 15 addresses in two years, the most recent of which include the Pullman Kuala Lumpur Bangsar (Malaysia), the Pullman Saigon Centre and Pullman Danang Beach Resort (Vietnam) and the Pullman Phuket Arcadia (Thailand). Over half the brand's establishments are now located in Asia Pacific. Pullman is present in Asia Pacific's main business hubs and tourist destinations including Bali in Indonesia, Hanoi and Ho Chi Minh in Vietnam, and 11 hotels across Australia, making it that country's number one upscale brand.

Pullman will continue to expand its network around the world in 2014.

47 openings planned in Asia Pacific by 2018

According to the 2013 UNWTO World Tourism Barometer, tourist arrivals in South-East, North-East and Southern Asia grew significantly (about 7%). This trend should continue over the next few years.

Pullman will add 47 new addresses to its Asian portfolio by 2018, including 38 in China, three in India and two in Indonesia, as well as openings in other major Asian destinations.

Michael Issenberg, CEO HotelServices Asia-Pacific explains *“Expansion in Asia Pacific is a priority for Pullman. We plan to open 47 new hotels here over the next four years to reach more than 90 hotels in the region, or over half the brand’s network. Our expansion focuses on key tourist destinations and strategic business hubs. This deployment reflects the brand’s “work hard, play hard” spirit. For example, we will soon unveil the Pullman New Delhi International Airport in India and the Pullman Bandung City Centre in Indonesia.”*

Michael Issenberg explains that this expansion will reinforce the brand’s positions in Asia Pacific for the long-term, adding that *“the network will expand through new constructions, hotel acquisitions and external growth operations.”*

The best Pullman services for work and relaxation

All the hotels in the network offer the best Pullman services to a clientele of seasoned international travellers. Though each establishment has its own distinct identity, they all feature timeless elegance and style.

Pullman offers its guests a unique travel experience through its innovative and tailored services, as well as its welcoming living spaces and restaurants, which can be used for both relaxation and business. From the lobbies to the meeting rooms and guest rooms, everything has been designed to offer customers must-stay establishments where ideas and cultures meet.

For this reason, Pullman has chosen to work with designers to create iconic objects that link its hotels around the world, and to build up its own contemporary art collection – started in Europe in Paris, London and Brussels – which will be exhibited in a selection of hotels.

In order to draw its Asian customers’ attention to the brand’s “Work & Play” spirit, the fourth Pullman Artnight (and the first in Asia), was held at the Pullman Jakarta Indonesia in February following other Pullman Artnights held in Dubai, London and Brussels. The Pullman Artnight features a series of signature events organized locally and draws on the brand’s passion for travel, architecture, design, art and culture. In addition to serving as the hotel’s official inauguration ceremony after months of refurbishment, this event also highlights the vibrant, cosmopolitan, stylish experience offered by the Pullman hotels and resorts.

Pullman is the upscale international hotel brand of Accor, the world’s leading hotel operator, present in 92 countries with more than 3,600 hotels and 160,000 employees. Located in the main regional and international cities and in prime tourist destinations, Pullman Hotels & Resorts is principally designed to cater for the requirements of cosmopolitan, seasoned travelers, whether they are travelling alone, with their clans or with colleagues. The brand’s establishments offer a new approach to upscale hospitality. The Pullman network has almost reached 80 hotels in Europe, Africa, the Middle East, Asia-Pacific and Latin America where ideas, histories and cultures meet. Our objective is to have 150 hotels around the world by 2015-2020. Pullman, like most of Accor’s brands, is proud to offer the Le Club Accorhotels loyalty program. Further information concerning the Pullman hotels is available on www.pullmanhotels.com

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