



Innovation

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Away on business: the iPad app that makes business travelers' lives easier

The latest restaurant in vogue in Singapore, tips to manage expense accounts in New York and the quickest way to get to your next appointment in London are only a few of the questions that the all-new Away on business by Accor app from the Distribution teams created can answer.

This tool is the first in its iPad app category and should soon become the one that business travelers on the road prefer. **Away on Business** is available free of charge on the App Store and brings businesspeople a tailored interactive travel log with information about 30 world-class cities. And this is just the beginning.

A one-stop shop

This app allows business travelers to manage their schedules and book rooms in Group hotels, and puts a wealth of additional amenities at their fingertips, covering their job-related requirements and time-out pursuits. It is a big breakthrough on the market and fully in phase with their wants and needs today: *"Our customers are multi-connected at home, at the office and on the road. We are catering to their evolving consumption habits with pioneering solutions for every step on their customer paths. This new app is packed with value-added services for business travelers - they are one of our key target customer groups, and are more connected than most. We are enhancing our customer relations by completing their experiences at our brand hotels and the range of services on our website,"* former Chief Marketing & Distribution Officer Grégoire Champetier expounds.



The local weather, expense account management, shortcuts to LinkedIn contacts at customers' destinations, a map displaying scheduled appointments to 'geo-organize' travel arrangements and many other features add up to an all-in-one solution packed with a wide array of options that save time and allow businesspeople to focus on business instead of the practical minutiae. But Away on Business takes it further: it also provides great time-out tips: *"Up-and-coming restaurant or bar addresses point business travelers to a selection of handpicked spots. We know that no two business trips are alike, so we also let our customers create their lists of favorite addresses, sights and appointments. That is one of this app's main features: it makes business travel more convenient, more fun and adds a personal touch,"* Accor Mobile Manager Mathieu Saccharin rounds up.

This app is one of the Group's milestone developments, and an example of its efforts to establish an even stronger online presence. Accor's expansion on the Internet and new media is indeed spearheading its distribution strategy.



Away on Business by Accor app features:

Ergonomic, intuitive and free of charge

Travel-planning tools:

Accor hotel room bookings

Restaurant, sightseeing and other time-out tips

Schedule imports and updates

Expense account management

Practical tools:

User-customizable alerts

7-day weather forecasts

Public-transport route planners

Tips on 30 emblematic business-travel destinations

[Away On Business is available on the App Store](#)