



Events

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Accor celebrates its 150th hotel in Brazil

Brazil's economic boom (it is now the world's sixth largest economy, ahead of Great Britain) is pulling Latin America in its wake and it is clearly one of the world's most dynamic emerging regions alongside Asia. With 900 million travelers a year, it remains one of the Group's development priorities and indeed, Accor has just celebrated the opening of its 150th hotel in Brazil, the Novotel Porto Alegre Aeroporto.

This symbolic milestone is the crowning achievement of 34 years of continuous growth! And today, the pace of this growth is accelerating. In 2011, Accor opened no less than 9 hotels in Brazil, or the equivalent of 1,300 rooms. By 2015, the network should boast 250 Brazilian establishments as confirmed by **Roland de Bonadona**, Accor's Chief Operating Officer for Latin America: *"Brazil is currently experiencing a period propitious to economic activity in general and to the hotel industry in particular. GDP growth causes an immediate increase in demand and boosts the development of the hotel industry"*

Brazil's first Novotel franchise

The Novotel Porto Alegre Aeroporto is the brand's first franchised hotel in Brazil and its 11th establishment in the country. It is located opposite the Salgado Filho International Airport and boasts 154 air-conditioned rooms as well as excellent meetings and events facilities specially designed to provide business travelers with the Meeting & Novotel offer, a tailored service with the organization of small and medium-sized meetings. The Novotel Porto Alegre Aeroporto also targets leisure travelers and boasts a video game area equipped with X-Box 360 games.

"The expansion of the hotel management sector has been driven positively by the country's good political and economic context, synonymous of larger investments and greater confidence of investors; by the development of the country's middle class, which propelled the economic segment; by the growing demand of large centers; and without any doubt, by the proximity of huge events like the FIFA World Cup and the Olympics, which in spite that they do not influence Accor's business decisions, have pulled in investments in infrastructure in Brazil" explains **Roland de Bonadona**

Accor recently signed franchise agreements with three local partners (Atrio, Souza Maria and Martins Hotéis) for the development of 25 ibis budget properties in Brazil. These partners are making a total investment of BRL 200 million. These hotels will open during the course of the next four years and will cater for demand for business tourism and hotel capacity in small and medium sized cities with 100,000 to 500,000 inhabitants. The first establishment to open will be the ibis budget Sertãozinho which is due in the first half of 2013.

[To find out more about Novotel](#)