



## Press release

Dammam, Kingdom of Saudi Arabia June 2011

# Accor expands its midscale network in Saudi Arabia with the opening of its first Novotel hotel in Dammam

**Accor's first Novotel hotel in Dammam has recently opened, adding 159 rooms to Dammam's midscale hotel market and boosting potential to promote the city as a key hub for visitors whether travelling for business or leisure.**

The opening of Novotel Dammam Business Park comes hot on the heels of Accor's recent signing of two new hotels in Jeddah and two hotels under construction in Riyadh and Yanbu. It is part of the group's fast-paced development platform for Saudi Arabia.

Located at the heart of the Dammam Business Park, an integrated business complex, close to the capital of the Kingdom's Eastern Province, the hotel has direct access to the Al Khobar - Dammam highway and is only 25 minutes drive from King Fahd Airport and 20 minutes to downtown Al Khobar.

Christophe Landais, Managing Director, Accor Middle East commented "the Novotel Dammam hotel is the newest addition to Accor's current network of 11 properties in the Kingdom and aims to serve both business and leisure travellers; offering a simple, well-designed, modern hotel as well as superior facilities and services".

The hotel expects to cover all markets with appeal to business travelers for group business as well as families traveling to Dammam for shopping or short city breaks. The new hotel has unique offerings such as Meeting@Novotel – tailored to make every event a success and Family&Novotel - tailored offers to make every family stay warmly remembered.

H.E. Sami bin Abdul Mohsen Alhokair, Deputy Chief Executive Officer and the Executive Vice Chairman of Al Hokair Group for Tourism and Development, owner of Novotel Dammam Business Park said: "The opening of our new property, Novotel Dammam Business Park, is an important milestone for us. It signals our initial partnership with Accor, one of the world's most respected hotel operators. We trust in their extensive experience in managing world-class hotels and we believe that this new hotel will perform successfully. It represents an exciting opportunity for Al Hokair Group to introduce its distinctive portfolio of world-class hotels."

The hotel has a total of 159 rooms of which 22 are suites, 29 are superior rooms, 108 are standard rooms including two special needs rooms across six floors. Many of the rooms are interconnected and suitable for families with young children. All rooms feature IDD telephones, satellite flat screen TV,



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high speed Internet and WiFi connections, as well as 24-hour laundry service and an all day snack service.

A variety of dining options includes “The Square”, an all-day dining restaurant which offers an international buffet service with Arabic, Mediterranean, and Oriental flavours. The 24-hour Lobby Coffee Lounge for a relaxing tea or coffee with friends in a vibrant yet cozy ambience or as a convenient chill-out venue to meet up with friends after-work hours, completes the selection.

The new Novotel is part of a planned network of 15 Novotel hotels in the region: 9 Novotel hotels with 2,030 rooms are currently in operation and 6 hotels with 1,590 rooms are under development in Syria and the UAE which are set to open by 2014.

Accor Middle East will have a total of 76 hotels throughout the Middle East, of which 55 are operational and 21 are under development.

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### Novotel

As the mid-scale hotel brand within the Accor group portfolio, Novotel offers close to 400 hotels and resorts in 60 countries, situated in the centre of major international cities from business districts to tourist destinations. Novotel's consistently high standard of service contributes to the wellbeing of both business and leisure travellers: think spacious, modular-design guestrooms, balanced cuisine available 24/7, excellent meeting facilities, attentive staff, dedicated children's areas and rejuvenating wellness facilities. The Novotel group is a pioneer in sustainable development and all Novotel hotels participate in the Green Globe worldwide environmental certification programme. More information at [Novotel.com](http://Novotel.com).

### 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 55 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.

### 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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