



Press Release
January 26th, 2011

Accor enjoys a bumper year for expansion in Asia Pacific

- 41 additional openings in 2010
- More than 70 new contracts signed for key markets in the region

Accor the world's largest operator of hotels announced today **the company signed over 70 new development contracts in Asia Pacific during 2010**, which will add over 16,000 hotel rooms to the network. This record number of new contracts for a single year will ensure that Accor retains its leading position as the region's largest operator of hotels in Asia Pacific.

The Paris based hotelier is committed to expansion in the region including in the key markets of China and India and further into markets where Accor is already the market leader such as Indonesia, Thailand and Vietnam.

Michael Issenberg – Chief Operating Officer for Accor Asia Pacific commented on the record year of growth "Accor has enjoyed a very successful year of expansion in Asia Pacific in 2010 with a record number of hotels committed to the pipeline and a solid number of hotels opening. Accor leveraged its position as the region's largest operator of hotels opening an additional 41 hotels (over 7,000 guest rooms) to the network during the year."

Issenberg added "Accor employs an 'Asset Right' strategy in the Asia Pacific region with selective investment in the economy sector and mainly in China and India and management contracts throughout most other markets. In the mature hotel market of Australia, we are predominantly expanding through a successful franchise strategy."

Accor, the world's leading hotel operator and market leader in Europe, is present in **90 countries with 4,200 hotels and more than 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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