

Press release

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Le Club Accorhotels Welcomes Serena Williams to Host Exclusive Event at Sofitel Montreal Golden Mile

The event marks the latest V.I.P. offering that North American members can exclusively enjoy through Le Club Accorhotels loyalty program

MONTREAL – Le Club Accorhotels, Accor hotels' free loyalty program, hosted an exclusive event for members yesterday with **professional tennis player Serena Williams** at Sofitel Montreal Golden Mile Hotel. The V.I.P. event, celebrated the world's #1 ranked women's tennis player's participation at the 2014 Rogers Cup, as well as Williams' passion for France and French culture. The intimate gathering marks the latest offering from Le Club Accorhotels' "VIP Events", offering once-in-a-lifetime opportunities to members from the U.S. and Canada at Accor's 2,700 hotels and resorts around the world.

Le Club Accorhotels members mingled with the tennis star over afternoon tea and champagne, and enjoyed a special Cherry Pie dessert created by the hotel's award-winning Pastry Chef, Roland Del Monte, in honor of Williams' favorite sweet treat. The *Cherry Pie a la Roland* is featured on the menu at the hotel's restaurant, Renoir, through the end of the Rogers Cup, August 4-10.

"I love French culture, and I was delighted to join in the Sofitel Montreal Golden Mile celebration of this year's Rogers Cup," said Williams, who won her third Rogers Cup crown in Toronto in 2013. *"The event was wonderful, and I want the recipe for Chef Del Monte's cherry pie – it was awesome!"*

"We're so excited by the success of Le Club Accorhotels and being able to offer loyal guests with exclusive opportunities," added Dominique Colliat, Executive Vice President, Hotel Services, North & Central America and Caribbean. *"Serena is a big fan of the hospitality Accor provides, and her offer to spend time with our members at the start of the 2014 Rogers Cup was truly magnificent. I am honored to have Serena Williams attend our Event."*

An even more generous and caring loyalty program

The VIP event was also an opportunity to highlight members' advantages at every stage of the customer journey: before their stay, members can enjoy exclusive access to private sales with discounts of up to 50%, and during their stay they can benefit from dedicated services. Starting last month, the program **now offers Classic members up to 25% more points**; fast-tracking guests to rewards and higher tier levels (Silver, Gold and Platinum).

Le Club Accorhotels members, depending on their status, enjoy privileges in all the group's hotels around the world whatever the hotel category. Privileges range from priority welcome with rapid check-in to access to the Executive Lounge at Sofitel.

Since launching five years ago, Le Club Accorhotels already boasts over 15 million members. The free program is unique in the hospitality sector because of its flexibility: It is the only hotel loyalty program that enables customers to use their points anywhere and anytime, without date or availability restrictions.

Consult the list of partners and all the information about the program on:
<http://www.accorhotels.com/gb/leclub/>



Accor, the world's leading hotel operator, offers its guests and partners the dual expertise of a hotel operator and brand franchisor (**HotelServices**) and a hotel owner and investor (**HotellInvest**) with the objective of ensuring lasting growth and harmonious development for the benefit of the greater number.

With around 3,600 hotels and 460,000 rooms, Accor welcomes business and leisure travelers in 92 countries across all hotel segments: luxury-upscale with **Sofitel, Pullman, MGallery, and Grand Mercure**, midscale with **Novotel, Suite Novotel, Mercure and Adagio** and economy with **ibis, ibis Styles, ibis budget** and **hotelF1**. The Group boasts a powerful digital ecosystem, notably its booking portal **accorhotels.com**, its brand websites and its loyalty program **Le Club Accorhotels**.

As the world's top hospitality school, Accor is committed to developing the talents of its **170,000 employees** in Accor brand hotels. They are the daily ambassadors of the culture of service and innovation that has driven the Group for over 45 years.

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