



Press Release

Singapore, 31 July 2013

Going green helps Accor take home the gold at 2013 PATA Gold Awards

Accor recognized with prestigious industry award for corporate environmental program

Accor's two decades-long commitment to sustainable development has been recognized by regional travel industry players, as the Group earns a prestigious distinction at the Pacific Asia Travel Association (PATA)'s annual PATA Gold Awards. The French hospitality group **has won the 2013 PATA Gold Award for Corporate Environmental Program** in recognition of PLANET 21, Accor's sustainable development program.

With PLANET 21, Accor has made 21 commitments to act together for the well-being of the world. These commitments span a range of issues and have associated targets for the year 2015, including a 15% reduction in water consumption, a 10% decrease in energy use and carbon emissions and a total ban on endangered seafood such as shark's fin.

"We are thrilled that our travel industry peers have acknowledged our efforts to reinvent hospitality in a sustainable way," said **Javier Cedillo-Espin, Vice President, Communications & Loyalty for Accor Asia-Pacific**. "Our hotels in the Asia-Pacific region have been particularly committed to improving their environmental awareness and performance. In fact, just one year after the program's launch, our hotels have already reached some of the PLANET 21 targets, including 80% of hotels promoting locally-sourced products and 88% of hotels offering balanced menu options. And the hotels are well on the way to achieving the other targets, with 84% already banning endangered seafood species and 8% using some form of renewable energy."

While many of the actions take place "behind the scenes" – such as installing low-consumption lighting, implementing recycling programs, or switching to renewable energies – **Accor also invites guests to play their part**, through simple yet meaningful gestures, such as reusing their towels.

For example, Accor's reforestation program, **Plant for the Planet**, is proof of the Group's firm commitment to sustainable development and focuses on supporting local agroforestry projects around the world.

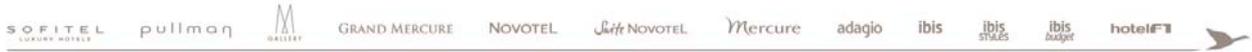
Over 1,400 Accor hotels have joined the Plant for the Planet program since it was launched in 2009. These hotels encourage guests to mitigate their impact on the environment by reusing their towels. In return, the **hotels pledge to contribute a portion of their laundry cost savings to tree planting projects** around the world, including in Thailand, Indonesia, Japan, Australia and New Zealand. So far, thanks to the laundry savings generated by this program, **Accor hotels have funded the planting of three million trees worldwide**.

The 2013 PATA Gold Awards, open to members and non-members of the Association, attracted a total of 165 entries from 60 travel and tourism organizations.



Pacific Asia Travel Association

**GOLD AWARD
WINNER 2013**



Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with more than **3,500 hotels** and **450,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis budget and hotelF1** - provide an extensive offer from luxury to budget. With more than **160,000 employees in Accor brand hotels** worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

www.accor.com | www.accorhotels.com

Press Contacts:

Accor Asia Pacific

Gaynor Reid
Director of Communications
Ph +65 6408 8864
Gaynor.reid@accor.com

Accor Asia Pacific

Chris Messer
Sustainable Development & PR Manager
+65 6408 8835
chris.messer@accor.com