

Press Release

Dubai, United Arab Emirates, 29 May 2012

Accor and Sheikh Salem Saleh Babgi announce a new Novotel hotel in Jizan, Saudi Arabia

Accor Middle East, one of the leading hotel operators in the region, has signed a management contract with Sheikh Salem Saleh Babgi, one of the most successful and prominent businessmen in the Jizan Province, to develop a Novotel hotel in the city of Jizan, Saudi Arabia.

Sheikh Salem Babgi said: "We are happy to partner with Accor, the world's leading hotel operator and market leader in Europe. As a trusted and globally recognised partner, we are confident that together we can make Novotel the number one choice in a market place that is currently under-supplied."

Novotel Jizan will be nestled at the heart of Jizan, in the South West of Saudi Arabia, one of the fastest growing provincial cities of the country. With its coastal situation along the Red Sea, the city is an important gateway between the Middle East, Europe and Africa. Its recently upgraded regional airport services around one million passengers per year, ensuring strong business and tourism fundamentals, moreover supported by key infrastructure projects underway such as Jizan Economic City and Jizan University.

The hotel, which is currently under design, is due to open by 2015. It will offer 200 well-appointed rooms and suites, several F&B outlets, banqueting facilities and meeting rooms, leisure and recreational facilities including a swimming pool and a fitness & wellness centre. It will be strategically located on the city Corniche, providing great sea views from the hotel rooms and public facilities. Located at short distance from the airport, it will be the ideal destination for any traveller coming to Jizan.

Christophe Landais, Managing Director Accor Middle East, said: "We are also truly honoured to join forces with a high-profile and reputable partner like Sheikh Salem Babgi in this exciting venture, which will certainly contribute in the promotion of Jizan as key regional destination. Our



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partner's long-term vision for tourism matches with our mandate of providing internationally-branded accommodation, through our Novotel brand, in Saudi Arabia.”

The new hotel grows Accor's rapidly expanding Novotel network in KSA, as it will join the existing Novotel Riyadh Al Anoud and Novotel Dammam Business Park that have already positioned the Novotel brand as a reference in the Saudi hotel market.

Currently, Accor operates ten Novotel hotels in the Middle East representing 2,210 rooms (four in Egypt, three in the UAE, two in KSA and one in Bahrain). Eight additional properties are committed for development in the region, creating a network of 18 Novotel hotels and 4,200 rooms by 2015.

Accor's current regional portfolio of 57 hotels includes ten operational hotels in the Kingdom. Out of the 23 new hotels planned to open by 2015, five will open in KSA: ibis Riyadh Olaya Street (2012), ibis Yanbu (2013), ibis Jeddah Malik Road (2014), Adagio Jeddah Malik Road (2014) and Novotel Jizan (2015).

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 57 operational hotels representing 13,672 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 92 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 more than 180,000 employees* in Accor brand hotels worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

*Including 145,000 in owned, leased and managed hotels



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Novotel

Novotel is the 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.

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

Press Contacts for Accor :

Andrea Krenn
Action UAE
andrea.k@actionprgroup.com
Tel. +971 4 3902974

Ferial Kurimbux
Accor ME
ferial.kurimbux@accor.com
Tel. +971 4 3951513