

THE OPENING OF THE PULLMAN BRUSSELS MIDI **BELGIUM'S FIRST PULLMAN HOTEL** **IS LOCATED IN THE HEART OF BRUSSELS' VIBRANT GARE DU MIDI**

Pullman, Accor's upscale international brand, announces the opening of its 80th hotel, the Pullman Brussels Midi. This hotel's striking design by Jean-Philippe Nuel, its location in the heart of the Gare du Midi railway station and its ground-breaking technologies, guarantee guests a vibrant, cosmopolitan and in style stay. The Pullman Brussels Midi meets the expectations of hyper-connected, mobile, seasoned travelers.

The Pullman Brussels Midi: a cosmopolitan hotel at the center of Europe

The Gare du Midi is Belgium's first high speed train station and a busy communication hub at the heart of Europe. Hundreds of thousands of travelers journey through this station every day on their way to neighboring countries and Europe's major capitals. The station's vast renovation project has injected new life into the Midi district. The Pullman Brussels Midi, the first hotel to open on the site, allows guests travelling by Eurostar, Thalys or TGV, to set down their suitcases, just minutes after getting off the train.



The hotel's interior is entirely the work of designer Jean-Philippe Nuel and features a setting in which work and relaxation are definitely not incompatible.

"The location of the Pullman Brussels Midi was a real inspiration in itself. I designed a calm, peaceful environment through the choice of both the tones and the materials I used, so guests could escape the station's bustling atmosphere and perpetual movement. It's a return to the spirit of the 19th century, when upscale hotels were located inside stations. It's a way of harking back to the brand's origins, while instilling modernity through a contemporary style," explains Jean-Philippe Nuel.

The design and architectural choices made for the Pullman Brussels Midi, its lobby, rooms and restaurant areas, were intended to create a sense of peace, tranquility and easy living. The color schemes used in the various spaces are inspired by chocolate and Flemish still-life paintings. The use of wooden parquet flooring in some rooms further enhances the restful atmosphere.

The hotel layout is designed around a magnificent staircase that links the lobby to the areas located on the floors above. *"This staircase, which is intended as a hallmark feature of the Pullman Brussels Midi, connects all the hotel's key areas – the lobby, meeting rooms, bar and restaurant. It allows the customer to take a vertical walk through the hotel, as it were," explains Jean-Philippe Nuel.*

The Pullman Brussels Midi : a hotel where guests work hard and play hard

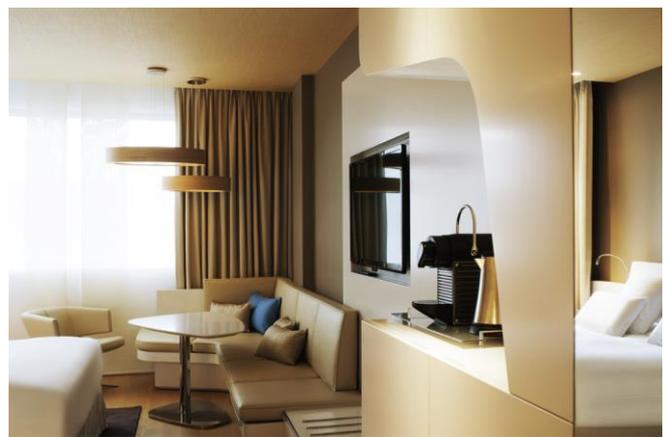
The Pullman Brussels Midi offers the brand's best signature services: the Welcomer, the Pullman bed, optimal connectivity thanks to the Connectivity by Pullman concept (high-speed fiber optic Wi-Fi throughout the hotel, Quadriga's Personal Media Network™ mobile application), the Pullman Co-Meeting offer for business event organization, the Nespresso® services, Vinoteca by Pullman, and the Fit Lounge.

“As the brand's first address in Belgium, the Pullman Brussels Midi reflects Pullman's drive to set up emblematic, upscale hotels in the world's prime tourist destinations and major capital cities. We still see potential for growth in Europe in capitals like Amsterdam and Istanbul as well as in secondary cities through which we will strengthen our networks in some countries, for example the United Kingdom,” comments **Christophe Vanswieten – Chief Operating Officer Pullman Europe**

Elegant, connected, bright rooms inspired by the world of railway travel

The Pullman Brussels Midi's 237 cocoon-like rooms are stylish and bathed in soft light. The railway theme is echoed in the sofas and the luggage stand. The rooms offer a high level of comfort and all the technological equipment required to work or relax. The Pullman bed concept ensures a restful sleep and notably features memory foam pillows that help relieve tension in the neck.

