



LUXURY & UPSCALE HOSPITALITY

SOFITEL
LUXURY HOTELS



SOFITEL
Legend



pullman



GRAND MERCURE

LUXURY & UPSCALE HOSPITALITY



At Accor, we aim to capture the universal essence of luxury. Luxury is part of our culture. French. Borderless. Blending the finest of civilizations and cultures.

For over 45 years, we have met the aspirations of our guests and the requirements of our partners. At the same time we have demonstrated our ability to think up strong global and locally adaptable hotel concepts. Today, we have a complete portfolio with **four complementary and well-targeted hospitality brands**, each carefully positioned to respond to the whole range of client expectations of the now very segmented international **luxury-upscale market**. In the luxury category are **Sofitel, Sofitel So** and **Sofitel Legend**; in the upscale category are **Pullman, MGallery** and **Grand Mercure**; altogether 300 hotels — and 65,000 rooms worldwide.

Our four brands share a common set of values to capture the universal essence of luxury:

- **Genuine sense of hospitality** based on the **art of “blending”**: each of our brands provides an unparalleled experience, blending in its own artful way heritage with modernity and client aspirations with the best of local cultures.
- **Inspired creation: A pioneering spirit, deeply rooted in our French origins**, guiding us to reinvent hospitality codes and to create a unique experience wherever we are.
- **Uncompromising quality**: For us, it is about refined and subtle elegance; it is a quest for **service excellence** in which **every detail matters**.
- **Tribute to the world**: An authentic and enduring **respect for the planet** and respectful inspiration from the people and their diversity.



Each of our brands has its own audacious interpretation of the universal essence of luxury thus delighting its guests with genuine luxury and upscale experiences.

Sofitel, our prestigious **luxury** brand, blends the elegance of French art-de-vivre with the refinement of local cultures. The hotels, all spectacular real estate with world-class addresses in the most beautiful destinations, showcase the work of the greatest names in design. Sofitel combines tradition and modernity and covers all luxury segments. The “**Sofitel So**” label identifies the newest, most trendy boutique hotels. The “**Sofitel Legend**” label is best suited for legendary palaces that epitomize heritage and service excellence.

Pullman, our international upscale brand, is our answer to cosmopolitan business travelers’ new needs. Located in key hubs on every continent, it interprets elegant contemporary design inspired by the Modernist architecture movement, to conquer the business and leisure market. Pullman captures the essence of today’s cosmopolitan executive lifestyle.

MGallery is a Collection of carefully selected properties all established in the most marvelous locations. Every hotel tells a different story that dramatizes its personality and history. The architecture of the hotel, its decoration and its services provide guests with a “Memorable Experience”.

And for local travelers looking for more regional inspiration, Accor launched **Grand Mercure**. Its philosophy is based on honoring regional customs and preserving their authenticity with service of the highest quality. Grand Mercure is present in China with **MeiJue**, in Indonesia with **Maha Cipta**. And more to come very soon in India, Thailand and in Latin America.

All these brands are unique while at the same time part of the same strategy and brand vision. They share the management experience of Accor, its operating excellence, and its commitment to building strong relationships with customers, employees and owners.

We, at Accor, believe in the spirit of conquest, in imagination, performance, trust and respect. We want to “**Open New Frontiers in Hospitality**”. Our investors can make our new frontiers in luxury and upscale hospitality theirs too.

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PULLMAN



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For **Accor**, opening new frontiers in luxury hospitality means becoming the definitive symbol of French Elegance in this category around the world.

Sofitel Luxury Hotels blends the elegance of French Art-de-vivre with the refinement of local cultures. Traditional savoir-faire is enhanced by native customs, traditions and rituals. These sources of inspiration explain the brand's extraordinary positioning. At Sofitel, "Life is Magnifique".

Sofitel has created over 120 unique luxury hotels across the world. Their singularity rests on three pillars: Design, with the iconic signatures of renowned architects and designers; Gastronomy with innovative concepts by award-winning chefs; and Culture, with events featuring acclaimed personalities in fashion, literature and the arts.

Sofitel combines tradition and modernity and caters to different luxury needs and segments. The "Sofitel So" label identifies the newest, most trendy boutique hotels. The "Sofitel Legend" label is best suited for legendary palaces that epitomize heritage and service excellence. Be it in Paris, Rio, New-York, London, Bangkok, Dubai, Sydney or Shanghai — in over 40 countries, in key cities as well as destination resorts — Sofitel addresses are synonymous with contemporary Luxury.

