



Press Release

For immediate release

A milestone achievement for Accor in China

Pullman Oceanview Sanya Bay Resort and Spa to be Accor's 100th hotel in China

Hong Kong, October 14, 2010 - Accor, the largest international operator of hotels in Asia Pacific proudly announces a significant milestone achievement today - with the opening of Pullman Oceanview Sanya Bay Resort and Spa next month, Accor will have **100 hotels operating in Greater China**. This milestone achievement comes after operating in China for 25 years.

Michael Issenberg, Chairman and Chief Operating Officer – Accor Asia Pacific says of this milestone achievement "Since entering China 25 years ago the hotel industry in the country has changed at an extraordinary rate. Throughout this period of great change, Accor has evolved its business in China through expansion beyond tier one destinations, direct investment into the economy sector, franchising and through the introduction of new brands, including the Pullman Hotel Brand. This evolution has enabled Accor to participate in the fast paced growth within the sector and to continuously deliver new products to cater to increased demand from both domestic and international markets."

With the opening of this new hotel next month, Accor will operate 100 hotels with 26,500 rooms in 42 cities throughout the country within seven unique hotel brands from economy to luxury. Furthermore Accor has commitments in China for a further 40 hotels through till 2013.

China is today one of Accor's most significant growth markets in the region and has experienced the fastest rate of growth with 43 hotels having opened in the past three years. This growth has seen Accor establish a diversified portfolio of 23 luxury hotels, 15 upscale hotels, 18 mid-scale and 43 economy hotels.

"One of the most significant initiatives that Accor has undertaken in China to enable continued expansion and product evolution to cater to new markets, has been the introduction of the Pullman hotel brand" added Issenberg. "Positioned at the affordable end of the five star hotel category and with smart use of technologies and distinguishable service differentiators, the Pullman brand has quickly established a network of 8 hotels today in China with a further 11 hotels committed to development and all opening by 2013."

The Pullman hotel brand has experienced extraordinary growth in the Asia Pacific region since it was officially launched in the region in early 2008. Today Accor operates 17 Pullman hotels and resorts throughout Asia Pacific and has a further 23 Pullman hotels committed to development. The brand has one of the regions fastest growing upscale hotel networks. 100 Pullman hotels and resorts are anticipated for Asia Pacific by 2013.



Between now and the middle of 2011, five Pullman hotels will open throughout Asia Pacific in:

China: Pullman Oceanview Sanya Bay Resort and Resort

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.



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 in Yunan Province in Southern China. Featuring 130 rooms and villas, the resort will have an 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.



Pullman Bali Legian Nirwana is located adjacent one of Bali's most popular beaches and strategically located linking Legian, Kuta and Seminyak. 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 before the end of 2010.



Ideally located by the new metro link, 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 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 extensive conferencing facilities. The hotel will open in quarter 2, 2011.



Pullman Danang Beach is due to open in mid 2011 and located right 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 brand in Vietnam.

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

By the end of 2010 there will be 50 Pullman hotels and resorts in operation throughout the world.

Accor in Asia Pacific

In Asia Pacific, Accor currently operates 422 hotels within nine unique hotel brands and has a further 140 hotels committed to development. With a presence in 16 countries in Asia Pacific, Accor operates the regions largest portfolio with over 80,000 rooms.

About Accor

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.

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.

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