



Strategy

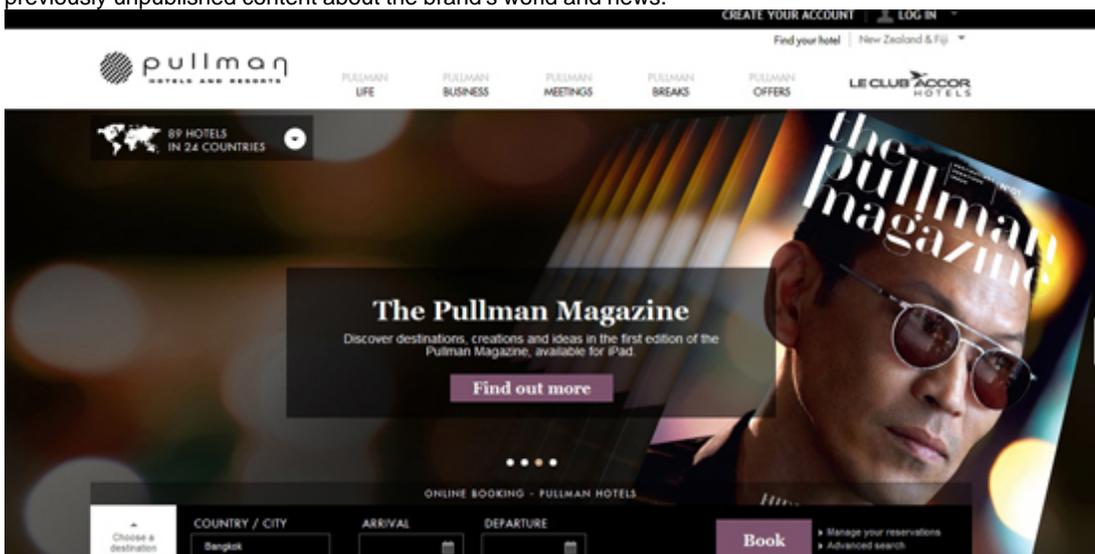
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Pullman reinvents its digital strategy for today's travellers

To meet the needs and keep up with the lifestyles of today's cosmopolitan, increasingly mobile, hyper-connected travellers, in late 2013 Pullman started revamping its digital strategy by unveiling its new tablet-friendly Internet site and launching a mobile app.

In October 2013 the brand unveiled its new Internet site, pullmanhotels.com, which kills two birds with one stone: making it easier for increasingly mobile guests equipped with more and more screens to directly book Pullman hotels and resorts while nurturing the Accor brand's international upscale **executive lifestyle** positioning.

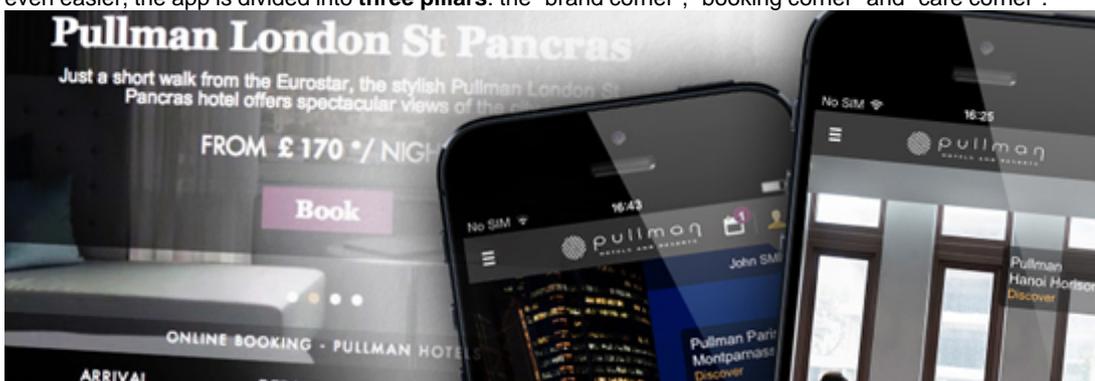
Enhanced for mobile devices, the **six-language** site was designed to facilitate browsing and immerse web users into the world of Pullman. All the sections, organised around "**Pullman Business**", "**Pullman Meetings**", "**Pullman Breaks**" (city breaks and resorts) and "**Pullman Offers**", have evolved to strengthen the brand's business and pleasure positioning. Last but not least, the "**Pullman Life**" section features previously unpublished content about the brand's world and news.



The fluid, tablet-friendly interface shows all the content, the hotels and the brand off to their best advantage and makes it easier for Internet users to browse. The results were not long in coming: in January 2014, all other things being equal, pullmanhotels.com recorded a **28% rise in room-night volume**.

The affirmation of a digital choice

On 6 January 2014 the brand launched its new app, which is available free in **15 languages** for [iPhone](#) and [Android](#). Mobile device users can not only **locate** the nearest hotel, but also consult **interactive maps** showing them how to get there and find out about each hotel's **points of interest** with, as for the site, texts and visuals in line with the brand's new iconographic and editorial focus. To make browsing even easier, the app is divided into **three pillars**: the "brand corner", "booking corner" and "care corner".





The first unveils the brand's identity with content featuring the most beautiful Pullman hotels, Pullman special offers, videos and photos. In the **booking corner**, mobile device users can find search functions, detailed hotel information and a booking engine geared towards roaming. The **care corner** facilitates the customer experience, allows users to access their favourite hotels whether they stay at Pullman for business, pleasure or both, displays their booking history and helps them manage their personal accounts. One of the app's best new features is the dematerialisation of **Le Club Accorhotel's** card, the holders of which account for over 23.5% of Pullman's guests.

Watch Pullman's digital strategy video here:

