

# 2011

## 2011 - Highlights of the year

### January

- 2010: the Group enjoys a bumper year for expansion in Asia Pacific.
- Suite Novotel presents its new Valentine's Day offer.
- Accor: new Executive Committee.
- A|Club: a wide-scale communication campaign in Europe.
- Strong increase in 2010 Hotels revenue.
- United Kingdom - a strong growth network : Mercure has announced a vast franchise expansion project with ten new hotels in the UK.
- Accor Celebrates 25 Years of the Hospitality Industry's Largest Corporate University.
- Accorhotels.com: a major partnership with Team Europcar.
- Accor confirms the "sale and variable leaseback" transaction with Predica and Foncière des Murs.
- Accor Sells Its Stake in Groupe Lucien Barrière for €268 million.
- Mercure has announced a vast franchise expansion project with ten new hotels in the UK.
- all seasons opens right in the center of Luxembourg.
- Grégoire Champetier joins Accor as Chief Marketing Officer.
- Lenôtre and Harley-Davidson join forces to create a surprise for Twelfth Night in 2011.

### February

- New-Zealand earthquake: the Accor Foundation mobilize to help.
- United Kingdom: visiting unique cultural sites with Mercure.
- 2010 Annual Results.
- Press Release from the Board of Directors.
- Etap Hotel announces the release of its 2011 guide.
- Accor acclaimed for its recruitment and careers websites : Accor comes 5th in the French ranking of best "Top Career."
- MGallery : two new resorts in Thailand.
- ibis: already 900 hotels throughout the world.
- Sustainable Development: Novotel on course for a fully certified network in 2012.
- AccorJobs, the Group's recruitment website gets a facelift : A new look, the possibility of customising and a efficient search engine.
- Vietnam: the curtain rises on the Hanoi Opera Hotel, the newcomer in the MGallery collection.
- Lenôtre makes taste buds come alive on Valentine's Day.
- This month, more than 180 Mercure hotels in France have adopted a new 100% organic breakfast offer.

### March

- Mercure sets out to conquer the United Kingdom: The brand steps up its development with thirteen new hotels in the UK
- Accor completes the sale of its stake in Groupe Lucien Barrière
- Switzerland: ibis expands its portfolio with two new hotels
- South Africa: The group awarded for its Hospitality Management Team
- Opening the Sofitel Essaouira Mogador Golf & Spa
- MGallery to open its first London hotel: the St. Ermin's
- Lenôtre innovates for the traditional Easter celebration : An egg adorned with gold, a jewelled egg, a flight of egg Montgolifiers... A surprising, refined Easter egg collection
- Accor Austria is voted "Great Place to Work"
- China: Pullman announces opening in the heart of the "Forgotten Kingdom"

### April

- Suite Novotel opens its first hotel in Spain: Located in the heart of the historic city centre, the hotel is targeted to clients planning on a medium-term stay
- 2010 Registration Document Available
- Mercure.com boasts a new look and major innovations
- An exclusive partnership between Pullman and Nespresso
- Appointment: Agnès Caradec, Senior Vice President Communications & External Relations
- Etap Hotel: a new hotel in Spain - Following the opening of Etap hotels in Malaga and Oviedo, the brand has introduced a second establishment in Madrid
- Motel 6 rewards its most energy-efficient hotels. In 2010, Motel 6 launched an energy saving incentive program. The brand announces the winners!
- Portugal: opening of ibis hotel number 20
- Sofitel opens its first hotel in Central Asia: A palatial establishment, with its nearly 300 rooms, opens its doors in the heart of downtown Ashgabat
- Sofitel: celebrating fashion and film : From Jean-Paul Gaultier to Woody Allen, Sofitel celebrates the arts through a series of surprising photographs
- Sustained Revenue Growth in the First quarter 2011
- Belgium: Accor voted "Top Employer" for 2011 - Accor Belgium has just been voted "Top Employer", a title that rewards its know-how in human resources
- Earth Guest day 2011: on April 22nd, Accor employees take action for the planet
- MGallery: la table du Baltimore at the Pinnacle of French gastronomy. This Parisian restaurant crowned its first decade with a prestigious Michelin Guide star for the ninth year running
- An official Etap Hotel Facebook page!
- Potential Lenôtre group sale under review

