

## Press Release

Shanghai, 28 May 2013

# Accor takes home two prestigious Golden Horse Awards

Accor is pleased to announce that it has been granted two prestigious accolades at the recent China Hotel Golden Horse Award Gala, the top grand meeting of China hotel industry: Accor was named an **Outstanding International Management Hotel Group in China**, while Pullman, its fast-growing upscale hotel brand was awarded the Most Remarkable Hotel Brand.

Hosted by China Hotel Magazine and supported by Asia Pacific Hotel Association (APHA) and Tourism Research Centre of Chinese Academy of Social Sciences (CASSTRC), the China Hotel Golden Horse Award is one of the highest honors in China's hospitality industry, acknowledging hoteliers' professionalism and performance.

"We are very delighted to be honoured with these two prestigious industry awards which demonstrate our excellent operational performance in the region," said Mr. Paul Richardson, Chief Operation Officer of Accor Greater China. "China is a market of great importance for us and we will continue to fulfil our long-term commitment by delivering consistently high-quality products and services to our guests, while further strengthening partnerships with hotel owners and local partners to expand our network across the country."

Introduced to China in 2008, Pullman is a highly popular brand and is growing at a fast pace with a current network of 15 operating hotels and another 31 projects under development across the country. 2013 will see the brand further expanding in China with four new openings which include Pullman Urumqi, Pullman Shanghai Pudong Zhangjiang, Pullman Shanghai South and Pullman Changshu Leeman. An upscale brand specifically designed in a balance for business, leisure and meeting planners, Pullman has become a standout in the marketplace with dedicated brand elements including the signature Pullman Welcomer, innovative Co-Meetings offers, Chill-out Space, Pullman Connectivity Lounge, as well as the dedicated Pullman Event Manager & IT Solution Manager, etc.

As one of the few hotel management companies with a full spectrum of brands covering the segments from luxury to economy, Accor is among the most dynamic international hospitality players in China, offering over 27 years of hotel management expertise to the market. The group has made significant achievements over the past years and it reinforced its brands in the highly competitive China market. 2012 saw a record pace of expansion for the group in the country, as Accor opened 15 new hotels meeting the demands of business and leisure travellers as well as meeting planners. Accor currently operates over 130 hotels across China representing more than 32,000 rooms.



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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**Press Contact:**

**Accor Greater China**

Ying Zhao

Director of Communications

86(0) 21 6119 9833

Ying.Zhao@accor.com

**Accor Greater China**

April Ling

Communications Manager

86(0) 21 6119 9839

April.Ling@accor.com