



**Press Release**  
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## **all seasons, the all-inclusive brand from Accor, continues to expand**

**The Accor Group strengthens the presence of its all seasons brand in Italy with the opening of the Torino Porta Nuova, taking its total number of Accor hotels in the country to 55.**

Following on the openings in Acireale and Venice Marghera, **all seasons** has arrived in Turin with all seasons Torino Porta Nuova.

The hotel chain launched by the Accor Group in France in 2007 now has over 120 hotels in 11 countries. The new unit brings the total of Accor hotels in Italy to 55, operating under the brands **Sofitel, Pullman, MGallery, Novotel, Mercure, ibis** and **all seasons**.

**all seasons Torino Porta Nuova** is housed in a period residential building fully refurbished in 2011, with carefully refined fittings and furnishings, and a warm, modern décor throughout. All guests can enjoy its range of quality services, discovering the benefits of staying in an international economy plus hotel.

The location in historic downtown Turin could hardly be more convenient, 50 yards from the main Porta Nuova train station and the city terminal for Caselle airport, and just a few minutes' walk from Via Roma, Turin's prime shopping street, and Piazza San Carlo with its elegant historic cafés.

It's also the ideal base for business trips and visits to the Lingotto and Torino Incontra trade fair and convention centers. "The decision to become part of a world leader in hospitality like Accor," says hotel manager Andrea Pasquarelli, "had a lot to do with the special features that typify **all seasons**: from non-standard decor for rooms and public spaces, to the possibility of offering comfort, freshness, innovation and technology at a competitive price. And lastly," concludes Pasquarelli, "the competitive advantage of providing optimum solutions for both business and family clients."

Functional and original design, blending simplicity with cheerful color, sets the keynote for the hotel. The **all seasons** style is design-driven, starting with the choice of furnishings and continuing through the carefully studied lighting patterns and meticulously planned layouts for rooms and public spaces. Guestrooms vary in size from 24 to 31 m<sup>2</sup>.

These characteristics set the tone in the **57 guestrooms** and public areas of the all seasons Torino Porta Nuova, expressing the spirit and creativity of the brand through functional, modern furnishings, color schemes and design features that give a tasteful personal touch to every space.





The **all seasons** all-inclusive package offers a room (for one or two people), buffet breakfast and free Internet connectivity at a special introductory price of € 56 a night.

The **all seasons** brand is a revolutionary approach to the economy hotel concept, offering to both business and leisure clients the authentic charm of an independent establishment, joined to the hospitality know-how of a major international hotel group.

To find out more about the full range of all seasons offers, visit [www.all-seasons-hotels.com](http://www.all-seasons-hotels.com)



#### **About all seasons**

*all seasons is the non-standardized hotel chain from Accor that revolutionizes the concept of the economy hotel, based on the core values of quality, simplicity, generosity and conviviality. The 'all-inclusive' package at all seasons offers guests a room, healthy and nutritious buffet breakfast and free Internet connectivity. Located in city centers or business districts, each hotel has a different personality and its own unique style: all seasons is a byword for simplicity, color, light, energy and sense of humor. In 2011 the network includes 120 hotels in 11 countries.*

*For more information: [www.all-seasons-hotels.com](http://www.all-seasons-hotels.com).*