

# 2010

## 2010 - Highlights of the year

### January

- Accor Thalassa, the Group's well-being brand, is renamed **Thalassa sea & spa**
- Novotel continues Green Globe certification roll-out in Asia-Pacific and Africa.
- Haiti emergency: Accor and its Foundation mobilize to help
- Accor and the **Institut Pasteur** commit to preventing emerging diseases
- Accor steps up expansion in Italy with 5 new openings: three Mercure hotels and two MGallery hotels

### February

- In view of the forthcoming demerger of Accor's two core businesses, announced on February 24, 2010, and in order to give new impetus to Accor Services' growth strategy, Jacques Stern, Deputy Chief Executive Officer of Accor in charge of Services and Finance, has created the **Services Executive Committee**.
- As part of the project to demerge the Group's two businesses, Hotels and Prepaid Services, Gilles Pélisson, Chairman and Chief Executive Officer, has created a new Executive Committee to lead Accor Hospitality, the world's leading hotel operator, as it fulfills its strategic commitment to becoming Europe's largest hotel franchisor and one of the world's top three hotel groups.
- The Accor Board of Directors has approved the demerger of the Group's two core businesses, Hotels and Services, and outlined the demerger process.
- Thailand: official launch of the Yim Kids association, supported by the Accor Foundation
- Adagio City Aparthotel opens a second residence in Marseille
- Pullman steps up its development in the south of France with two new hotels in Toulouse.
- ibis has opened its 50th hotel in Brazil: the São José ibis hotel in Florianópolis-SC.

### March

- Accor maps out Vietnam expansion. The Group is planning on doubling the number of rooms under management in Vietnam by 2012.
- Accor steps up its expansion in Turkey: two new Novotel hotels and two new ibis hotels.
- Accor takes part in the "Massive Good" campaign against epidemics.

### April

- A new address in Morocco: the Sofitel Rabat Jardin des Roses. The new address is the sixth Sofitel hotel in Morocco.
- Accor opens its 400th hotel in Asia Pacific : Mercure Beijing Downtown.
- The opening of this strategically located hotel in central Beijing reaffirms Accor's position as the region's largest operator of hotels and reflects the international development of the Mercure network.
- Earth Guest day 2010: Accor employees around the world gearing up to demonstrate their commitment to protecting the planet
- The Cour du Corbeau, a historic residence in Strasbourg, joins the MGallery collection.
- Asset Contribution–Demerger: Agreement Approved by the Board of Directors
- A new reservation website for Formule 1 hotels with new design and functions.
- ibis is pursuing its development in Portugal with the opening of its 19th hotel in Portugal : ibis Porto Centre.
- Adagio's new European advertising campaign is inspired by its slogan "Adagio, the city at your own pace".
- all seasons launches the "all seasons tour" : Starting in Paris, an all season travelling room will take a 40-day journey across six European countries to make all seasons better known to the public.

### May

- Accor has received a 2010 Tourism for Tomorrow Award from the World Travel & Tourism Council (WTTC). The awards recognize best practices in sustainable tourism around the world.
- A new online search engine and booking system for Accor hotels
- Accor bondholders approve the proposed demerger of the two businesses
- The Group explains its aims during Investor Days.
- Accor received more than a hundred members of the financial community - analysts and investors - to explain its strategy and aims, following the demerger of its two historic businesses.
- Accor Hospitality : Sophie Stabile appointed Chief Financial Officer and Marc Vieilledent appointed Executive Vice President, Strategy, Asset Management, Mergers & Acquisitions
- A first all seasons address in Italy: the all seasons Catania Acireale.

