



Press Release

Dubai, UAE, 6 Mai 2011

Accor grows Pullman's regional network with first Pullman hotel in Qatar

The upscale and innovative service of the Pullman Hotels & Resorts brand is set to make its debut in Doha, Qatar which has been formalized by a partnership between Accor Middle East and His Excellency Sheikh Khalid Bin Hamad Bin Abdullah Al-Thani. The first Pullman hotel in Doha will be located in the West Bay area, the upscale business district of Doha, and set to be completed by 2014.

Christophe Landais, Managing Director Accor Middle East, said: "We are honoured to partner with and support the long-term vision of His Excellency Sheikh Khalid Bin Hamad Bin Abdullah Al-Thani, by developing an internationally 5-star hotel in Qatar under the Pullman Hotels & Resorts brand".

"Qatar's growing importance as a leisure and business destination has established Doha at an international hub. A significant surge in the number of corporate and MICE travelers visiting Qatar has been observed over the last few years thanks to the development of world-class infrastructures in Doha."

His Excellency Sheikh Khalid Bin Hamad Bin Abdullah Al-Thani, owner of Pullman Doha, said: "Qatar's expansion of its tourism and hospitality sector, particularly in Doha, is pushing ahead at a rapid rate, keeping pace with its overall programme of economic expansion. Our partnership with Accor, the world's leading hotel operator and market leader in Europe, enables us to support Qatar's vision in being one of the top destinations which can offer exclusive experiences par excellence. We are proud to introduce a well-known hotel brand such as Pullman in the Qatari market. Confident with Accor's expertise in managing hotels, we know that together we can expand Pullman's growth in the upscale segment."

The prestigious Pullman brand, specially featured to cater to the MICE (Meetings, Incentives Conferences and Events) market, has carved a niche in the fast growing upscale business hotel segment, and has grown rapidly within 2 years to a network of 59 distinctive properties across the world.

The Pullman Doha West Bay will feature 470 keys (373 rooms and 97 serviced apartments), extensive meeting space including a ballroom of over 1,300sqm and an extensive range of F&B facilities, including 3 restaurants. The property is currently under construction, progressing at a very fast pace, with excavation works having been recently completed and design process now well progressed.

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Landais believes that the timing is in perfect keeping with Accor's expansion plans. "Pullman is a brand that has long been associated with sophisticated business frequent travelers and tourists, and has maintained a reputation of innovation and comfort in a highly demanding market."

The opening of Pullman Doha West Bay in 2014 will follow the successful opening of the Pullman Dubai Mall of the Emirates in September 2010. Accor will soon reinforce the presence of the Pullman brand in Dubai with the opening of the Pullman Dubai Jumeirah Lake Towers early in 2012 and the refurbishment of the Deira City Centre hotel which will be managed by Pullman in the coming months.

Accor targets major cities such as Abu Dhabi, Riyadh, Jeddah, Muscat, Damascus, Amman, Beirut, Cairo and Alexandria for the development of the Pullman brand in the region, which will cover 13 major Middle-Eastern countries representing a potential network of 15 to 18 Pullman hotels.

Accor;

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 ME:

Accor ME is one of the fastest growing hospitality groups in the Middle East. Currently, the company's regional portfolio includes a total of 36 operational hotels in nine 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.

Press Contacts:

Andrea Krenn

Action UAE

Andrea.k@actionprgroup.com

Tel. +971 4 3902974

Ferial Kurimbux

Accor ME

ferial.KURIMBUX@accor.com

Tel. +971 4 377 2501