

Press release

Paris, the 4th of November 2014

Accor strengthens its network of Resort Hotels in Asia-Pacific with now 100 properties

On the occasion of the London World Travel Market, Accor, the world's leading hotel operator and the largest international hotel group in Asia-Pacific, is pleased to announce that it has recently passed the 100 resort hotels in Asia-Pacific, accounting for around 17% of its network in the region.

The group has a strong presence all across the region and continues to grow on a well-developed market. The resort network continues to grow quickly in key leisure destinations across Asia, including Indonesia, Thailand, India and now Myanmar.

In Indonesia, Accor is strengthening its leadership with two recent openings: the **Sofitel Bali Nusa Dua** and **The Kuta Beach Heritage Hotel**.



Sofitel Bali Nusa Dua Beach Resort, Indonesia

Located on the beachfront, the Sofitel Bali Nusa Dua has 415 rooms and 17 luxurious villas nestled in 8 hectares of tropical gardens amidst a pool in the shape of a lagoon.

The Kuta Beach Heritage Hotel Bali, Indonesia

Located near the original site where the first hotel complex in Kuta Beach was opened in the 1930s, this resort hotel keeps the spirit of its predecessor with 159 spacious and luxurious rooms in nautically themed design.



This year with the **Pullman Khao Lak Katiliya Resort and Villas** and the **Pullman Phuket Arcadia** joining the network of hotels, Accor has now 13 hotels along the Andaman coast in Thailand.



Pullman Khao Lak Katiliya Resort and Villas, Thailand

The 1st of November this resort hotel just joined the hotel network in Khao Lak in Thailand. The resort consists of 223 breathtaking rooms and suites and 97 lavish villas with their own private swimming pool.

Pullman Phuket Arcadia Naithon Beach, Thailand

The Pullman Phuket Arcadia offers 277 rooms located on an exceptional promontory overlooking the Andaman Sea. Its sophisticated design blends the highest international standards with nature and local beauty.



Accor is looking for new opportunities to grow in regions where international leisure tourism is in full development. In this spirit, the group recently opened its first resort hotel in India, the **Novotel Goa Shrem**, in the beach area of Goa

The group is also opening two beautiful properties in Myanmar: **The Lake Garden Nay Pyi Taw - MGallery Collection** in the new capital of Myanmar and the **Novotel Inle Lake Myat Min**, located on the banks of the Inle Lake.



The Lake Garden Nay Pyi Taw MGallery Collection - Nay Pyi Taw, Myanmar

Located in the new capital city of Myanmar, The Lake Garden Nay Pyi Taw features 165 guestrooms and private suites, all set in beautiful landscaped gardens.

Novotel Goa Shrem Resort, India

Accor's first resort hotel in India comprises 85 rooms and is ideally located in a bustling neighborhood near Candolim & Calangute beaches



“With a growing market demand coming from both Asia-Pacific and worldwide travelers, especially from Europe, Accor continue to open outstanding hotels so that we can welcome our guests wherever they stay. That’s why we are very proud to offer two beautiful addresses in Myanmar. We also ensure that our network meets the expectations of all types of resort traveler, through a large offering of services» explains Carlo Olejniczak, the Group’s Senior Vice President Global Sales.

Since 1982, Accor has been taking the lead in hospitality in the region: in 2014, the group confirmed its leadership and just reached 600 hotels with more than 115 000 rooms in Asia-Pacific that account for 16% of the Group’s hotels worldwide.



Accor, the world’s leading hotel operator, offers its guests and partners the dual expertise of a hotel operator and brand franchisor (**HotelServices**) and a hotel owner and investor (**HotelInvest**) with the objective of ensuring lasting growth and harmonious development for the benefit of the greater number.

With around 3,600 hotels and 460,000 rooms, Accor welcomes business and leisure travelers in 92 countries across all hotel segments: luxury-upscale with **Sofitel, Pullman, MGallery, and Grand Mercure**, midscale with **Novotel, Suite Novotel, Mercure and Adagio** and economy with **ibis, ibis Styles, ibis budget** and **hotelF1**. The Group boasts a powerful digital ecosystem, notably its booking portal **accorhotels.com**, its brand websites and its loyalty program **Le Club Accorhotels**.

As the world’s top hospitality school, Accor is committed to developing the talents of its **170,000 employees** in Accor brand hotels. They are the daily ambassadors of the culture of service and innovation that has driven the Group for over 45 years.

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