## June

- Mercure has a new address in England: the Mercure Southampton Center.
- Motel 6 launches a new website.
- Novotel Amsterdam City: a new look for the largest hotel in Amsterdam.
- The Paris Scribe Hotel earns its fifth star.
- Accor Services changes its name: As part of the proposed **demerger of Accor's Hotels and Prepaid Services businesses**, Accor Services has changed its name to **Edenred**.
- A new online search engine and booking system for Accor hotels.
- A new address in Spain: the Mercure Madrid Santo Domingo.
- Edenred announces its **Board of Directors and is assigned BBB+/A-2 ; Outlook Stable rating by Standard & Poor's**.
- South Africa: Accor reaffirms its commitment to the fight against sex tourism.
- Motel 6 rallies to Ronald McDonald House Charities to aid to sick children.
- Ibis launches an advertising campaign for its summer special promotions - Last May 25, ibis introduced its new summer advertising campaign based on the following concept: the € 10 or € 15 per night discount promotion is personified by come-back rock band TENor15.
- The Golf du Medoc Hôtel & Spa joins the MGallery collection.
- In 2010 ibis launches the Web Corner - The "ibis Web Corner", which the brand began rolling out during the first half of 2010, supplements its Wi-Fi offer by making cutting-edge computer hardware available to customers in a dedicated area.
- United Kingdom: Accor hotels awarded the Insider's Select Award 2010. Four Accor hotels in the United Kingdom have been awarded.
- Sofitel: a new location in Shanghai - The Sofitel Shanghai Jing'an, scheduled to open in 2011.
- Etap Hotel asserts its presence for the 2010 Tour de France - As an official supplier during the Tour de France cycling race since 2006, Etap Hotel will be roaming the roads of the Grand Loop in an advertising caravan.
- **Approval of the demerger project** - The Combined Ordinary and Extraordinary Meeting of Accor shareholders was held at the Novotel Paris Est hotel in Bagnolet. It was chaired by Gilles Pélisson, Chairman and Chief Executive Officer, and was attended by the members of the Board of Directors and 400 shareholders. Shareholders, who represented 76% of the voting rights, approved all of the submitted resolutions.

## July

- The Golf du Medoc Hôtel & Spa joins the MGallery collection.
- The **new generation of Suitehotel** is **Suite Novotel** : created in 1998, the Suitehotel brand now joins the Novotel family, boasting a new name, Suite Novotel.
- **Accor Sells Compagnie des Wagons-Lits's** Onboard Rail Catering operations to Newrest.
- The Sofitel Munich Bayerpost kicked off the 2010 edition of Stars, Food & Art.
- Pullman has announced the opening of two new hotels in Asia (Pullman Kuala Lumpur Bangsar and Pullman Saigon Centre).
- **First-half 2010 revenue.**
- **Accor and InterGlobe consolidate existing relationship with a new hotel investment fund** aimed at **further network growth in India**.
- The Hotel Scribe in Paris is celebrating its 150th anniversary.
- The Motel 6 Northlake-Speedway obtains LEED certification. This certification recognizes and

rewards construction of the establishment's high-performance, sustainable buildings.

- Accor has teamed up with the ESSEC (A French Business School) and hanploi.com to participate in the "Around France Yacht Race" ("Tour de France à la Voile").
- Sofitel launches its iPad application: "The Kiosk", a selection of international press.
- Sofitel Los Angeles to host acclaimed Fashion Photo exhibit this September.
- Sofitel is continuing its development in China with the opening of the Sofitel Dongguan Humen Oriental.

## August

- United Kingdom: Mercure has just launched an unusual competition to find "Wedding Angels" for "The Most Romantic Job" – that of wedding planner at the Mercure Windsor Castle Hotel and the Mercure Dunkenhagh Hotel and Spa.
- Novotel Santos Dumont: the brand arrives in Rio de Janeiro.
- Spain: **Accor accelerates the development of its franchise portfolio** - The ibis and Etap Hotel Oviedo, Accor's first hotels in Asturias and the northwest region of Spain, have just opened.
- **"The Kiosk" by Sofitel** : an iPad application to stay connected to all the latest news.
- Disclosure of Share Capital and Voting Rights at July 31, 2010.
- **Accor announces a major European real estate transaction with the Sale of 48 hotels in France, Belgium and Germany for €367 million.**
- Appointments.
- Mercure surpasses the 100-hotel milestone in Asia Pacific.

## September

- **Pullman is stepping up its expansion in India** with the upcoming opening of three hotels: Pullman Gurgaon Central Park in 2011 and Pullman Delhi International Airport and Pullman Lavasa in 2012.
- **A|Club** celebrates its second anniversary with its **nearly 5 million members !**
- The new Etap Hotel Berlin Alexanderplatz benefits from a strategic location in the centre of Berlin.
- Accor will be participating in "European Job Days".
- A new version of the accorhotels.com application available on iPhone !
- Adagio: a major opening in the heart of Saint-Etienne.
- Accor Confirms its Intent to Divest its Stake in Groupe Lucien Barrière.
- Sofitel Celebrates Continued Growth and Expansion in Morocco with Gastronomic Event at Select North America Properties.
- **Accor consolidates its positions in the Czech Republic** : By 2011, the network is expected to reach 15 hotels.
- A new look for ibishotel.com : A brand new version of the website has been launched to boost ibis growth and respond more fully to the expectations of its business and leisure customers.
- **Vietnam: five Pullman hotels by 2013 : The network continues its sustained expansion in the Asia-Pacific area.**
- Withdrawal of Groupe Lucien Barrière Initial Public Offering.
- all seasons opens its first hotel in Belgium.

