

Pullman further expands Greater China market with the opening of Pullman Linyi Lushang

Accor opens first international upscale hotel in Linyi, China's famous cultural and historic city

Shanghai, November 26 -- Pullman, Accor's upscale hotel brand specifically catering to the needs of today's cosmopolitan traveller, announces its debut in Linyi – the cultural and historical destination in southern Shandong province – with the opening of Pullman Linyi Lushang. The newly-built 312-room property is the latest addition to Pullman's vibrant Greater China portfolio, which now counts 16 operating hotels with a further 28 projects committed and scheduled to open by 2015.

Positioned right in the commercial centre of the city and facing the Yi River, Pullman Linyi Lushang is the first international upscale hotel in the city of Linyi. The hotel enjoys an incomparable location with convenient access to the city's transportation terminals: the Linyi Airport is 15 minutes and the Linyi Railway Station only three kilometers away.

As the city's latest upscale address, Pullman Linyi Lushang features contemporary exterior and interior design, and will stand out as a second-to-none option for today's sophisticated business travellers, with its first-class amenities and bespoke services, all designed to provide a refreshing and inspiring travel experience. The hotel is set to become an ideal option to hold corporate meetings and business events within the neighbourhood, as Linyi has become one of the most thriving regions in Shandong – after Jinan and Qingdao – due to its fast-developing wholesale business. With a history that dates back over 2,400 years, Linyi is also home to many historical figures – notably legendary prime minister Zhuge Liang and calligraphy master Wang Xizhi.

"We're excited to bring the Pullman brand to Linyi, the historic yet fast-developing city in northern China," says **Paul Richardson, Chief Operating Officer of Accor Greater China**. "The opening of Pullman Linyi Lushang further demonstrates Accor's overall expansion strategy, which looks for growth opportunities in different cities across the country. We are delighted to offer our customers and the Linyi local community with this new upscale address providing products and services that are up to international standard."

Unbeatable Guest Room Space, Style and Comfort

The signature **Pullman Welcomer**, who is immediately recognizable, mobile and always ready to help, greets every guest upon arrival in the lobby, extends warm welcome and serves thereafter as the one-stop contact to accommodate all types of guest needs throughout their stay.

Featuring 312 well-appointed guest rooms, including 14 suites, Pullman Linyi Lushang boasts unbeatable comfort. At 40 square meters, the hotel's standard rooms are among the largest in town and offer the choice of king-size and twin beds. Fully featured, the rooms offer both convenience and comfort within the hustle and bustle of city life. Thanks to its proximity to the Yi River, a signature landmark of Linyi, hotel guests can enjoy views of either the river or of the vibrant city.

The hotel's tastefully-decorated, comfortable and functional rooms and suites all feature LCD TVs with multi-channel cable and complimentary high-speed Internet access. Cutting-edge facilities including wireless telephone and iPod docking stations are available in all rooms, while all Executive Floor rooms are equipped with a **Nespresso Coffee Machine**. The upscale signature **Roger and Gallet** room amenities offer a pleasant French touch that makes the hotels the perfect location for a relaxing urban retreat.

Pullman yoga, the innovative and tailor-made fitness program designed by the brand in China, is available in all rooms to satisfy the needs of increasingly health-savvy business travellers. Guests are encouraged to improve their physical wellbeing during their stay at the hotel with a yoga mat and exercise instructions in each room.

Creativity and Ambience for Gourmet Cuisine

Pullman Linyi Lushang, with three restaurants and two bars/lounges, provides diverse international and local choices for travellers and locals.

- **Café One:** The hotel's all-day dining restaurant offers international buffet and à la carte cuisine 24 hours a day
- **Asian Restaurant:** The Japanese and Korean restaurant serves innovative Japanese and Korean dishes
- **Golden Garden:** The Chinese restaurant specializes in authentic Lu-cuisine and regional features
- **The Lounge:** The lobby bar provides an ideal place to meet and relax, with a selection of spirits, liqueurs, wines, teas and coffees presented in a casual and friendly atmosphere
- **The Terrace:** Guests can enjoy panoramic views of the skyline with a great selection of freshly made cocktails

Best Location & Solution for Meetings & Seminars

Pullman's innovative **Co-meeting** offer has earned the brand a reputation as a specialist in medium-to-large meetings. This new approach integrates all hotel facilities and services, making them available for meetings and events. The offer includes function areas, state-of-the-art equipment, meeting break services and full support from the hotel team. From the **Pullman Welcomer** in the lobby to meeting rooms, dining rooms, terraces and Pullman's innovative break area – the **Chill Out Space** – the Co-meeting offer guarantees flawless preparation and execution for every event.

With nearly 2,300 square meters of meeting and banquet space, Pullman Linyi Lushang is the city's newest and most upscale address for conferences and events. It boasts nine meeting rooms offering natural daylight and panoramic views -- between 80 and 270 square meters in size -- and one 1,100-square-meter pillarless grand ballroom, which is the newest and largest in the area.

The hotel easily accommodates meetings and events ranging from high-profile ceremonies and corporate meetings to small-scale casual gatherings. Besides a dedicated pre-function area, all meeting rooms are equipped with all types of audio/video equipment and LCD projectors. High-speed WIFI Internet access is available in the hotel's public areas. Facilities for meeting breaks featuring coffee, tea, fruit juice and snacks help ensure an enjoyable and refreshing experience.

Throughout the whole process of meeting planning and execution, the hotel's professional and fully committed front-line teams, led by a dedicated **Event Manager** and **IT Solutions Manager**, remain ready to help customers who seek seamless implementation of meetings and events of any type and scale.

Meeting participants also have access to the **Pullman Connectivity Lounge**, developed in partnership with Microsoft®, where they can connect, print and work with the latest technology.

Offers of Leisure Well-being & Discovery in or near the Hotel

Pullman Linyi Lushang is inviting its guests to keep up their fitness routine during the trip and make their stay a physically renewing and mentally rejuvenating experience either in or near the hotel. Recreational facilities and attractions include:

- An indoor heated swimming pool with natural light
- A well-equipped fitness center of 1,000m²
- Linyi's biggest shopping centre and cinemas only a few steps away
- China's largest wetland park and hometown of the "Chinese great calligraphist" Wang Xizhi within walking distance
- Nearby several famous tourist attractions, such as Tang Tou Hot Springs, a museum which houses some original bamboo strips from the Sun Tzu era, as well as many historical sites commemorating China's history of revolution.

Opening Package

From now until 31 December 2012, Pullman Linyi Lushang is offering a special package at ¥538 plus 15% service charge per room night that includes accommodation in Superior King Room plus one complimentary breakfast to celebrate its opening.

Address: No. 1 of Su River Street, Lanshan District, Linyi, Shandong Province, P.R. China
Tel: (+86) 539 818 6666

About Pullman

Pullman is the upscale international hotel brand of Accor, the world's leading hotel operator, present in 92 countries with over 4,400 hotels and 145,000 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. The brand's four and five-star establishments provide an extensive range of tailored services, access to groundbreaking technologies, including a new approach to organizing events: meetings, seminars and upscale incentive events. At Pullman hotels, customers can choose between being independent or be given a helping hand by staff available around the clock. The Pullman network has more than 60 hotels in Europe, Africa, the Middle East, Asia-Pacific and Latin America. Our objective is to have 150 hotels around the world by 2015-2020. Pullman, like most of brands within Accor's portfolio, is proud to offer the Le Club Accorhotels(R) loyalty program.

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

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