

Press release
November the 4th, 2014

ACCOR CELEBRATES 600TH HOTEL IN ASIA PACIFIC WITH ARRIVAL OF PULLMAN IN HONG KONG

Accor has announced its 600th hotel in Asia Pacific with the signing of the Park Lane Hong Kong hotel in the group's upscale Pullman brand. The rebranding of the Park Lane hotel to Pullman is the brand's 50th hotel in the region, representing enormous growth since Pullman Hotels has debuted in late 2007.

A strong acceleration of Accor's growth in Asia Pacific

Accor launched its first hotel in Asia Pacific - the Novotel Orchid Singapore – in 1982. The Group passed the 100 hotels in 1996 and tripled its network between 1997 and 2007 to reach the 600 hotels in 2014.

Development has now reached record levels, with **an average of one Accor hotel opening per week** in Asia Pacific. This growth will continue to increase exponentially alongside the development of a local middle class looking for high-quality, globally-branded hotel accommodations.

Pullman, one of the most dynamic upscale hotel brands in the region

Just seven years into its launching, Pullman has become one of the most dynamic upscale hotel brands in the region with 50 hotels, quickly establishing itself as the largest five-star hotel brand in Australia and Accor's fastest-growing brand in Greater China.

« The addition of The Park Lane Hong Kong to the Pullman brand is a huge milestone for Accor because it brings us a strategic hotel in the centre of one of the world's most important business and tourism hubs at a time when Pullman is really affirming itself as one of the most exciting hotel brands in the region, » said Michael Issenberg, Chairman and CEO of Accor Asia Pacific. *« The fact that it becomes our 600th hotel in the region is further cause for celebration because it bears witness to Accor's strong growth in the region and to our investment in Pullman as a brand of the future. »*

The Pullman brand aims at setting new benchmarks in upscale accommodation, with a network of 91 hotels across 23 countries and five continents. Pullman hotels are typically vibrant hubs of exchange, offering tailored services, innovative technologies and a new approach to organising meetings. With contemporary architecture and design, a warm welcome and a promise of connectivity, Pullman hotels are conceived for today's busy and demanding travelers.

The signing of a mythical hotel in Hong Kong as a Pullman: The Park Lane

« I am sure that the Park Lane's re-launch on the 1st of January 2015 will signify a very strong year for the Pullman brand, with more than 40 more Pullman hotels in the pipeline across the region for the coming years, » said Michael Issenberg



The Park Lane is one of Hong Kong's most beloved hotels, boasting 826 rooms in the centre of Causeway Bay. While the hotel is very well maintained, it will undergo a full renovation program to bring it to Pullman's exacting global standards. This will include a make-over of the Park Lane and Premier Suites, executive floors, dining outlets, lobby and executive lounge.

With its rooftop garden terrace boasting spectacular views over Hong Kong, the Park Lane features three restaurants and bars, 10,000sqm of meeting space, a gym and wellness centre complete with sauna and steam bath, as well as a range of room styles to accommodate every types of traveler, from business executives to

families, in one of the best locations in town. The designing of the rooms' interiors will be overseen by LRI Hong Kong.

« We are very excited to join the Accor family and the Pullman brand and believe this will lead the Park Lane hotel to greater distribution channels, with more guests coming from across the globe, » said Luc Bollen, Regional Director Park Lane International the owning company. « Pullman is the perfect brand for the Park Lane because it appeals to today's cosmopolitan and connected traveller looking for upscale services and excellent business and meeting facilities. »

Pullman is the upscale international hotel brand of Accor, the world's leading hotel operator, present in 92 countries with over 3,600 hotels and 170,000 employees. Located in the main regional and international cities and in prime tourist destinations, Pullman Hotels & Resorts is principally designed to cater for the requirements of cosmopolitan, seasoned travelers, whether they are travelling alone, with their clans or with colleagues. The brand's establishments offer a new approach to upscale hospitality. The Pullman network has more than 80 hotels in Europe, Africa, the Middle East, Asia-Pacific and Latin America where ideas, histories and cultures meet. Our objective is to have 150 hotels around the world by 2015-2020. Pullman, like most of Accor's brands, is proud to offer the Le Club Accorhotels loyalty program.

Further information concerning the Pullman hotels is available on www.pullmanhotels.com.

Accor, is the world's leading hotel operator, with **470,000 rooms** in **3,600 hotels** across **14 trusted brands** in **92 countries**. The company is organized around two distinct divisions, **HotelServices**, which operates and franchises the hotels and **HotellInvest**, which is a hotel owner and investor. The Accor hotels sit in three segments from budget to luxury which are constantly reinventing their concept to satisfy the needs of business and leisure customers around the globe. Accor brands include in luxury-upscale; **Sofitel, Pullman, MGallery and Grand Mercure, The Sebel**, midscale; **Novotel, Suite Novotel, Mercure and Adagio** and economy; **ibis, ibis Styles, ibis budget, adagio access 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**.

The Group's **170,000 employees** benefit from working for a company that believes in progression and has an industry leading training program, the Accor Académie. Since its creation 45 years ago, Accor is making innovation and sustainable hospitality the focus of its strategic vision as well as of its customer-centric approach development and innovation process.

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