



Events

03/20/2012

"Take Off!": a new online contest for students focused on the sustainable development in the hotel industry

The last week, the Group kicked off a contest for university, business school and hotel management school* students. Only the first 300 teams to apply will qualify for the contest which is organized in three stages and focuses on a topical issue: sustainable development in the hotel industry.

Candidates must demonstrate inventiveness, photo and video editing skills, and the ability to convince both in writing and orally in order to obtain the highest opinion scores on the online voting site (www.accortakeoff.com), before passing in front of a jury made up of hotel professionals. The winning team will win a fabulous four-day trip including travel and excursions to one of the group's hotels. They will be able to choose one of the following five destinations: Saint-Petersburg, Berlin, Athens, Marrakech and Lisbon.

Antoine Recher, Accor's Global Chief Human Resources Officer, underscores the fact that *"The spirit of innovation and achievement is deeply anchored within Accor. Encouraging and stimulating talented young people from a wide range of educational backgrounds so they apply their creativity to challenging concrete hotel industry concerns such as sustainable development, opens up traditional frontiers in hospitality. Our objective is also to widen our recruitment pool to accompany our strong growth."*

Fabrice Tessier, School Partnerships and Relations Director at Accor, explains *"Take Off! aims to strengthen our bonds with both students and their schools. We actually approached them when we designed this contest by asking them to imagine the sort of competition they would really love to enter! This contest gives the students an opportunity to apply their theoretical knowledge to resolving operating issues and cope with the demands of our industry. It gives Accor the privileged opportunity to interact directly with students and listen to their suggestions in order to build the hotels of the future!"*

"The contest's online and multi-media format is consistent with our e-recruitment strategy. We are on LinkedIn and Facebook, and our Accorjobs online recruitment site, which is constantly enriched with podcasts and video testimonials, received more than 4.5 million visits in 2011. This competition is in line with our vision of a hotel industry of the future that is digital, sustainable and innovative!" concludes

Philippe Liger, Accor's HR Marketing Director.

Three steps for the contest:

Step 1: Imagine an innovative and sustainable guest amenity product that Accor could offer to its clients

Step 2: From booking to departure, imagine the different steps of a 100% sustainable hotel experience, for a business client of a mid to upscale hotel in a capital city

Step 3: From booking to departure, imagine and present a project of the different steps of a 100% sustainable hotel experience, for a business client of a mid to upscale hotel in a capital city

**List of schools partners – among which:*

- Hotel management schools: Glion, Lausanne, IMHI, Paul Bocuse, SEG, The Hague
- Business schools: EM Grenoble, ESC Toulouse, ESSEC, Rouen BS, SKEMA
- Universities: Dauphine, IAE Chambéry et Savoie, Esthna in Angers

Discover the contest and do not hesitate to vote on the website:

www.accortakeoff.com