

Press Release

Two new Pullman hotels signed for Vietnam

Additionally, two new mid-scale hotels committed for the country

- Announcing two newly signed projects – Pullman Danang Beach and Pullman Hai Phong Flamboyant Island Resort
- A total of five Pullman hotels will be operating in the country by 2013
- Accor announces two new mid-scale hotels – Novotel Dalat and Mercure Danang Son Tra

Ho Chi Minh City, September 28th, 2010 - Accor, the largest international hotel operator in Vietnam, announces today two new developments for the Pullman hotel brand for the country - Pullman Danang Beach and Pullman Hai Phong Flamboyant Island Resort.

“With sustained economic growth and significant investment in infrastructure leading to increased volumes for business travel and continued international and domestic leisure strength, opportunities continue for quality upscale hotel developments in Vietnam.” says Patrick Basset, Vice President of Operations for Vietnam, the Philippines, Japan and South Korea. We are delighted to announce these two new hotels in Danang and Hai Phong and excited about the prospects for the Pullman brand in Vietnam.” added Mr. Basset.

Accor has **commitments to develop five Pullman hotels in Vietnam**: Pullman Vung Tau, Pullman Danang Beach and Pullman Hanoi Horison are scheduled to open in 2011; and Pullman Saigon Centre and Pullman Hai Phong Flamboyant Island Resort are due to open in 2013.

Pullman Danang Beach is due to open in mid 2011 and located on the beach front. The hotel will feature 207 guest rooms, 4 restaurants and extensive leisure facilities including three swimming pools. The city of Danang attracts tourists from Vietnam and abroad and is renowned for having one of the worlds top ten beaches. This hotel will be the debut of the Pullman brand in Vietnam.



Pullman Hai Phong Flamboyant Island Resort is located in Vietnam’s industrial and seaport centre on northern coastal area of the country. Located on Flamboyant Island in Do Son District, this 300-room hotel will support the increasing number of travelers to the northern parts of Vietnam seeking an international quality upscale hotel. The hotel will have superb facilities with three restaurants, two bars, a ballroom, meeting rooms, indoor and outdoor swimming pools, an entertainment centre, spa and an amphitheatre.

Pullman Vung Tau will have 360 guest rooms, a ballroom that can accommodate up to 500 guests, several smaller meeting rooms with “Chill-out” zones, a business centre, gym, spa and a swimming pool. The hotel will also provide an all-day dining restaurant, a specialty restaurant and a lobby bar and lounge. Pullman Vung Tau is located adjacent the international convention centre and a 5-minute walk to the beach.





Pullman Hanoi Horison is located in the city centre and is currently undergoing and extensive renovation and upgrade. Once completed this 250-room hotel will have significant event space accommodating up to 1,000 guests, whilst providing facilities such as outdoor swimming pool, a fitness centre, restaurant, lobby and pool side bars. With an extensive range of tailored services to accommodate meetings and seminars, Pullman Hanoi Horison will entice business travelers and events visiting the nation's capital.

Pullman Saigon Centre a 290-room newly constructed upscale hotel with contemporary architecture and chic interiors will be located in District One of Ho Chi Minh City. Once completed, Pullman Saigon Centre will comprise of 1,500 sqm of ballroom and meeting facilities, two restaurants, a bar, an outdoor swimming pool, business centre and fitness facility.



Pullman in Asia Pacific

16 Pullman hotels are operating today throughout Asia Pacific and a further 25 hotels are committed to development in the region. The brand is on track to achieve 100 hotels in the region by 2013.

The Pullman brand

Pullman is Accor's upscale hotel brand that is ideal for travelers seeking services and facilities that satisfy today's modern business and leisure lifestyles. Pullman hotels provide first-class meeting and conference facilities specifically designed to serve the MICE market (meetings, incentives, conferences and exhibitions). Pullman hotels around the world are fast becoming a favorite choice among corporate and event organizers.

All Pullman hotels provide full wireless and broadband communications, executive floors and lounges, chill-out zones and state-of-the-art meeting and function facilities as well as signature services such as Pullman Welcomers, IT Solution Managers and Pullman Event Managers – all based on the brand concept of "Co-Meeting: Commitment, Connectivity, and Cohesion".

Two additional developments

To provide for the growing domestic and international mid-scale demand in Vietnam, Accor has also announced **Novotel Dalat** and **Mercure Danang Son Tra**.

Novotel Dalat will be a newly built 175-room hotel located in the city centre of Dalat and overlooking the scenic Xuan Huong Lake. The hotel is also very close to the renowned Dalat Market. Hotel facilities include a restaurant and a bar, a swimming pool, fitness centre, spa, a ballroom and meeting rooms available for mid-size meetings and events.

Mercure Danang Son Tra will consist of 119 rooms and 20 villas, and will be the first international beach-front hotel on Son Tra Peninsula, a 15 minutes drive from Danang City and around 30 minutes from the ancient town of Hoi An. The hotel facilities will include a restaurant, a bar, a ballroom and several meeting rooms.

*** Ends***



Accor operates 14 hotels throughout Vietnam under the **Sofitel, MGallery, Novotel, and Mercure** hotel brands. Additional hotels committed to development including; 3 **Pullman** Hotels, 1 **MGallery**, 3 **Novotel's**, 3 **Mercure's** and 2 **ibis** hotels, further strengthening **Accor's** commitment to the hotel sector in Vietnam and continuing as the largest international operator of hotels throughout the country.

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,100 hotels and close to 500,000 rooms.

Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1** and **Motel 6**, and its related activities, Thalassa sea & spa and Lenôtre - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

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