

Pullman gears up to attract MICE travelers with 5 new hotels open by the first half of 2011

With the trend of meeting and incentive travel improving, Accor prepares to expand the Pullman brand in the Asia Pacific network

Bangkok, October 6, 2010 - Accor announces today the scheduled openings of five new Pullman hotels in Asia Pacific aiming to cater to the increased meeting and incentive travel in the region.

"The volumes for business travel have continued to increase incrementally throughout Asia Pacific, providing opportunities for quality upscale hotel such as these five Pullman hotels, with high quality services and facilities to indulge business travelers and those looking for recreational getaways," says Evan Lewis, Accor's VP Communications for Asia Pacific.

"In the coming 8 months, 5 newly-built Pullman hotels will open, catering to business travelers and meeting and incentive groups," Mr. Lewis adds. The five hotels include:

- China: **Pullman Oceanview Sanya Bay Resort & Spa**
Pullman Lijiang Resort & Spa
- India: **Pullman Gurgaon Central Park**
- Indonesia: **Pullman Bali Legian Nirwana**
- Vietnam: **Pullman Danang Beach**

Pullman Oceanview Sanya Bay Resort & Spa is located on the private waterfront of Sanya Bay with close proximity to both Phoenix Airport and the city centre of Sanya, Hainan Province in China. All 413 rooms and suites will enjoy panoramic views of the South China Sea or lush island greens. This hotel offers more than 2,000sqm multi-function space for mid-to-large scale meetings as well as 3,000sqm leisure facilities including a spa, swimming pools, and tennis courts. It is set to welcome guests before the end of this year.





Pullman Lijiang Resort & Spa is adjacent to some of the most breathtaking attractions like Jade Dragon Mountain and Tiger Leaping Gorge - located in the famous Lijiang city, Yunan Province in China. Featuring 130 rooms and villas, the resort will have intimate spa, private outdoor heated Jacuzzis, and lake-side al-fresco dining to pamper business incentive and leisure travelers. The resort is scheduled to open in December of 2010.

Ideally located by the new metro link in Gurgaon, the corporate satellite city of New Delhi, **Pullman Gurgaon Central Park** presents a fresh approach to upscale Indian accommodation as the first Pullman hotel in India. Featuring 285 stunning rooms and suites, Pullman Gurgaon Central Park offers an extensive range of food and beverage outlets, a large gymnasium, a designer spa with beauty salon and the state of the art technology, personal IT service and conferencing facilities Pullman is renowned for. This hotel is also schedule to open by the end of this year.



Pullman Bali Legian Nirwana is located in the most popular beachfront in Bali and set in tranquil surroundings opposite the famous Legian Beach. Close to the airport, this hotel offers easy access to restaurants, shopping and nightlife. With 351 rooms and suites, Pullman Bali Legian Nirwana is extensively equipped with ballrooms, meeting rooms, swimming pools, fitness centre, tennis courts, and many other recreational activity facilities. The hotel is scheduled to welcome guests by the end of 2010.

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 meeting and 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 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".

*** Ends***

Pullman is Accor's upscale hotel brand designed with the requirements of business women and men in mind. Located in the main regional and international cities, Pullman hotels provide **an extensive range of tailored services, access to groundbreaking technologies, and "Co-Meeting", a new approach to organizing meetings, seminars and high-end incentives.** At Pullman hotels, business travelers can choose between **being independent** or choosing **help from our staff** available round the clock.

By the end of 2010, the Pullman network will include **60 hotels across Europe, Africa, Middle East, Asia-Pacific and Latin America.** In time, we anticipate a network of over 150 establishments around the world.

Further information concerning Pullman hotels is available on the website www.pullmanhotels.com.

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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