



Press Release

Jeddah, Kingdom of Saudi Arabia, June 2011

Accor Strengthens Presence in Saudi Arabia

Accor, one of the leading hospitality groups in the region, and Al Mohammadia Almotahda for Real Estate Investment Company, have announced the signing of a management contract to develop a multi-segment property in Jeddah, which will include an ibis hotel and an Adagio hotel, which are due to open in 2014.

Commenting on this signature, Christophe Landais, Managing Director Accor Middle East, said: "We are proud to progress our partnership with Al Mohamadia Almotahda, further expanding the Accor network in Jeddah which has a huge potential for growth in the travel and tourism sectors. It is a natural next step for us as together we have made our first stride with the ibis brand in the Kingdom with ibis Riyadh."

ibis Jeddah will be the third ibis hotel in Saudi Arabia, after ibis Riyadh and Ibis Yanbu, both to open in 2012. The hotel will feature 180 well-equipped rooms and will offer both business and leisure travelers quality accommodation and service at competitive prices.

"We are also pleased to announce the launch of the brand Adagio City Aparthotel in the Kingdom, Adagio being the latest addition to Accor's brand portfolio. Adagio Jeddah will follow our regional strategy of developing the brand in key business cities, with an Adagio hotel to open in Abu Dhabi in 2012. Designed to be a new network of urban residences, the Adagio chain offers mid-market apartment with à la carte services for "just like at home" stays in major destinations," Landais added.

The Adagio concept meets the very real consumer need for a city stay: an easily accessible "pied à terre", offering home comfort and the chance for guests to enjoy their stay with total freedom and independence. Adagio Jeddah will have 80 serviced apartments targeting mainly the long-stay customers as well as the local leisure clientele.



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Khalid Al Turki, Executive Manager, Al Mohammadia Almotahda, said: “We are delighted to partner once again with Accor for these two new projects. ibis is one of the most recognised and respected brands in the economy lodging segment and Adagio is an exciting new concept. With Accor strengthening its leading position in the region, we look forward to deepening our partnership with them and delivering together internationally-established hotel brands in our developments.”

The two properties will be strategically located within a fast growing business area on Malek Road, a central artery of Jeddah. Both will offer direct and easy connection to many points of interest in the city, including the Jeddah Corniche and the airport. Facilities in this cluster of hotels will include an all-day-dining restaurant, a lobby lounge café, meeting rooms, a fitness center and a swimming pool.

The Saudi market is a key and strategic focus in Accor’s regional development strategy, as demonstrated by the five upcoming hotels currently under development (Novotel Dammam Business Park, ibis Riyadh Olaya Street, ibis Yanbu, ibis Jeddah and Adagio Jeddah). At horizon 2014, approximately 15 Accor properties will be operational in the Kingdom.

Ends

ibis

ibis, the worldwide economy hotel brand of the Accor group, offers consistent quality accommodation and services in all its hotels, for the best local value: a well-designed and fully-equipped bedroom, major hotel services available 24/7 and a wide choice of on-site food and beverage options. The quality of the ibis standard has been recognized by the International Organization for Standardization certification ISO 9001 since 1997. ibis is also the world’s first hotel chain to demonstrate its environmental commitment through securing the ISO 14001 certification, which has already been awarded to one third of its hotels.

Established in 1974, ibis is the European leader and one of the first economy hotel chains in the world, with more than 104,000 rooms and 900 hotels in 48 countries;

For additional information, please visit www.ibishotel.com.



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Adagio

Adagio City Aparthotel already comprises 30 Aparthotels, with about 4 000 apartments in Aix-en-Provence, Annecy, Basel, Berlin, Bordeaux, Brussels, Grenoble, Marseille, Monaco, Nantes, Paris, Rome, Saint-Etienne, Strasbourg, Toulouse and Wien. Many openings are planned for 2011/2013: Munich, Caen, Vincennes, Abu Dhabi, Liverpool, Moscow, Kaluga (Russia), Cologne, ...with an ambition: develop 90 Aparthotels (opened and planned) across Europe by 2015.

For additional information, please visit <http://www.accor.com/en/press/brand-portfolio/adagio.html>

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 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.

About 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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