



Press release

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Pullman Inaugurates First Hotel in Vietnam with Pullman Hanoi Horison

Accor, the world's leading hotel operator and one of the Asia-Pacific region's front-runners, has announced that Pullman, the Group's upscale brand for cosmopolitan travelers, has set foot in Vietnam. The newly inaugurated Pullman Hanoi Horison is cementing this brand's strong development in the planet's main tourist hubs in general, and in Asia-Pacific – where over half the hotels in its network are based – in particular.

The Pullman Hanoi Horison is in downtown Hanoi, on the Red River Delta. Vietnam's capital is developing at a staggering pace, like the rest of the country. And the Pullman Hanoi Horison is right in the middle of the action, a few minutes from the old town and near the Temple of Literature, business district, embassies and ministries. Like every other Pullman hotel, it features the best of the brand's signature services including the Welcomer, Pullman bed, free Wi-Fi, Connectivity Lounge in partnership with Microsoft®, Co-Meeting offer for the MICE market, Nespresso® experience, Vinoteca by Pullman wine list and Pullman Fit & Spa Lounge.

“The fact that Pullman can delight customers from around the world, travelling on business or on holidays, will be one of the strengths we can harness to propel the brand to trendsetter status in Hanoi and the rest of Vietnam. We are planning to open two more addresses in this country in 2013,” says Patrick Basset, Accor Senior Vice President in Vietnam, Thailand, Cambodia, Laos and the Philippines.

The Pullman Hanoi Horison's 242 rooms provide first-class comfort and all the technology that business and leisure travelers can need. This hotel radiates Pullman's DNA and treats cosmopolitan guests to an all-new experience at the top of the hospitality range, combining performance and pleasure into a lifestyle where working and relaxing are no longer contradictory terms.

“Pullman's first hotel in Vietnam and, more generally, the brand's success in Asia-Pacific, are perfect examples of Pullman's expansion and vision. This region's economy is thriving more than ever before, and attracting tourists from around the world. And Pullman's vibrant, cosmopolitan and in style character are driving the brand's rapid growth in Asia and around the Pacific Rim. The Pullman Hanoi Horison, like all our other hotels, thrills business and leisure customers alike,” adds Pullman Senior Vice President Global Marketing Xavier Louyot.

La Cheminée restaurant serves international and local cuisine in a bold contemporary setting, and the Mint bar in the middle of the lobby is perfect for a drink with colleagues or friends in a laid-back, designer atmosphere.

Customers in Hanoi for work or on holidays will also enjoy the Pullman Fit & Spa Lounge, where they can unwind or work out. The options include a sauna, jacuzzi, gym open 24/7, and more.

For guests organizing a professional event (convention, meeting, conference, seminar or incentive) or even a wedding, the Pullman Hanoi Horison is the upmarket address that is setting the pace in Hanoi when it comes for meetings for up to 600 people. This hotel features the Pullman Co-Meeting concept, which hovers around comfort, dedication, connectivity and cohesion.

The dedicated contacts – Event Managers and IT Solutions Manager –, break areas, dining rooms, terraces and Pullman Chill out Space invariably ensure every bespoke event they host is a hit. This hotel also provides videoconferencing services.

Event participants are also welcome to the Pullman Connectivity Lounge, developed in partnership with Microsoft®, to stay in touch, print documents and work on up-to-the-minute hardware and software.



About Pullman

Pullman is the upscale international hotel brand of Accor, the world's leading hotel operator, present in 92 countries with over 3,500 hotels and 160,000 employees. Located in the main regional and international cities and in prime tourist destinations, Pullman Hotels & Resorts is principally designed to cater for the requirements of cosmopolitan, seasoned travelers. The brand's four and five-star establishments provide an extensive range of tailored services, access to groundbreaking technologies, including a new approach to organizing events: meetings, seminars and upscale incentive events. At Pullman hotels, customers can choose between being independent or be given a helping hand by staff available around the clock. The Pullman network has almost 80 hotels in Europe, Africa, the Middle East, Asia-Pacific and Latin America. Our objective is to have 150 hotels around the world by 2015-2020. Pullman, like most of brands within Accor's portfolio, is proud to offer the Le Club Accorhotels(R) loyalty program. Further information concerning the Pullman hotels is available on www.pullmanhotels.com.

About Accor

Accor, the world's leading hotel operator and market leader in Europe, is present in 92 countries with nearly 3,500 hotels and 440,000 rooms. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis budget and hotelF1** - provide an extensive offer from luxury to budget. With more than **160,000 employees in Accor brand hotels** worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

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