



ACCORHOTELS

Feel Welcome

Paris, 15 April 2016

AccorHotels.com illustrates its brand signature with the operation #FeelWelcomeFromThe1stTweet

For one week and in seven countries, AccorHotels has tweeted a welcome to users of the hashtag #Myfirsttweet on the Twitter platform, in an unconventional and unprecedented way.

As a pioneering brand in digital hospitality, AccorHotels.com has decided to bring the signature of its "Feel Welcome from the first click" advertising campaign to life by conducting an unprecedented international operation on Twitter. For the first time, a brand has spoken to new Twitter users, welcoming them in a personalised way.

For one week, from 4 to 8 April, new Twitter users who published their first tweet with the dedicated hashtag #Myfirsttweet were sent a welcome message from AccorHotels.com. In order to warm up this welcome, the brand has decided to offer a personal attention that evokes a hotel stay in the form of a bathrobe embroidered with their Twitter username. This operation took place simultaneously in seven countries thanks to community managers who personally responded to each user in: Germany, Australia, Brazil, Spain, France, Italy and the United Kingdom.

"We are delighted to have welcomed the new Twitter users and to have been their first follower. It has enabled us to promote our brand in our key markets and to illustrate our signature in a completely unprecedented and exclusive way. This operation perfectly illustrates our group's positioning and its digital platform: the most welcoming hotel brand in our establishments, on our websites and now on Twitter! » explains Emilie Vazquez, VP Marketing e-commerce.

[See the video case on Youtube](#)

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 almost 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 (HotelInvest);
- a large portfolio of internationally renowned brands covering the full spectrum, with luxury (Sofitel, Pullman, MGallery, Grand Mercure, The Sebel), midscale (Novotel, Suite 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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