Sofitel, Sofitel So, and Sofitel Legend share a common DNA, around French Elegance, supported by a sense of "cousu main" (service from the heart). Over 25000 passionate and talented Ambassadors (Sofitel employees) deliver more than personalized service: creating "Magnifique" experiences for international and savvy "Voyageurs".

121 HOTELS | 30 941 ROOMS | 40 COUNTRIES





SOFITEL VIENNA STEPHANSDOM, VIENNA, AUSTRIA

SOFITEL
LUXURY HOTELS



SOFITEL SO BANGKOK, THAILAND

So
SOFITEL



SOFITEL LEGEND OLD CATARACT, ASWAN, EGYPT

SOFITEL
Legend



For **Accor**, opening new frontiers in upscale hospitality is about creating, in key hubs, strong global brands that appeal to cosmopolitan travelers.

The ambition of our international upscale brand, **Pullman Hotels & Resorts**, is to conquer the urban and leisure market in key locations with an objective of 150 hotels by 2015/2020.

Originated in the 19th century, Pullman as a brand offered an extraordinary train journey: travelers could sleep, dine and socialize while enjoying an unprecedented level of comfort and service. Energized by its heritage, Pullman provides today a business-leisure modern hotel experience. Travelers can work, do business, relax, unwind, dine and socialize, all in one place. The brand captures the essence of today's cosmopolitan executive lifestyle.

Pullman timeless contemporary design is inspired by the Modernist architecture movement, characterized by its horizontal and vertical lines, natural light and transparency. In 2012, Pullman has begun building a contemporary art collection that explores an essential aspect of our times: the re-emergence of cultural identities in a world marked by universality and cultural mixing.

Each Pullman hotel, with its lively and tech savvy teams, elegant contemporary design, and state-of-the-art meeting and leisure facilities, proposes a vibrant experience to cosmopolitan travelers. It is the place where business and pleasure are reconciled.

80 HOTELS / 22 715 ROOMS | 24 COUNTRIES





PULLMAN BANGKOK KING POWER, THAILAND



For **Accor**, opening new frontiers in upper-upscale hospitality is about providing memorable experiences in marvelous locations.

MGallery is a special collection of carefully selected properties, classified in three ambiances: “Heritage” for hotels with a rich history, “Serenity” for havens of relaxation, and “Signature” for hotels with a one-of-a-kind design or style.

What gives soul to each MGallery property is the way its original story is staged by talented hoteliers. They know how to set the scene and capture the spirit of a place so that guests can cherish the souvenir of memorable moments. At the Grand Hotel de Cabourg in Normandy, visitors can discover Marcel Proust’s “Belle Époque”. At the Sydney’s Harbour Rocks Hotel, established in 1887, they can feel the haunting of the “Lovers Ghosts”. At the Hotel Muse in Bangkok, they can savor the atmosphere of “the 19th century Golden Age of Siam”.

MGallery guests are thrilled in heart and mind when they find what they seek: singularity and character, elegance as a state of mind, and genuine consideration.

64 HOTELS | 6 699 ROOMS | 22 COUNTRIES





VERANDA HIGH RESORT, CHIANG MAI, MALLERY COLLE





GRAND MERCURE



For **Accor**, opening new frontiers in upscale hospitality also means creating glocal brands for local travelers.

Our goal is to honor regional customs and blend them with service of the highest quality. Our upscale **Grand Mercure** brand is about respecting local sensibilities and traditional codes of hospitality, preserving their authenticity, and elevating their status.

With **MeiJue** in China, **Maha Cipta** in Indonesia, these Grand Mercure hotels offer local travelers a unique “sense of place and genuine culture”. Unique, considerate touches make guests feel special: a traditional greeting upon their arrival, one-of-a-kind gifts in their room, native specialities on the lavish menus, or wellness rituals proposed at different moments of the day.

Grand Mercure is an upscale glocal brand that originated in Shanghai to serve Chinese travelers looking for familiar references to their culture. They appreciated finding a hotel whose local character and flavor was combined with upscale hospitality service. The brand is now expanding in Thailand, in India and potentially to Latin America — countries where there is a greater demand for hotels that truly understand the different expectations of their eminent guests.

CHINA 13 HOTELS | INDONESIA 2 HOTELS
4 300 ROOMS





GRAND MERCURE SHANGHAI ZHONGYA, CHINA



美爵

GRAND MERCURE



PHOTOGRAPHS
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