



Press Release

May 24, 2010

Accor announces 8 new hotels for Indonesia

A network of 55 hotels and almost 10,000 guest rooms committed by 2012

- 1,202 new rooms, taking committed developments to 4,400 rooms and 16 hotels
- 3 new all seasons hotels committed to development
- 4 new ibis hotels announced

Jakarta, May 24, 2010 – Accor the largest international operator of hotels in Indonesia today announced further growth of its hotel network, with eight new projects throughout the country. The eight new projects which will all open before the end of 2012 include hotels in Padang, Surabaya, Manado, Balikpapan, Kuta, Denpasar, Jakarta and Bangka.

Commenting on the progress to date and the prospects of Accor's development and growth in Indonesia **Michael Issenberg – Accor Asia Pacific Chairman and Chief Operating Officer** said "Indonesia with its strong economy and strengthening domestic travel volumes offers significant opportunity for development. This development is leveraged off Accor's already strong network, diverse brand presence and significant in country infrastructure supporting organic growth of our managed hotel portfolio throughout the archipelago."

Accor currently operates 39 hotels throughout Indonesia, which will increase to 40 hotels by years end. Thereafter, 10 new hotels will be added in 2011 and 5 more in 2012 taking the network to 55 hotels and 9,500 rooms by 2012.

Issenberg added; "We are placing an emphasis on the mid and economy sectors for our development in Indonesia, ensuring sustained network expansion in line with the growth in domestic and intra Asian travel demand. As this demand grows, so will the average rates of hotels, where the prospects for the price sensitive segments will strengthen."

Gerard Guillouet – Vice President Accor Indonesia, Malaysia and Singapore says: “Accor has been consistently present in Indonesia since 1993 where it has developed a network across 17 cities throughout the country. Presently there are seven brands in operation with the Pullman brand to debut later this year with the opening of Pullman Legian Bali. Ibis was the first brand of Accor to open in Indonesia and its relevance continues today with four of the eight hotels being added to the ibis network.”

The newly announced hotels include:

Mercure Padang, Located in the new city area development with close proximity to government offices, banks and other business activities. Mercure Padang when it opens in 2011 will offer 143 guest rooms, one restaurant and bar, 650m² ballroom, four meeting rooms, swimming pool, spa and fitness centre.

all seasons Gajah Mada, Located in the commercial area of central Jakarta, bordering Chinatown and the city's original commercial precinct known as Kota. all seasons Gajah Mada will provide 130 rooms, one restaurant and bar and three meeting rooms and is scheduled to open in 2012.

all seasons Bangka, with 159 guest rooms, one restaurant and bar and located in the city centre of Pangkal Pinang. The hotel will open in 2011.

ibis Surabaya Basuki Rahmat, is located in the heart of the city of Surabaya, a short walk to the largest shopping mall and the city's exhibition centre. When open in late 2012 ibis Surabaya Basuki will feature 180 guest rooms.

ibis Manado, located facing the Manado Gulf and with close proximity to the city centre, government offices and just across from the Manado Town Square”. ibis Manado will have 120 guest rooms. The hotel is scheduled to open in 2012.

ibis Balikpapan will open in early 2011 in this sea port city on Borneo's east coast. The hotel is located close to the existing Novotel and within the city's centre. Ibis Balikpapan will have 156 guest rooms.

On the tropical island of Bali where Accor operates six hotels today and will open the Pullman Legian Nirwana later this year, will see three of the newly announced hotels added;

all seasons Bali Denpasar located in the commercial and administrative area of the island's capital with 160 guest rooms. All Seasons Bali Denpasar will debut in 2011 and will be the second All Seasons for the island.

ibis Bali Kuta will be located in amongst the action of Kuta, capitalising on the strength of the international and domestic economy hotel demand to this area. Once open in 2011 the hotel will feature 180 guest rooms.

“The all seasons brand was first seen in Indonesia in 2005 in Legian Bali. With four hotels committed to development in the country and numerous more development leads, Indonesia is at the forefront of the brands expansion in Asia” added Guillouet.

Accor has previously announced the following development commitments: Pullman Bali Legian Nirwana, Novotel Bangka, Novotel Tangerang, Mercure Simatupang, Mercure Bali Kuta Haverstrand, Mercure Solo, Mercure Banjarmasin, all seasons Yogyakarta,

Accor, a major global group and the European leader in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in two core businesses:

- **Hotels**, with the **Sofitel**, **Pullman**, **MGallery**, **Novotel**, **Mercure**, **Suitehotel**, **Adagio**, **ibis**, **all seasons**, **Etap Hotel**, **Formule 1**, **hotelf1** and **Motel 6** brands, representing 4,100 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, **Thalassa sea & spa**, **Lenôtre**, **CWL**.

- **Services**, with 33 million people in 40 countries benefiting from Accor Services products in employee and constituent benefits, rewards and incentives, and expense management.

Media contacts

Evan Lewis
Vice Président Communications Asia Pacific
+ 65 6408 8888
Evan.LEWIS@accor.com

Country contact :

Reza Setiawan
Communications Malaysia, Indonesia and Singapore
+ 62 574 4414
Reza.SETIAWAN@accor.com