

Press release

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Two Accor hotels become first in Australia to introduce Optimum Service Standards for Indian guests

The Mercure Sydney and the Menzies Sydney are leading the national push for more Indian tourists, becoming the first hotels to achieve accreditation under Accor's new Optimum Service Standards for Indian Visitation. The standards will ensure the hotels can cater for the specific needs of the country's growing number of Indian visitors. Australia experienced 11% growth in Indian visitors last year with a total of 128,000 Indian tourists who spent \$614 million during their stay. Over the next few years India is set to become our second-fastest growing market, with some predicting 500,000 visitors per year by the end of the decade.

Accor introduced the standards to meet the expectations of these travellers for quality service and products and to ensure staff were trained to respect Indian cultural and religious differences. The program includes Indian dishes on the breakfast, restaurant and room service menus; hotel welcome kits in Hindi; Indian adaptor plugs; Indian television channels and newspapers; and Indian snacks and drinks available in the minibar.

"Mercure Sydney has been a popular hotel with Indians since opening and we are very proud to offer the highest standards to our Indian guests thanks to this accreditation," said Greg Brady, General Manager of the hotel. "Indian travellers are increasingly sophisticated and they have high expectations in terms of service. Accor's Optimum Service training will ensure our staff are trained in the sensitivities and preferences of these guests.

"Indians represent a significant and growing future for tourism in Australia so it is imperative we enhance their experience of Australia, especially given that repeat visitation grew by 39% last year."

Only metres from Central Station, the Mercure Sydney is within easy access of the city centre, Chinatown and Darling Harbour and just a short walk from Paddy's Market, Market City outlets and the newly expanded Broadway Shopping Centre. It offers bright, contemporary décor and excellent facilities including two restaurants, and a rooftop pool and gym with spectacular views across the city.

Following on from the Mercure Sydney, leading hotel The Menzies, located right above Wynyard Station in Sydney was the second Accor hotel to achieve the Indian Optimum Standards. The Menzies prides itself on offering warm, personal service and boasts spacious accommodation rooms, superb recreational facilities including an indoor pool, excellent dining options and three bars, all within a short stroll of Circular Quay, the city centre and The Rocks.

Accor has a rapidly growing network of hotels in India, with 50 hotels planned by 2015 so Indian travellers are becoming more familiar with the group's brands. Now they can travel to Australia and

feel comfortable and familiar in Accor hotels because they will be able to have a small taste of home.

Accor is the first hotel group to introduce Optimum Service Standards for both Chinese and Indian guests and will continue to roll out the Optimum Service Standards training to those hotels in its network who host large numbers of guests from these countries.

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, Etap Hotel, Formule 1, hotelF1 and Motel 6**, and its related activities, **Thalassa sea & spa** and **Lenôtre** - 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.

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