



Press release

Dammam, Kingdom of Saudi Arabia 2nd February 2012

Accor strengthens its presence in the Kingdom of Saudi Arabia

Top Accor delegation visits Accor's first midscale hotel in Dammam, Novotel Dammam Business Park

Dammam, KSA: Denis Hennequin, CEO and Chairman of the leading French hotel group Accor and Yann Caillere, President and Chief Operating Officer, recently visited the Kingdom of Saudi Arabia (KSA) for the official opening of Novotel Dammam Business Park. They were accompanied by Gérard Pélisson, one of the founders of Accor.

Pélisson said "Accor is strongly committed to grow its hotel network in the Kingdom of Saudi Arabia which we consider to be a very safe and stable market. The Kingdom is an important market for Accor and forms a key part of our strategic development plans for the region. Our expansion plans reflect the growing demand for high quality hotels as the tourism industry in KSA rapidly expands."

The Novotel Dammam Business Park, which was officially inaugurated in June last year, is the latest addition to the Group's network of 12 properties in the Kingdom. The new hotel adds 159 rooms to Dammam's midscale hotel market and boosts potential to promote the city as a key hub for visitors whether travelling for business or leisure.

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.

Accor currently operates 11 hotels representing 2,190 rooms in 6 different cities in KSA: Jeddah, Dammam, Al-Khobar, Makkah Al-Mukarramah, Riyadh and Khamis Mushayt. The current portfolio of Accor hotels in KSA aside from Novotel, are under the brands Sofitel and Mercure. Some of the flagship properties can be seen for example in Riyadh with Novotel Al Anoud or in Al Khobar with Sofitel the Corniche. In addition, 4 hotels are currently under construction or at design phase and will bring the network to a total of 16 hotels at horizon 2014: Ibis Riyadh Olaya Street with 176 rooms in 2012, Ibis Yanbu with 196 rooms in 2012, Ibis Jeddah Malik Road with 184 rooms in 2014 and Adagio Jeddah Malik Road with 84 studios and apartments in 2014.

Accor will have a total of 79 hotels representing 18,248 rooms throughout the Middle East by 2015, of which 56 are operational and 23 are under development.

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Novotel

Novotel is mid-scale hotel of Accor group, the first hotel operator worldwide, with over 4,200 hotels and 145,000 employees in 90 countries. 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 the area of sustainable development, and all Novotel hotels participate in the EarthCheck worldwide environmental certification program.



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Novotel offers close to 400 hotels and resorts in 60 countries, situated in the center of major international cities from business districts to tourist destinations.

More information at novotel.com

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 56 operational hotels representing 12,537 rooms 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 **more than 4,400 hotels** and **530,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons/ibis Styles, Etap Hotel/Formule 1/ibis budget, 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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