

Press Release

Shanghai, 5 March 2013

Travel & Leisure names Accor 'Best Hotel Group' in China

Accor, the world's leading hospitality group and the largest international hotel operator in Asia-Pacific, announced that it has been recently named **Best Hotel Group by *Travel & Leisure* magazine** at that publication's "Travel Awards 2012". The award, determined by industry experts and travellers, recognises Accor for its strong commitment to developing a strong network with consistently high quality products in Greater China.

Inaugurated in 2008, the annual Travel Awards are presented by *Travel & Leisure* magazine, one of the most respected mainstream publications, following assessment and selection by readers, media professionals, frequent travellers and business elites. The ceremony in Shanghai attracted more than 200 distinguished guests, including foreign consuls, senior executives from international hotel groups, airlines, tourism bureaus, major banks and automobile companies.

"It's an honour for us to accept this award, which represents further recognition of our excellent performance in Greater China over the past year," said **Mr. Paul Richardson, Chief Operating Officer, Accor Greater China**. "As one of the most vibrant hotel groups in the region, we remain dedicated to bringing consistently high-quality products and services to the market, in order to maintain customer satisfaction and meet the increasing and diversified demand of our guests."

2012 marked the **27th year of Accor's operations in Greater China** and saw a record pace of expansion for the Group in the country, as **Accor opened 15 new hotels** catering to the demands of business and leisure travellers as well as meeting planners. Accor launched **Grand Mercure, a tailor-made upscale brand for the Chinese market**, which has become an instant success with the Group's development partners, while **Pullman, the upscale brand designed for the cosmopolitan traveller, continued to thrive in China** with a total of 15 operating hotels. Ibis, **Accor's world's renowned economy hotel brand, opened its flagship hotel in Hong Kong**, introducing the brand's vibrant new image with a focus on offering high-quality products and services within its category.

By the end of 2012, Accor total operated 130 hotels representing over 32,000 rooms across Greater China, covering the full range of segments from luxury to economy, including 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 more than **3,500 hotels** and **450,000 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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