## October

- all seasons opens its first hotel in Belgium.
- Accor receives the **2010 Business Travel Gold Award** : award received for **Plant for the Planet**, a Group reforestation initiative.
- Accor SA has signed an agreement about psychosocial risk factors in the work place.
- Novotel launches its new online boutique **Novotelstore.com**
- A new address in Spain : Etap Hotel Malaga.
- The first Mercure hotel opens in Bratislava : This four star establishment is located in the center of the capital Bratislava and offers 175 ultra modern rooms.
- Spain: restaurants mobilise to combat hunger - For one month, all Pullman, Novotel and ibis hotels in the country will offer special "solidarity dishes" as part of the initiative.
- Poland: **three hotels awarded Top Hotel 2010 prizes** - The Novotel Gdańsk Marina and the Etap

Warszawa Centrum and Wrocław Południe hotels.

- **Eco-friendly meal trays at Lenôtre.**
- Third-quarter 2010 Revenue.
- Brazil: **Accor is the most admired company** for the hospitality industry.
- Launch of the official Accorhotels page on Facebook!
- **Accor receives an award at the International Meeting on Diversity** : the trophy for “**Communication on managing diversity**”.
- Accor will have **100 hotels** operating in Greater China : **This milestone achievement** comes after operating in China for 25 years.
- Inauguration of the first Sofitel in Saudi Arabia : The Sofitel Al Khobar the Corniche.
- **Kristin Scott Thomas** becomes **ambassador of the MGallery label** and signs the first guide of the collection.

## November

- Accorhotels.com Launches new Facebook Services : To make it easier to plan a trip, the Accorhotels.com Facebook page offers useful links, travel solutions and suggested activities for a particular destination on a given date.
- **Accor's Board of Directors** announces a **change in executive management**.
- Canada: Novotel overwhelmingly approved by its employees.
- Accor, prizewinner of the 2010 Global Vision Awards for its policy to fight sexual tourism involving children.
- **Novotel Kinect Tour** : Novotel hosts a preview of the revolutionary video game without a joystick.
- England: Accor prepares for the 2012 Olympic Games.
- Accorhotels.com : a commitment to Transparency - In partnership with **TripAdvisor**, customer opinions are now posted on **Accorhotels.com**.
- **Mercure** unveils its **new advertising** campaign: “**Let Good Things Happen**”
- Sébastien Valentin Appointed Senior Vice President, Financial Communications and Investor Relations.
- ibis: TENor15 voted best advertising campaign at the Worldwide Hospitality Awards.
- **all seasons**: already **100 hotels** in just 3 years!
- France : eight Sofitel earn their fifth star.
- Successful completion of a tender offer on two outstanding bonds for a total amount of EUR 283m.
- European Week for Waste Reduction: the ibis Paris Berthier Porte de Clichy sets the example.
- World AIDS day: Accor gets involved!

## December

- Asset-right strategy: sale-and-franchise back of 18 hotels in Sweden: New phase of franchise-based expansion launched in Scandinavia
- Mercure: ongoing expansion in Italy - With more than 50 hotels in the country, the Group is pursuing its expansion in Italy. Mercure is an example, opening four new hotels in just a few months.
- Accor Germany was voted one of the top 100 employers in the country.
- Brazil: 100 new Formula 1 hotels by 2018
- Christian Lacroix, the french fashion designer, creates the “Yule Log with Thirteen Desserts” for Lenôtre
- **Pullman takes over the Méridien Montparnasse**, which becomes the **Pullman Paris Montparnasse**, one of Europe’s **largest conference hotels**.
- An invitation to travel screened by Accorhotels.com: [Watch the video](#)
- **Sofitel** winds up the year 2010 with **three new exceptional hotels**: Sofitel Vienna Stephansdom (Austria), Sofitel So Mauritius (Mauritius) and Sofitel Phnom Penh Phokeethra (Cambodia).
- France: the Royal Emeraude hotel joins the MGallery collection
- ibis reaches a new milestone in Latin America : The opening of the 50th ibis hotel in Brazil /
- A milestone achievement : 3 new countries in 2010 / The celebration of the 10th ibis hotel in Mexico.
- The Group rewards its present and future talents during the final of the Professions

Challenge for Accor Europe, Middle-East and Africa.

- Etap hotel continues its expansion in the centres of major European cities
- all seasons moves into Venice