

Press Release

June 7, 2011

Accor celebrates 20 years of operating in Vietnam

Commemorating two decades of success and leadership in the hotel industry in Vietnam and the announcement of three new hotels

As Accor commemorates 20 years of operating in Vietnam, the company takes stock of its many achievements to date including:

- Being the first international operator of hotels in the country
- Continuing as the largest international operator of hotels in Vietnam with 11 hotels
- Developing a promising future with 15 additional hotels confirmed, which will more than double the existing network
- Continuing success with the announcement of three new hotel developments; Novotel Hue, Novotel Danang Han River and Mercure Sam Son
- Improving the lives of those in the community that need a helping hand

Hanoi, June 7 2011 – Accor, the largest operator of hotels in Asia Pacific and Vietnam, celebrated two decades of success in hospitality leadership in Hanoi today. Accor operates 11 hotels throughout the country ranging from the mid-range Novotel and Mercure to the upscale MGallery and luxury Sofitel brands. The company has a strategic expansion plan which will add 15 new hotels to the network and will see the arrival of two additional Accor products – the Pullman brand and the leading economy hotel brand of Accor, ibis.

“Accor was a pioneer entrant to the hotel sector in Vietnam, arriving in 1991 and marked the beginning of a journey that has since seen the company lead the international hotel industry in the country” says **Michael Issenberg, Chairman and Chief Operating Officer of Accor Asia Pacific**. “Consistent economic growth, infrastructure investment, improved air access and international tourism appeal ensures that Vietnam today, as in the past, remains a country with significant potential for expansion for the hotel industry. As the country’s leading operator, Accor remains committed to selective expansion and to the introduction of new brands as the market matures.”

Unrivalled Expansion

Today Accor announces further expansion of its network in Vietnam with three new hotels.

Novotel Hue will be a newly built 230-room hotel located in the centre of the ancient capital of Vietnam, with facilities that include three food and beverage outlets, a ballroom, meeting facilities, as well as a swimming pool and spa.

Novotel Danang Han River will be the second Accor hotel in Danang after Mercure Danang opens later this year. This 346 room hotel is to be located near the Han River in the city centre.

Mercure Sam Son will be a new hotel of 200 rooms in Sam Son, a coastal city in Thanh Hoa Province, 170kms south of Hanoi.

Beyond these three new hotels, Accor has development commitments for a total of 15 hotels in Vietnam. These new hotels will further extend Accor's reach throughout the country and will add 3,700 new rooms to Accor's Vietnam hotel network. Development commitments include:

2011

Mercure Danang – 279 rooms

2012

Pullman Danang Olalani Resort – 197 rooms

Pullman Vung Tau – 350 rooms

Novotel Dalat – 175 rooms

Novotel Danang Han River – 346 rooms

Novotel Phu Quoc Resort – 234 rooms

Novotel Saigon Centre – 250 rooms

Mercure Hanoi Hado – 222 rooms

2013

Pullman Saigon Centre – 290 rooms

Pullman Hai Phong Island Resort – 300 rooms

Novotel Hue – 230 rooms

Mercure Son Tra Resort – 120 rooms

Mercure Sam Son – 200 rooms

Ibis Saigon South – 170 rooms

Ibis Saigon Centre – 338 rooms

A proud period of accomplishments

“Accor has built solid relationships with our business partners in Vietnam, earning trust and respect while providing leading expertise, systems and opportunities to the hotel industry in the country.” says **Patrick Basset, Vice President for Accor Vietnam, the Philippines, Japan and South Korea**. “We have long been committed to the hotel industry in the country and remain excited by the continued growth and the opportunity that the country offers Accor.”

Accor's foray into Vietnam 20 years ago was through the Metropole Hotel, now known as Sofitel Legend Metropole Hanoi. This inaugural management contract in partnership with Hanoi Tourist Corporation remains in place to this day. Five years later, in 1996, it became the first hotel in Vietnam to receive the first five-star rating provided by the Vietnam National Administration of Tourism (VNAT). In 1998, Accor introduced the Novotel brand to Vietnam – Novotel Phan Thiet Ocean Dunes & Golf Resort and soon followed with the opening of its first sales office in Ho Chi Minh City.

Committed to the industry and the people of Vietnam

Accor is one of the country's largest employers within the tourism sector and is committed to developing the talent that will lead the future of the industry in the country. In 2008, Accor inaugurated the first Master Degree programme in Hospitality Management in Vietnam and an ongoing sponsorship of student scholarships with Pole Universitaire Francais, the Hanoi University and the University of Toulouse II – Le Mirail. This program has resulted in eight sponsored students graduating from the programme and now all working within Accor hotels, some of whom are already in management positions. Today, we are announcing scholarships for three more students.

These successful candidates will receive scholarships that will cover 50% of their school fees and after they complete the one year course and six month training programme, they will automatically be accepted to work with Accor for at least 2 years. This completes a cycle of study, training and entering the workforce following graduation.

For many years Accor and our team in Vietnam have been working with local communities to provide fundraising support and a commitment to improving the lives of those in the community that have needed help. In 2004, Accor initiated activities involving guests and employees to raise funds for Operation Smile, an NGO dedicated to providing free treatment to children suffering from cleft lips and facial deformities. Three years later, Accor in Vietnam accomplished one of its proudest milestones by raising US\$51,000 for Operation Smile, which resulted in bringing perfect smiles to hundreds of children.



Today with the support of the Accor Foundation, Accor and our employees are working with **Smile Group**, an NGO founded in 2004, to help restore dignity and hope to children and families affected by HIV/Aids, through financial, educational, moral and psychological support. Funding from the Accor Foundation has helped create the "House of Hope" in the centre of Ho Chi Minh City, to house families who are affected by the virus and from where training courses in English and computing for 60 youths is provided as well as access to health care and medical support.

**** End ****

Accor in Vietnam

Accor operates 10 hotels throughout Vietnam under the **Sofitel**, **MGallery**, **Novotel**, and **Mercure** hotel brands. Additional hotels committed to development including; 4 **Pullman** Hotels, 1 **MGallery**, 4 **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 4,200 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.

Media contact :

Evan Lewis

Vice President Asia Pacific

+ 65 64 08 8888
Evan.LEWIS@accor.com

Country contact :

Vasu Thirasak

Director of Communications – SEA

+ 66 2 659 4620
Vasu.THIRASAK@accor.com

Mind Your Language™

mylGlobal.com

EDITOR'S SUMMARY

Job Number: ACC104517
Date: 03/06/2011

The following errors have been corrected:

Grammar: Yes
Expression: Yes
Punctuation: Yes
Spelling: Yes
Vocabulary: Yes

Editor's comment: Dear K. Vasu, please find the edited version above. I have made changes to ensure it reads well and is clear, and remains in line with Accor's style guide. Thanks a lot Rachel

Editor's name: Rachel Jones
Location: Thailand

Would you like this document translated? We also provide online translation services at very competitive rates. Translate your document now into up to 12 languages at the push of a button.

NB: We use the track changes tool to edit documents. To incorporate these changes for easy viewing, please click 'Tools/Track Changes' and then click on the icon with a tick. Accept changes one at a time or click 'Accept All Changes in Document' and save.

For more information please visit our website mylGlobal.com or call us on (852) 2526 2397 (Greater China) or (65) 6401 3740 (South East Asia).