

Press Release

March 25th, 2011

Accor – most popular employer in the hotel industry

Accor Austria received the 2011 Great Place to Work® award yesterday. The company is thus No. 11 out of 57 participating enterprises and Austria's most popular employer in the hotel and tourism industry. The internationally renowned award recognizes the numerous efforts undertaken by the hotel group on behalf of their employees.

The presentation of the Great Place to Work® business award took place yesterday (Thursday, March 24, 2011) at the Federation of Austrian Industries' "Haus der Industrie" in Vienna. Accor was honored as best employer and only award winner in the Austrian hotel industry. Stéphane Engelhard, COO Accor Austria, accepted the award: "We owe this award first and foremost to our employees, who assessed us so honestly. A hotel cannot be successful without satisfied employees. Their behavior exemplifies our values, and they contribute most to Accor Hotels' success."

Our employees – our most important asset

"Accor is a service company, and we know that people are what matters. The special thing about us is that we give the best for our guests and our employees, which is why our hotels have such good work climates as they do today."

The management ethics Accor adheres to is one of the main cornerstones of employee relations. "You cannot dictate a sense of responsibility or common sense. We attempt to look beyond guidelines and principles to ensure that Accor remains a respectful and respected company," says Kris Vanden Eynde, HR director at Accor Austria. Everyone who embarks on a career with Accor becomes part of the company not only because of their professional qualifications but also because of their personality and their social and emotional skills.

"Best Place to Grow"

"Our goal is to keep on getting better," is Engelhard's rallying cry for the future. For this purpose, the global company project "ARIANE 2015" was started in early 2010, and every employee can take part in helping establish Accor as one of the Best Places to Grow. Numerous success stories and best practice examples are proof of the fact that Accor is approaching its goal. Additionally, Accor attaches the greatest importance to its managers being personally present in employees' everyday work life, in order to guarantee a permanent flow of information. This takes place for instance through internal newsletters, the intranet and the staff magazine "Mosaic", which is published three times a year.

"Accor's Open Door Policy, regular employee surveys and numerous feedback opportunities 'from bottom to top' make this company one of the best employers in Austria. We can learn and grow together. Our HR philosophy of professional and personal development is part of our corporate culture," says Engelhard.

What employees had to say

The crucial factor for this award being granted to us was our employees' anonymous assessments. They were asked to list what makes Accor special as an employer, and their assessments were extremely positive:

"Employees enjoy a lot of individual responsibility, and they can implement their own ideas and apply their creativity. New ways of doing and looking at things are accepted and appreciated."

"Everyone gets a birthday present."

"I can do very many different things, which I like a great deal. Particularly the direct contact with customers, the team spirit in the entire organization as well as the good working environment [...] have contributed a great deal to the fact that I can fully identify with the company. I think the possibility of reconciling work and family life is proof that Accor is truly a family-friendly company. I am proud to work for Accor."

"Accor accepts and understands the situation of working mothers."

"Management staff can be approached everywhere and at all times. A corporate culture that allows mistakes promotes individual commitment."

About Great Place to Work®:

The Great Place to Work® Model reflects the statements given by employees in surveys, summarizing what makes attractive employers. The various subjects that employees mention are then condensed into an index (Trust Index®). The Great Place to Work® Method has been successfully used in the U.S. in cooperation with national research and media partners since 1984. Today Great Place to Work® is represented in more than 40 countries worldwide and is among the most renowned international business awards. The European competition, which is coordinated by the Great Place to Work® Institute Europe, originated in an initiative by the European Commission in 2002. The goal was to strengthen companies' competitiveness and to improve the quality of people's workplaces. For further information about the award, please go to: www.greatplacetowork.at

About Accor:

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,200 hotels and more than 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. In Austria, Accor is present with 31 hotels, offering more than 4,000 rooms. About 750 employees give guests and partners a warm welcome each day. www.accor.com

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