

## Press release

April 15<sup>th</sup>, 2011

# Accor and ibis Clinched Prestigious Awards in China

**15<sup>th</sup> April 2011** - Accor, the world's leading hotel operator and market leader in Europe, announced today that it has clinched another two prestigious awards as the company continues to win recognition and respect for its commitment in China from both industry experts as well as the general public.

## ibis Gained Industry Recognition by Winning TTG China Travel Awards



The TTG China Travel Awards 2011 released on April 14 witnessed ibis, Accor's leading economy hotel brand, crowned as the Best Budget Hotel Brand in Greater China. This is the second time for ibis to win the award. The TTG Travel award is recognized the quantum progress and achievements made in the tourism industry in China. Actually voted by readers from Asia-Pacific countries and Greater China region, the award obtained the industry authority with the ascertain relevancy, dynamism and credibility.

As the fourth-largest economy hotel chain in the world and most renowned for excellent services at competitive prices based upon an international standard, ibis' excellence on quality and service can also proved by the customer loyalty - ibis has been making phenomenal achievement in customer loyalty which can be best exemplified by the following statistics: 81% of ibis guests are repeat guests of the brand, and 44% of them are returning to the same hotel they stayed at before.

## Accor Granted Two Major Accolades at China Hotel Starlight Award

At the recently closed 2011 Asia Hotel Forum where the 6th China Hotel Starlight Award was presented, Accor was granted two major accolades: the Best International Hotel Management Group of China and Mr. Raymond Tong, Vice President, Development, Accor Greater China, as Outstanding President of China Hotel Industry.

It was both the second time for Accor China and Mr. Tong crowned the same honor at the annual award.



Mr. Tong, a 15-year Accor veteran also participated in the forum this year in Shenzhen, as a key speaker at the CEO Panel: Senior executives' vision of Greater China, sharing his professional views on latest market trends and industry development strategies.

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**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.

**For more information, please contact:**

**Accor Greater China**

Mabel Liu

Communications Director

86(0) 21 6119 9833

Mabel.Liu@accor.com

**Accor Greater China**

April Ling

Communications Executive

86(0) 21 6119 9839

April.Ling@accor.com