

**Press Release**  
February 2<sup>nd</sup>, 2011

## Accor and Erawan Group strengthen ties with six new hotels in Thailand

Six new hotels for the city of Bangkok including the first combined Ibis and Mercure complex in the city centre

**Bangkok, January XX, 2011** – Accor, the largest international hotel operator in Thailand, announces the signing of a Memorandum of Understanding (MOU) with the Erawan Group to develop a network of six new hotels in Bangkok. These six newly built hotels are in addition to the previously announced ten hotels being developed with Erawan Group of which seven are operating and three additional hotels are committed. Of these six new hotels, 5 will carry the Ibis hotel brand and one the Mercure brand.

**Michael Issenberg, Chairman and Chief Operating Officer for Accor Asia Pacific** says, “We are delighted with the expansion of what has been a very successful partnership with Erawan Group and that has to date seen the opening of seven Ibis hotels throughout Thailand. This commitment for an additional six hotels sees the partnership extend to include the mid scale segment with Accor’s Mercure brand.”

Included within this announcement is a significant development being a combined Mercure and Ibis hotel in the central area of Bangkok, opposite MBK Shopping Mall and at National Stadium Sky Train Station. This combined complex will feature 190 guest rooms in the Mercure hotel and a further 380 rooms in the Ibis hotel.

The earlier agreement to build ten Ibis hotels throughout Thailand has seen the opening of seven hotels in; Bangkok (3), Pattaya, Phuket (2) and Koh Samui and commitments to open in Hua Hin, Siracha and Krabi. The further committed six hotels will target these and additional locations throughout Thailand.



\*\*\*end\*\*\*



### About Accor

In Thailand, Accor currently operates 44 hotels with 10,500 guest rooms under 8 unique brands from economy to luxury.

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.

### About Mercure

For more than 35 years, within the Accor Group, **Mercure** has exemplified **expert hospitality and personalized service**. Operating in more than 50 countries around the world, Mercure boasts hotels with **distinctive personalities** carefully preserved through the type of services offered and the decor, both of which vary from one hotel to the next.

The hotel managers and staffs of the 700 Mercure hotels are **hospitality professionals**. Attentive and available, they are ready to listen and make sure their guests enjoy a stay full of genuine moments of pleasure and relaxation in a truly warm and comfortable setting.

### About ibis

ibis, the worldwide economy hotel brand of the Accor group, offers consistent quality accommodation and services in all its hotels, for the best local value: a well-designed and fully-equipped en-suite bedroom, major hotel services available 24/7 and a wide choice of onsite food and beverage options. The quality of the ibis standard has been recognized by the International Organization for Standardization certification ISO 9001 since 1997. ibis is also the world's first hotel chain to demonstrate its environmental commitment through securing the ISO 14001 certification, which has already been awarded to nearly one third of its hotels.

Established in 1974, ibis is the European leader and one of the first economy hotel chains in the world, with more than 107.000 rooms and 900 hotels in 48 countries, including 7 in Thailand.

For additional information, please visit [www.ibishotel.com](http://www.ibishotel.com)

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