



Events

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Accorhotels.com reinforces its attractiveness and efficiency

Accor launched a campaign with DDB advertising agency to promote the positioning of its booking portal, Accorhotels.com. The campaign will run on TV, catch-up TV and the Internet in the Group's key markets, including France, the United Kingdom, Germany, Brazil as well as in Austria and Africa.

Guaranteeing quality stays at the best price.

With the strong development of online pure-player holiday booking agencies, Accorhotels.com stresses its difference and unique positioning. As the 4,400 hotels accessed via the portal are only Accor Group hotels, booking through Accorhotels.com guarantees:

- The best rates,
- The last availability
- No unexpected surprises on arrival at the hotel

This is reflected in the new campaign's slogan: "Know what you're really booking when you book."



New services to customize the stay

Accorhotels.com is currently developing new services available through the portal that enable guests to customize their stay at the booking stage. These additional services are designed to enhance the customer experience: early check-in, late check-out, chilled champagne bottle in the room on arrival, express breakfast, full board, etc.

The website also includes 80 mini-sites devoted to flagship destinations, with information and advice on tourism and cultural activities (exhibitions, concerts, etc.).

In addition to these services, Accor's partnership with Tripadvisor, signed in November 2010, enables customers to consult Accor hotel reviews directly from the website.

A powerful, multi-brand booking site with international reach

Accorhotels.com allows visitors to book stays at the Accor's 4,400 hotels in 92 countries. With 16 brands, from luxury to economy hotels, the website caters for the needs of every customer.

It has been designed to meet customer expectations as closely as possible and is the only booking site with 30 geo-localized versions and that is available in 13 languages. The website continues to expand its global reach and in May launched a new version in Bahasa, the official language of Indonesia. 8 million internet users visit Accorhotels.com every month.

Grégoire Champetier, former Accor Global Chief Marketing Officer explains: "to win the battle for clients, Accor is using its powerful spearhead Accorhotels.com. The booking portal offers all customers, especially those who don't want to miss out on the best deal, the guarantee of the best available price, with no surprises on arrival at the hotel. In addition, by offering additional services to prepare their stay, our booking site offers customers real added value."

To view the campaign ads: <http://www.accor.com/en/digital-library.html>