

Press Release

Accor to open over 60 hotels in Asia Pacific during 2011

2011 marks the strongest growth year with a record of over 100 new contracts signed in Asia Pacific

Hong Kong, October 12, 2011; In a year when Accor celebrates its 20 years of operations in both Australia and Vietnam, the company has more reasons to celebrate with numerous records being achieved in Asia Pacific:

- Over 60 new hotels opened in Asia Pacific during the year (2011)
- More than 100 new hotel contracts signed in 2011
- Strongest ever pipeline with over 200 hotels committed to Asia Pacific

Said Michael Issenberg, Chairman and Chief Operating Officer, Asia Pacific “2011 has been a year of strong performance for Accor in Asia Pacific, where we will add more than 60 new hotels to the network constituting an additional 11,500 guest rooms. Beyond this significant accomplishment, we have signed an additional 100 new hotel contracts during the year taking our committed hotel pipeline to over 200 hotels. We anticipate robust growth activity to continue well into 2012.”

China (18 hotels), Thailand (9 hotels), India (7 hotels) and Indonesia (7 hotels) house the majority of hotels that opened during 2011. Accor is focused on China and India as core growth markets and where collectively 107 additional hotels are committed and where together the network will almost double in size in the coming few years.

Touted as the new ‘I’ in ‘BRIC’ (Brazil, Russia, India and China) - Indonesia provides a strong market opportunity for Accor and where the company has operated since 1993 and with a current network of 40 hotels throughout the Archipelago. Beyond this extensive and leading network, Accor has a further 30 hotels committed.

“Accor is today the largest operator of hotels in Asia Pacific with over 450 hotels in operation and with the expansion achieved during 2011 and the extensive committed hotel pipeline, this leading position is cemented well into the future.” added Issenberg.

The operating environment in Asia Pacific has been resilient during 2011 where trading across the regional network is up 11% year on year. This solid performance has been driven by demand from both business and leisure segments and through an upswing in meeting and events business.



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/ibis styles, Etap Hotel/ibis budget, hotelF1 and Motel 6** - 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 CONTACTS

Evan Lewis
Vice President - Communications
Asia Pacific
Tel: +65 64088888
Mobile: +65 9853 2441
evan.lewis@accor.com