

Press Release

Cairo,
January 23, 2010

Accor Egypt Sponsors Annual French Travel Agents Conference in Luxor to Promote Tourism Industry

Accor Egypt is sponsoring this year's annual French travel agents conference held in Luxor from January 22-26, with 450 participating French travel agents.

The Minister of Tourism, Mr, Zoheir Garranah is attending the opening ceremony, which is held at Sofitel Karnak Luxor.

Through this four-day conference, organized by a French Travel Agencies organization (SNAV) and the Egyptian Tourism Authorities, Accor Egypt aims to promote Egypt as a distinguished tourist destination, especially Luxor with its recent renovations, which have made it a modern and vibrant city while maintaining its historical charm.

"Accor Egypt's sponsorship of this conference comes as part of our strategy to promote Egypt's tourism industry, especially from the French market, as Egypt welcomes around 550.000 French tourists yearly, which is the 5 issuing market for the national tourism sector. We also answered positively to this partnership with the Egyptian Tourism authorities because it was a good opportunity to boost the Upper Egypt destination. With its rich history, fascinating location along the Nile and ideal weather, Luxor caters to the many needs and preferences of French tourists. This is a great opportunity for French travel agents to visit Egypt to see some of its most fascinating sites, as a way of increasing interest in the country in general and in Luxor specifically," said Thierry de Jaham, Managing Director Accor Egypt.

The four-day program includes visits to Luxor's most notable landmarks and monuments, with a closing ceremony at the Temple of Habo on the western bank of Luxor.

With one third of the world's known monuments, Egypt is a significant destination for tourists from all over the world. Egypt attracts a wide range of elite to middle class tourists with a variety of travel purposes including recreational, business and medical. The increase in international hotel management chains has resulted in greater competition in the industry, which has led to enhanced services and benefits to tourists, making Egypt a superior destination worldwide.

With 18 hotels in 9 cities, Accor Egypt covers midscale to luxury brands operating in Cairo, Alexandria, Ismailia, Hurghada, Sharm El Sheikh, Dahab, Taba, Luxor and Aswan.

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.

For further information, please refer to www.accor.com

Nadine Fayed- Media Relations Executive Promoseven Weber Shandwick
Tel: +202 330 48 560/ 1/2/ 3- Fax: +202 330 47 213 - Cell: +2 012 7989076
nadine.fayed@ws-mena.com