Initiative

07/15/2011

Australia: Accor creates a buzz for its 20th anniversary

The Australian team have come up with an original way of celebrating the Group's 20th anniversary in the country. The idea is to invite guests and employees to share the memory of an important moment in their lives over the last 20 years, via the Internet and social networks.

The anniversary of a successful gamble

The Group opened its first hotel in July 1991 in the must-see tourism precinct of Darling Harbour in Sydney. True, the Australian adventure started in difficult times – economic crisis, troubles in the Middle East, fierce competition with US hotel operators holding strong positions in Australia – but also with a great deal of enthusiasm. The challenge facing the teams was enormous.

Twenty years later, the gamble has paid off. Today, Accor has over 150 hotels and over 8,000 employees spanning the country, from Darwin to Melbourne, right up to the far north of Queensland and everywhere in between!

20years.com.au: a unique visitors' book

A whole communication platform – entitled ‘A lot can happen in 20 years: share your moment – has been organized around the event by the Australian teams via a dedicated blog www.20years.com.au.

This blog invites people to share those "life changing moments" via written message, photo or video.. The goal: to create a ‘digital’ visitors' book of memorable moments from the last 20 years..

Funny, at times moving, solemn or light-hearted – these moments are like so many little gifts. Anne-Catherine, for instance, shares the happiness she felt when, on returning from a trip to the Dominican Republic with her husband, she learned that she was expecting her third child. Matt, divorced 20 years earlier, finally remarried on January 1, 1999: "a huge turning point in my life!" For Sadahbh, originally from Ireland, a date with a "charming Australian" was enough to usher in a whole new life. The photo of their trip to New Zealand, published on the blog, provides proof: four years have passed since they met and they are planning to get married – in Australia.

Facebook and Twitter as the driver

To enable as many people as possible to take part, the operation is also running on the different social networks. On Twitter, all the tweets related to the 20th anniversary are indicated by the hash tag #20yearsAU. The Accorhotels Asia Pacific Facebook page has a special "Share a moment" tab presenting the event and inviting visitors to participate. To ensure that the operation goes smoothly, Press relations officer Yvette Peverell keeps an eye on the web, encourages and thanks the participants on www.20years.com.au, and tweets and retweets the little and big moments shared by each participant.

In exchange for their contribution, those participating receive a voucher of $20 which they can use during their next stay in one of the Group's hotels. As an added bonus, a draw will allow 20 of them to win an Accor gift card worth $200.