



## Press Release

Dubai, UAE, 19 April 2011

# Accor Enters Direct Connect Partnership with Destinations of the World

## Accor's dynamic rates and world-wide inventory to be distributed by Destinations of the World

**Dubai, UAE:** Accor, one of the leading hospitality groups in the region has formally signed a Direct Connect partnership with Destinations of the World (DOTW), a leading global wholesale travel company, to give DOTW customers access to most of the 4,100 Accor hotels around the world.

Christophe Landais, Managing Director, Accor Middle East said: "Today's digital-savvy generation are increasingly booking their hotel stays online. This behaviour has led us to adapt quickly by providing our trade customers with easy online access to our best available rates. Our Direct Connect partnership with Destinations of the World enables us to be at the forefront in servicing this market. We're delighted to be able to provide their 150,000 strong customer base instant access to the latest availability and dynamic pricing across our hotels."

DOTW's 150,000 travel trade customers are now able to directly connect to Accor's network of hotels across 90 countries via the online reservation system DOTWconnect. Customers can access rates, including Best Available Rates (BAR) and Advance Purchase Rates (APR), for hotels operating under Accor's broad portfolio of hotel brands such as Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio and ibis.

"We are delighted to supplement our distribution of Accor hotels with the addition of dynamic rates and inventory distribution," said Keith Fernandez, Group Managing Director, Destinations of the World. "Our partnership with Accor provides our customers with seamless access to a world-renowned hotel operator and its wide-ranging offering of hotels globally – from luxury to budget – as well as the best available rates. This direct connect partnership with Accor is another significant step towards our goal to add an additional 50,000 hotels to our portfolio, and best meet the needs of a planned increase in distribution to over 450,000 points of sale globally, by the second quarter of 2011."

Accor Middle East has strengthened its regional sales force under the leadership of Vice President of Sales, Distribution & Marketing Philippe Seguin, who drives Accor's sales direction in the Middle East through a dedicated office in Dubai. The objectives are to support all travel agencies and corporate companies' hotel needs for their customers and employees in the region or internationally.

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### Accor Middle East:

Accor ME is one of the fastest growing hospitality groups in the Middle East. Currently, the company's regional portfolio includes a total of 54 operational hotels in ten countries. Among the existing global brands ranging from Sofitel, Novotel, Mercure and ibis, new brands such as Pullman and Adagio are emerging as strong players in the region.

With over 25 years of regional experience, Accor ME is the first to establish a training academy. Dubbed as Tamheed – Accor Academie Middle East, the training facility is dedicated to educate and prepare staff at all levels and ensure optimal career development.

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### **About Accor:**

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

### **About Destinations Of The World:**

Destinations of the World (DOTW) is a leading global travel industry wholesaler with a network of 21 offices in 16 countries worldwide including over 400 multilingual professional staff providing sales, operations, finance and IT support to their travel trade clients around the globe.

DOTWconnect, DOTW's state of the art Online Reservation System, currently connects over 150,000 travel agents worldwide to suppliers in more than 1,200 cities around the globe. DOTWconnect's key successful features include XML, White Labelling, controlled Online Contracting and Supplier extranet. Launched in February 2008, v2.0 was launched only one year later and dynamic feature updates are constant to meet the growing needs of our expanding markets and customers.

For more information about Destinations of the World please visit [www.dotw.com](http://www.dotw.com)

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