

Press release

October 20th, 2011



Accor ME Hosts Exclusive Investors' Night at its luxury hotel Sofitel Dubai Jumeirah Beach

Dubai, UAE: Denis Hennequin, Accor Chairman & Chief Executive Officer, along with the Accor Executive Committee team, welcomed selected Middle East investors from the UAE, Saudi Arabia, Qatar, Kuwait, Bahrain and Syria during Accor's exclusive Investors' Night which was held yesterday at Accor's luxury hotel Sofitel Dubai Jumeirah Beach.

Denis Hennequin said: "The Middle East region is a very important market for the Group's expansion plans and we are delighted to have this opportunity to meet our valued Middle East investors personally. With their support and our internationally-recognised hotel brands in the region, we plan to further expand our portfolio to reach a network of 90 hotels by 2015."

This year marks robust growth for the Accor Group which recently announced a number of major changes concerning its brands, its operational strategy and its financial objectives. The Group is now "100% hotelier" and backed by its unique and universal model as an owner, operator and franchisor from economy to luxury in all regions.

Christophe Landais, Managing Director Accor Middle East, based in Dubai, said: "We are glad to have our key Middle East investors with us tonight. Accor considers owners as crucial to the success of our business in this region. Their trust in Accor has contributed greatly to where we are today and we strive to continue our long-term relationship with them."

Accor is strongly present in ten countries in the Middle East with a current 55 operational hotels (12,308 rooms) and 23 hotels (5,802 rooms) under construction.

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Accor ME

Accor ME is one of the fastest growing hospitality groups in the Middle East. Currently, the Group'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/ibis styles, Etap Hotel/ibis budget, Formule 1, hotelF1 and Motel 6 - 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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