Guests will find a selection of free drinks in the mini bar as well as a courtesy tray featuring Damman Frères teas. Superior and Deluxe rooms also include a Nespresso® coffee machine and a selection of free soft drinks. A Bose docking station allows guest to listen to their own music from their smartphone.



Bathroom amenities include Roger&Gallet toiletries and a spacious rain shower.

All the rooms have free WI-FI as well as Quadriga's Personal Media Network™ solution. Pullman is the first hotel brand to have adopted this revolutionary technology which facilitates seamless use of both the hotel's and the guest's technologies and makes the room an integrated environment where the TV, smartphone and tablet are synchronized to offer an unlimited range of services and content. This solution is a key feature of the Connectivity by Pullman concept. It allows guests to order room service or choose from a selection of free films, for example. Deluxe rooms and Deluxe Suites also feature a mini i-Pad.

Original food and drinks offerings in friendly, sociable settings...

The “Victor Lounge” located in the lobby, is open to all visitors, whether they are staying at the hotel or not. This welcoming venue within the station is a perfect setting where travelers can decompress, take a break in between two trains. Here, guests can enjoy Nespresso® Grands Crus coffees and a selection of Damman Frères teas at any hour of the day.



On the first floor, the “Victor Bar & Restaurant” and its Chef, Michael Bastin, offer Franco-Italian cuisine as well as a few timeless Belgian classics (such as duck breast with a Liege syrup glaze and braised endives), in a resolutely contemporary setting. Power Lunch by Pullman, allows guests to enjoy a tasty business lunch in a maximum of 45 minutes (from the moment the order is placed to the moment the bill is received) for €24. Vinoteca by Pullman offers a selection of international vintage wines, but also features noteworthy local discoveries. 19 wines are served by the glass.

The “Victor Bar & Restaurant” is also the perfect setting for convivial after work gatherings and features a range of tapas prepared in front of the customers at a “live station” in the bar, as well as Pullman’s signature cocktails, for example the White Chocolate Mojito.

In the evening, the atmosphere is more hushed and guests can dine à la carte.

The place to meet

The Pullman Brussels Midi boasts 1000 m² of meeting space, across ten rooms on the same floor. These completely modular meeting rooms are equipped with the latest technologies and can cater for up to 360 people in a theatre layout.

The two “Eurostar” seminar rooms – which feature a bay window with an impressive view of the trains’ arrivals-, the Boardroom, the four “Thalys” rooms, and three “TGV” rooms as well as the exhibition hall enable the organization of all types of business events. Pullman’s Co-Meeting concept allows participants to focus on the essential by offering an innovative approach to organizing meetings, conventions and incentives, with dedicated spaces, latest generation equipment, innovative breaks and the personalized support of a committed team (Event Manager, IT Solutions Manager).



The lounge Connectivity by Pullman, developed in partnership with Microsoft, allows customers to stay connected, print documents and work on Windows 8 computers.

Practical information:

Address: 1, PLACE VICTOR HORTA – 1060 BRUSSELS - BELGIUM

Telephone: + 32 (0) 2 528 98 00

Bookings: Pullmanhotels.com or Accorhotels.com

Rates: from €119

About Pullman

Pullman is the upscale international hotel brand of Accor, the world’s leading hotel operator, present in 92 countries with over 3,500 hotels and 160,000 employees. Located in the main regional and international cities and in prime tourist destinations, Pullman Hotels & Resorts is principally designed to cater for the requirements of cosmopolitan, seasoned travelers. The brand’s four and five-star establishments provide an extensive range of tailored services, access to groundbreaking technologies, including a new approach to organizing large-scale events: meetings, seminars and upscale incentive events. At Pullman hotels, customers can choose between being independent or be given a helping hand by staff available around the clock. The Pullman network has over 80 hotels in Europe, Africa, the Middle East, Asia-Pacific and Latin America. Our objective is to have 150 hotels around the world by 2015-2020. Pullman, like most of the brands within Accor’s portfolio, is proud to offer the

advantages of the Le Club Accorhotels® loyalty program.
Further information concerning Pullman hotels is available on www.pullmanhotels.com.

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