

Press Release

Shanghai, 24 January 2013

Accor Greater China takes home prestigious hotel award

Accor, the largest international hotel operator in Asia-Pacific, was recently recognized as “**Outstanding International Hotel Group in China 2012**” at the 2012 China Hospitality Development Summit held in Beijing.

Hosted by *Hotel Modernization*, one of China’s most respected hospitality magazines, the annual China Hospitality Development Summit invites government officials, hotel operators, universities as well as active players in China’s hospitality industry to discuss the current and future trends of the industry, including market forecasts and growth, talent education and sustainable development.

The award acknowledges important achievements in China’s hotel industry over the past year, consolidates Accor’s success in China and further serves to manifest of the group’s excellent development and network expansion in the region.

“We’re honoured to accept this award, which recognises our operational excellence and rapid expansion in China,” said **Mr. Paul Richardson, Chief Operating Officer, Accor Greater China**. “As one of the leading hotel groups in China, Accor is delighted to offer our customers consistent and high quality international hotel products and services, always maintaining our focus on customer satisfaction, reducing our impact on the environment and building strong connections with our local communities.”

The award was bestowed upon Accor following a banner year, in which Accor celebrated a number of milestones in Greater China. In February, Accor launched Mei Jue – the upscale Grand Mercure brand tailor-made for Chinese travellers. The brand has gained rapid acceptance from both development partners and customers. Pullman, Accor’s upscale hotel brand specifically catering to the needs of today’s cosmopolitan travellers, embraced four new family members into the brand network. Currently there are 15 operating Pullman hotels in China, positioning the country as the brand’s world largest market. And in September, ibis Hong Kong Central and Sheung Wan – the new regional flagship of the ibis brand - opened, highlighting the brand’s vibrant new image.

As one of the pioneering international hotel management companies in the Chinese market, Accor signed its first management agreement in 1985. With more than 27 years of solid development, the Group is now one of the most dynamic international hotel groups in the country. With 133 hotels representing over 32,000 rooms in Greater China, Accor is rapidly expanding its network across a spectrum of seven different brands: Sofitel (luxury); Pullman, MGallery, Grand Mercure Mei Jue (upscale); Novotel, Mercure (midscale), ibis Styles and ibis (economy).



Accor, the world's leading hotel operator and market leader in Europe, is present in 92 countries with nearly 3,500 hotels and 440,000 rooms. Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis budget and hotelF1 - provide an extensive offer from luxury to budget. With more than 160,000 employees in Accor brand hotels worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

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