## May

- ibis is taking a First Step in Nigeria: plunging into the heart of the lake city Lagos, where the first Nigerian hotel of the brand stands erected
- Disclosure of Share Capital and Voting Rights at April 30, 2011
- Accor Overwhelmingly Favored by Employees: the Group has been ranked among the most valued employers in the Netherlands
- The all seasons brand has opted for originality on its new official Facebook page
- Accor Successfully Refinances Existing Facility
- Sofitel: Virginia Casale elected worldwide president of the Clefs d'Or
- Originality and humor for Etap Hotel's two new communication campaigns: towards Belgium and England, where the brand has launched two campaigns for less offset ...
- A breathtaking view all summer long from the terrace of the Novotel Paris Vaugirard Montparnasse: the hotel will once again be one of Paris' summer hotspots when it opens its Lounge Bar from May 15 to September 2011
- An oasis of nature in the Mediterranean: the Capovaticano Resort Thalasso & Spa is joining the MGallery collection in Italy
- Renaud Jezequel has joined Accor as Senior Vice President, M&A and Real Estate Transactions
- Mercure Hotels celebrate English Wine Week
- Adagio acquires Citéa and becomes the European no.1 in Urban Tourism Residences
- An invitation to travel under the California sun with Motel 6: Goin6.com has developed an exceptional itinerary for travellers and adventurers
- Recognized for the career opportunities offered to young talents: in just one month, Accor Latin America has received two awards for the career opportunities it offers employees
- Elegance and originality for the new mgallery.com website that displays an upscale, polished aesthetic

## June

- Sofitel So Bangkok (Thailand) welcomes guests to stay connected with full Apple-based solutions: it will be Asia's first hotel to offer a fully connected lifestyle, with complete Apple-based digital solutions
- Abidjan: Death of our General Manager Stéphane Frantz Di Rippel
- Accorhotels.com alongside Team Europcar: The logo of the multi-brand booking portal and is

visible on the shirts of the riders and the team vehicles

- Accorhotels.com Wins Top CRM Prize !
- The Novotel Auckland (New Zealand) in the avant-garde: this brand new hotel combines innovation, design and environmentally friendly features
- Martine Gorce Mombouisse : Appointed Senior Vice President, Brand Marketing and Communication
- Accorhotels.com repeats the "Crazy Prices" promotion: Up to 50% off stays during the summer holidays in nearly 1,000 hotels worldwide
- Accorhotels.com Wins Top CRM Prize: The booking portal has been awarded first prize for customer relationship management ("Podium de la Relation Client")
- all seasons hotels celebrates in Covent Garden
- Ibis campaign is out: a large-scale campaign has been supporting the ibis summer promotional offer valid in 27 countries
- Accor Italy won the "Entreprise Solidaire 2011 Award": a prize that rewards its diversity policy
- Accor creates Earth Guest Research: an open knowledge platform on sustainable development for the hotel industry
- First Sofitel Legend in Europe: Sofitel Legend The Grand Amsterdam, celebrated its inauguration on June 21st, the day of the international Music Festival
- Accor wins the Recognition and Commitment prize at the 2011 Human Capital Trophy
- Novotel celebrates the release Disney-Pixar's movie "Cars 2" in its hotels: families staying at hotels across Novotel's European network will enjoy the world of Cars 2 during their stay

## July

- Accor wins the Recognition and Commitment prize at the 2011 Human Capital Trophy
- Accor to sell the Pullman Paris Bercy under a Sale and Management-Back agreement for 105 million euros
- Pullman sets out to conquer Brazil : The Pullman São Paulo Ibirapuera was inaugurated on 21 June
- Mercure: reduced prices for the summer throughout Europe - On-line game, ad campaign, Web campaign and more : the Mercure special offer for the summer is an event in its own right!
- Australia: Accor creates a buzz for its 20th anniversary
- Accor Australia widely rewarded by the "Accommodation Association of Australia".
- all seasons starts a stir, in the middle of London!
- Press release of first half 2011 Revenue
- Motel 6 joins the touch era : After accorhotels.com, it's Motel6's turn! The brand has just launched an application for iPhone and iPod touch
- Accor to Sell Lenôtre
- The Novotel New York Times Square mobilizes in support of disadvantaged children
- Accor to sell the Sofitel Paris Arc de Triomphe under a €69 million Sale and Management-Back agreement

## August

- Kalidria & Thalasso Spa Resort, a new hotel in a natural setting for MGallery : MGallery unveils its new hotel dedicated to wellbeing and relaxation.
- Lenôtre Sales Contract Signed.
- Accor pursues its engagement on the topic of diversity.
- Studio6 website gets a full makeover : Staystudio6.com, the Studio 6 reservation website, has donned new looks and upgraded its features.
- Accor in Brazil received the prize "Great Place to Work" for the 14th year.
- Vietnam: step back in time with the new hotel in the MGallery collection.
- Very Good First-Half 2011 Performance by a "100% hotelier" Group.
- Three new countries sign the ECPAT Code of Conduct!
- Total facelift for Sofitel Quiberon: the ultimate reference in thalasso and wellbeing

