



## Openings

12/07/2012

# Accor: 30 years of success in Asia-Pacific

Within the context of these celebrations, Denis Hennequin and Michael Issenberg, Chairman and CEO of Accor Asia-Pacific, announced the upcoming opening of the Novotel Goa Shrem (India), which boasts 150 rooms.

This project confirms the Group's ambitions, i.e. to manage **700 hotels in the Asia-Pacific region by 2015**. Accor is currently the hotel market leader in Australia, New-Zealand, Indonesia, South Korea, Thailand and Vietnam.

### The Asia-Pacific region, a key growth region for Accor

For Denis Hennequin: "*Vitality, diversity and growth: these three words perfectly describe these past 30 years in the Asia-Pacific region. To celebrate this anniversary, I am proud to look back on our achievements and what we have learnt from them. And we must also look to the future and see the opportunities that are ripe for our taking. Our adventure began with a single hotel in Singapore in 1982, and now we are leaders in the region, on this market which is one of the main growth drivers for Accor on a world scale.*"



### Know the secrets of renewal

In 2012, Accor can boast several significant openings. "*We have put great effort into improving each of our brands - and they have become references in their respective markets. As an example, our ibis brand has redefined budget hotels by creating innovative bedroom design while implementing a new bedding concept that offers 5-star performance on a 3-star product*", indicated Mr Issenberg.

### Sustainable growth

Although Accor's growth in the region was very dynamic, it did not come about at any cost. Over these last three decades, the Group has launched several initiatives to make its hotels stay, with a constant eye on respecting the environment and the various local communities. In 2001, for instance, Indonesian Accor employees launched "*A Tree for a Child*", an innovative project that combined protection of the environment with the reduction of poverty.

This year saw the launch of the new sustainable development programme, PLANET 21. It brings together 21 commitments that aim to reinvent hotels and make them more sustainable. All Asia-Pacific Accor employees planted trees to mark the launch of the project.

To conclude, Mr Issenberg said, "*I am proud of everything we have completed in these last thirty years, and I am very confident as to the future of the Group in this exceptionally dynamic region*".

[To find out more about franchise and management at Accor](#)