



Openings

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A first step for Pullman in Jakarta

This second Pullman Hotels & Resorts' opening in Indonesia's Capital City illustrates Pullman's position in strategic global business locations. This second opening, taking place after the inauguration of Pullman Bali Legian Nirwana, also strengthens the brand's growth strategy on the international upscale segment.

Accor, the largest hotel operator in the Asia Pacific, inaugurates the **Pullman Jakarta Central Park (PJCP)**. Pullman is Accor's upscale hotel brand targeting worldwide business and leisure travellers. The location of Jakarta being the administrative capital of Indonesia and business hub of Indonesia bodes well with the brand's objectives for international expansion in key economical cities.

Indonesia is a founding member of ASEAN and a member of the G-20 major economies. Indonesia's economy is the world's eighteenth largest economy by nominal GDP. Jakarta, the capital city, is not only important from an administrative point of view, but is also where numerous head offices of most multinational corporations are located.

Based in the centre of Podomoro City Super Block -the new business, commercial and residential area- the hotel is the ideal "place to meet" for both international and domestic business and leisure travellers. **Pullman Jakarta Central Park** provides a unique concept of hospitality through the integration of the shopping mall, as well as business and leisure entertainment options. It has also adopted a contemporary urban art-style design as its signature in guest rooms and in doing so created both a stimulating yet quiet space in which guests can retreat or efficiently work.

Hotel's facilities are extensive with two restaurants, an outdoor swimming pool and sunbathing terrace, a state-of-the-art gymnasium and a roof top Sky Terrace Garden. In addition, the hotel offers the latest conference and banquet facilities with over 5,700 sqm2 of pillar-less function rooms, designed to cater to a wide spectrum of corporate and social functions.

"The opening of the Pullman Jakarta Central Park is important for us at Accor as the Pullman brand is at the core of our upscale expansion. The hotel is the second Pullman hotel to be launched in Indonesia this year, strengthening Accor's leadership as the largest hotel operator in Indonesia and meetings the brand's ambitions of being present in key commercial cities in the region." said **Michael Issenberg**,

Chairman and Chief Operating Officer of Accor Asia Pacific.

"With the opening of Pullman Jakarta Central Park, the Pullman brand has 60 places throughout the world. 23 of them are based in Asia Pacific. Pullman expands its network in this region, whether in China or in emerging markets. Pullman has so far opened 7 hotels this year in the Asia Pacific region: this includes Pullman Jakarta Central Park, Pullman Ocean Bay Sanya Resort and Spa, Pullman Guiyang, Pullman Lijiang Resort & Spa, Pullman Bali Legian Nirwana, Pullman Auckland and Pullman Auckland Residences. Two other hotels (Pullman Dongguan Changan and Pullman Gurgaon Central Park) will open by the end of the year. These openings will on one hand offer a wider choice to our clients and will, on the other hand, strengthen our brand position on the international upscale market share" specifies **Xavier Louyot**, **Pullman Global Marketing Director.**

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