## September

- all seasons unveils its Meeting product : This autumn all seasons launches its “all inclusive” meeting packages
- Dynamizing its economy brands, the first stone of Accor’s new strategy: Accor unveils its new strategy and inaugurates a new chapter in its history with ibis, ibis styles and ibis budget
- A New Era Guided by a Spirit of Conquest
- Accor Pacific zone received various prizes during the ceremony "HM Awards for Hotel and Accommodation Excellence"
- Antoine Recher is appointed Global Chief Human Resources Officer
- Netherlands: all seasons arrives in Amsterdam : The brand’s first hotel in the Netherlands features a subtle combination of design and local colours
- Accorhotels.com rewards its fans on Facebook!
- Accor awarded twice at the “Rencontres Internationales de la Diversité”
- Accor signs major UK hotel deal

## October

- A brand new mobile website for Accorhotels.com: Accorhotels.com unveiled its revamped mobile website
- AClub launches Jackpot Days, a game contest for all its members
- London’s prestigious St Ermin’s Hotel joins the MGallery Collection : MGallery inaugurates its first establishment in the United Kingdom
- Disposal of Seven Suite Novotel Hotels in a €77 Million Sale & Variable Lease Back Deal & variable lease back pour 77 millions d’euros
- Sofitel Legend Old Cataract Aswan, a myth reborn
- Robust growth in the third quarter 2011
- Adagio enhances its portfolio with a new range: Adagio Access
- New Accor job offers application on iPhone : The job offer application “Jobaroundme”, downloadable free on Appstore was launched at the beginning of October. It provides real-time access to AccorJobs offers in France directly on iPhone.
- Italy: three new establishments where guests can enjoy La Dolce Vita: From Milan, the capital of fashion, to Lecce, the jewel of baroque architecture, Accor continues to expand in Italy.
- China : Accor extends its network
- Accor opens two new addresses: Novotel Guiyang Downtown and Grand Mercure Jinan Sunshine
- Xavier Louyot joins Accor as Vice President Global Marketing for Pullman
- Italy: journey into the heart of Neapolitan gastronomy with MGallery
- Le Palazzo Caracciolo Napoli is now offering a unique experience in the form of a gastronomic brunch

## November

- Accor’s commitment and responsibility rewarded three times with the World Savers Awards
- Spain - Mercure, between the sea and the mountains: Two destinations for two many-faceted hotels.
- Pullman as the official partner of the BNP Paribas Masters at Paris-Bercy
- The world’s first ibis budget: Accor opens its first ibis budget in Tangier, Morocco.
- Accorhotels.com runs a 3 day Crazy Prices promotion for winter holidays at great rates
- Novotel invites you into the room of the future : The room of the future packs the best of new technologies into an outside-of-the-box architectural concept.
- Statement - Sofitel
- Cédric Gobilliard appointed Senior Vice President Global Sales
- New section "Our guidelines for applying" on AccorJobs

## December

- A|Club advertises with Sofitel, Pullman, Mercure and Novotel: Starting on November 28, A|Club will run a photo advertising campaign in France, Germany, the United Kingdom, Spain and Saudi Arabia. The aim is to continue to boost A|Club’s awareness by associating it with the hotel brands and establish it as the Accor hotels’ loyalty program.

- Medina Essaouira Hotel Thalassa sea & spa joins the MGallery collection: MGallery enhances its collection with a new property in Morocco.
- Sale & Franchise back deal for 20 Formula 1 hotels in South Africa
- A first step for Pullman in Jakarta : Pullman inaugurated the Pullman Jakarta Central Park in Jakarta, the capital of Indonesia
- DSK Case : Accor Position
- A hospitality industry first worldwide: Accor shares its environmental impact assessment findings
- ibis Styles: the first signs have gone up: Throughout December, several hotels sporting the colours of the new ibis Styles brand have been putting up their new signs. It is the first step in the mass roll-out which is to take place throughout 2012, across the entire megabrand ibis network (ibis, ibis Styles and ibis budget).
- Accor exercises its right of first refusal to purchase the Sofitel Rio de Janeiro
- Accor, a leader in Asia-Pacific, strengthens its position in Australia and New Zealand with the acquisition of Mirvac, a hotel management company
- The Accor Foundation: Three years of committed action: The Accor Foundation announces its goal to expand projects in the long-term throughout all 90 countries where the Group operates. Three years of solidarity supported by 5,000 group employees in 33 countries. In 2011 the Accor Foundation surpassed the 100th project milestone. 2012: a 30% increase in the number of projects supported
- Accor signes a partnership agreement in Revenue Management with the Institut Paul Bocuse and the IAE Savoie Mont-Blanc
- Accor pursues its transformation with the disposal of the Mercure Chopin in Warsaw, for €31m
- Motel 6: a great teddy bear roundup to give children back their smiles : Motel 6 has launched its Great Teddy Bear Roundup for the fourth year running.