

**Press release**  
September 20, 2010



## Accor is opening a new hotel in Ostrava

### The Group aims to expand its network in the country

Prague, September 14, 2010. - **The world's leading hotel operator will be opening the Mercure Ostrava City at the beginning of 2011 and ambitions to develop, through franchising, a network totaling up to 15 hotels, throughout important cities of the Czech Republic.**

Accor started its operations in the Czech Republic in 1998, with the objective of providing guests with its expertise in hotels that respond to the needs of various market segments, from luxury to economy, under internationally recognized brands, adapted to the local market. Today the Group operates **7 hotels in the Czech Republic:**

**Hotel Century Old Town** (member of the **MGallery** collection), **Novotel** Praha Wenceslas Square, and five **ibis** hotels, the last of which recently opened in Plzen.

In the beginning of 2011, Accor will be introducing the **Mercure** brand in Ostrava. The Mercure Ostrava City hotel is an exciting project, bringing utmost facilities for the business and leisure guests. With 140 spacious and comfortable bedrooms, up- to-date meeting facilities, a restaurant and a bar inspired by the building's history which will include the French touch in food and wines.

Yann Caillère, Deputy CEO of Accor, in charge of Europe/Middle East/Africa, Sofitel Worldwide, Hotel Design and Construction, stated: "Accor is the market leader in Europe. The Group has an enviable portfolio of strong brands, powerful distribution and reservation systems, as well as the best international standards of operational excellence, which makes us an ideal franchising partner. Currently the second largest hotel franchisor in Europe, Accor is well on its way to becoming number one by 2015."

Talking about development, Bruno Coudry, COO Accor Central & Eastern Europe, said "Our current focus is to expand business in Eastern European countries. We are confident that through our expertise as a franchisor and hotel operator, we will be able to take advantage of market opportunity for mid-scale and economy hotels in the region."

As for Luc Gesvret, COO Accor Czech Republic, he confirmed that : "Development opportunities in Czech Republic exist all the more that independent hotel businesses counting for 79 % of the market are currently looking to improve their financial performances. We already have projects under development in Olomouc under the ibis brand, and in some other cities." Gesvret also said: "This year's results of Accor Czech Republic are very positive compared to those of last year. The hotels occupation rate increased by 8 %".

## Corporate Social Responsibility (CSR)

Through its **Earth Guest policy** founded on 8 priorities, Accor is committed to preserving the planet's resources and to growing the well-being of the earth's populations. As a result, Accor is included in the four benchmark socially responsible investing devices such as the Dow Jones Sustainability Indexes and has often been recognized internationally for its sustainable development practices as recently by being awarded the World Travel and Tourism Award Council's Global Tourism Business Award.

Accor's commitment to Corporate Social Responsibility is manifested in each of the stages of its hotels, from design, construction to operation. Proof of this is the **Hotel Environment Charter**, consisting of more than 60 actions (water flow regulators, low energy lamps, rain recover, recycling gray water, etc...) in order to improve the use of environmental resources and track the Group's performance over time and identify areas for improvement.

In 2008, Accor launched a new towel reuse program which gives genuine value to the ecofriendly gesture made by its guests: « **for 5 towels reused, 1 tree is planted** ». In mid-2010, **1,000 hotels have financed the planting of one million trees worldwide** and thanks to the support of the employees and the customers, the Group maintain its objective of financing three million tree-plantings by 2012.

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## Notes to editors

### About MGallery

**MGallery** is a collection of upscale hotels that are remarkable in their personality. They will appeal to individual travelers looking for distinctive services or seeking a place with a true soul.

Whether located downtown or in prime tourist areas, each hotel in the collection offers a distinctive setting in which guests will enjoy an original hotel experience reflecting a philosophy of pleasure.

Launched in September 2008 by Accor, it now extends to the five continents with 30 properties and will comprise 100 hotels by year-end 2012.

More information about the hotels in the MGallery collection is available at the [mgallery.com](http://mgallery.com) website.

### About Novotel

As the mid-scale hotel brand within the Accor group portfolio, **Novotel** offers close to 400 hotels and resorts in 60 countries, situated in the centre of major international cities from business districts to tourist destinations. Novotel's consistently high standard of service contributes to the wellbeing of both business and leisure travellers: think spacious, modular-design guestrooms, balanced cuisine available 24/7, excellent meeting facilities, attentive staff, dedicated children's areas and rejuvenating wellness facilities. The Novotel group is a pioneer in sustainable development and all Novotel hotels participate in the Green Globe worldwide environmental certification programme.

More information on Novotel hotels: [novotel.com](http://novotel.com).

### About Mercure

For more than 35 years, within the Accor Group, **Mercure** has exemplified **expert hospitality and personalised service**. Operating in more than 50 countries around the world, Mercure boasts hotels with **distinctive personalities** carefully preserved through the type of services offered and the decor, both of which vary from one hotel to the next. The hotel managers and staff of the 690 Mercure hotels are **hospitality professionals**. Attentive and available, they are ready to listen and make sure their guests enjoy a stay full of genuine moments of pleasure and relaxation in a truly warm and comfortable setting. More information on Mercure hotels is available on [mercure.com](http://mercure.com).

### About ibis

**ibis**, the worldwide economy hotel brand of the Accor group, offers consistent quality accommodation and services in all its hotels, for the best local value: a well-designed and fully-equipped en-suite bedroom, major hotel services available 24/7 and a wide choice of on-site food and beverage options. The quality of the ibis standard has been recognised by the International Organization for Standardization certification ISO 9001 since 1997. ibis is also the world's first hotel chain to demonstrate its environmental commitment through securing the ISO 14001 certification, which has already been awarded to nearly one third of its hotels.

Established in 1974, ibis is the European leader and one of the first economy hotel chains in the world, with more than 102,000 rooms and 861 hotels in 45 countries, including [XX] in [country].  
For additional information, please visit [www.ibishotel.com](http://www.ibishotel.com)

**About Accor's Franchise Agreements:**

Accor's franchisees benefit from:

- A varied, worldwide portfolio of 13 brands to suit all needs, ranging from luxury to low cost
- Powerful global distribution networks
- An exclusive industry leading booking and reservation system called TARS (Travel Accor Reservation System)
- A committed sales force
- A worldwide, multibrand loyalty programme called A|Club

**Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,100 hotels and close to 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.

**Accor**

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