

Press release

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Accor receives Hospitality Management Team of the Year Award

Accor recently received the 'Hospitality Management Team of the Year Award' at the Africa Investor (Ai) Tourism Investment Awards that took place at the Ai Tourism and Infrastructure Investment Summit, hosted in Mpumalanga. The award is in recognition of Accor's business practices in Africa.

According to Philippe Trapp, managing director of Accor Southern, Eastern Africa and Indian Ocean, "This award is testament to the commitment and diligence of Accor's staff in upholding the brands values and objectives - innovation, a spirit of conquest, performance, trust and respect. These values have always been a guiding philosophy and it is rewarding to know that Accor received 60% of the nominations for this award from our valued hotel guests and business partners. We recently opened our 100th hotel in Africa and with seven brands available on the continent ranging from low-cost to luxury, Accor is proud to be a key role-player in the development of tourism in Africa."

The following criteria were used as key differentiators to assess how business is carried out at each of the eight leading hotel groups competing for this award:

- Market share and financial performance
- Occupancy rates
- Brand development
- Guest satisfaction
- Food and beverage excellence
- General management
- Event management
- Environmental preservation
- Return on investment
- Skills transfer and training
- Job creation

"The quality of all the participants was even higher this year and it's a testimony to the increasing standards across Africa and particularly to the winners," said Geoffrey Lipman, former Assistant Secretary-General, United Nations World Tourism Organisation (UNWTO) who chaired the judging panel for the 2011 Tourism Investment Awards.

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,200 hotels and over 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.

About Accor Africa

With 100 hotels in 18 African countries, and more opening, Accor is the leading provider of Hospitality in Africa with seven brands, from low-cost to luxury, the ultimate PAN African one stop partner in travel solutions. Within South Africa, the company is better known for its Hotel Formula 1 and Mercure brands, which are situated in the countries key business hubs.