

Press Release

Seoul – August 27, 2012

HanaTour announces direct connectivity partnership with Accor

The first of its kind in South Korea, the agreement will solidify the leading positions of the country's two travel and hospitality industry leaders

HanaTour, the largest travel company in South Korea and the first to be listed on the Korea Stock Exchange, announces today a new partnership with **Accor**, the largest international hotel operator in Asia-Pacific, with a direct connectivity agreement that will enable instant access to rates and availability in all of Accor's 4,400 hotels globally. This is the first agreement of its kind between HanaTour and a global hotel company.

HanaTour is Korea's top agency for inbound-outbound travel and airline ticket sales. Under the agreement, HanaTour will have direct access to room availability and special promotional rates and packages for all Accor hotels worldwide. This will improve booking capabilities for group packages and individual travellers for rooms at Accor hotels located in more than 90 countries around the world.

Accor is one of the world's leading hotel operators with over 4,400 hotels and almost 530,000 rooms. As the market leader in the region, Accor operates over 530 hotels in Asia-Pacific, and currently manages 11 hotels in Korea with over 3,100 rooms. Operating in South Korea for two and a half decades, Accor has built a very strong relationship with HanaTour over the years.

Jean-Luc Chretien, Accor's Executive Vice President for Sales, Distribution, and Loyalty said, "The association with HanaTour, South Korea's top travel company, will unquestionably enhance our capability to drive more business into our hotels from the strong Korean outbound market. We are excited about the opportunities that this partnership presents for both our companies."

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About Accor

Accor, the world's leading hotel operator and market leader in Europe, is present in 92 countries with more than 4,400 hotels and 530,000 rooms. Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, Ibis, all seasons/Ibis Styles, Etap Hotel/Formule 1/Ibis budget, hotelF1 and Motel 6 - provide an extensive offer from luxury to budget. With more than 180,000 employees* in Accor brand hotels worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.