



**Press Release**  
**Vienna, May 25<sup>th</sup> 2011**

## **Dating with [www.franchisetest.at](http://www.franchisetest.at)**

**Accor presented its latest franchise brand, all seasons on the occasion of the real estate and investment fair “Real Vienna”. Many interested parties confirmed the potential at the hotel market; the recently developed online franchise test will serve as a feature tool for the expansion.**

Can I win with a hotel franchising? Is a partnership possible with a strong brand and if so, how does it look like? Accor Austria took advantage of the real estate and investment fair Real Vienna to introduce its successful economy plus hotel brand all seasons to potential partners. The influx of prospects was great. Peter Peer, responsible for Accor hotel development in Austria, has got an online franchise test developed and presented it to the public for the first time: "We are looking for partners for a shared successful future in the hotel business. Franchising currently has as much potential as never before, and with [www.franchisetest.at](http://www.franchisetest.at) we want to deliver a practical tool for a self-test. After a few minutes you know whether an initial conversation makes sense. So far, we have got very positive feedback and also established further contacts during the Real Vienna. I am confident that we are able to close some gaps in the economy segment with franchise partners soon."

### **all seasons room in a truck**

Accor is using the change in the urban economy segment with the brand all seasons, which brings the best conditions to the Austrian market: a reduced scale of offers in a very high quality though and all-inclusive. The hotels follow a design, but are not standardized. This opens up great possibilities for the conversion of existing hotels. With the all seasons truck Accor has made the new hotel concept at the Real Vienna come alive. It has been a success due to the many interested visitors in the truck. Peter Peer: "Franchising is a sales accelerator. Our franchise concept is the basis of a fair and reasonable balance between the hotelier and Accor. I am pleased that our handshake and our strong brands are of so much interest!"

More information on: [www.hotelentwicklung.at](http://www.hotelentwicklung.at) or [www.franchisetest.at](http://www.franchisetest.at)

#### ***all seasons:***

*all seasons, the new hotel brand of the Accor group, is the first non-standardized hotel brand in the Economy plus segment. The all-inclusive package includes breakfast, soft drinks and Wi-F in the room rate. Each all seasons hotel has its own individual design concept and convinces with its young and charming atmosphere both leisure and business travelers. all seasons hotels are located in city center locations and major business centers. Accor already has more than 120 hotels in France, Germany, Great Britain, Italy, Australia, New Zealand, Thailand and Indonesia that are mainly run as a franchise. For more information, visit [www.all-seasons-hotels.com](http://www.all-seasons-hotels.com).*



**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.*

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