



Press release

8th September 2010

Accor signs three new franchise agreements in London

Accor committed to becoming the leading European hotel franchisor

The world's leading hotel operator is delighted to announce that it has signed agreements with franchisees, Fairview and Euro Hotels to launch three hotels in London by the end of 2010. One of these will become a Mercure hotel, adding to the established Mercure network of over 700 midscale hotels operating in more than 50 countries across the world. The other two hotels will join the growing All Seasons network – which is unique in its positioning as a non-standardised budget brand.

The new hotels will be

- Mercure London Bloomsbury with Fairview
- All Seasons London Croydon with Euro Hotels
- All Seasons London Leyton with Euro Hotels

These latest signings are indicative of Accor's plans to add 800 hotels to the European franchise network by 2015.

In line with its global strategy, Accor has taken a major step forward in its development with the implementation of its franchisee focused 'asset light' programme for the UK market, following its success across Europe. The group has over 40 years' experience as a hotel owner, with franchisees currently accounting for over 20% of the global portfolio.

Yann Caillere, Deputy CEO of Accor, in charge of Europe/Middle East/Africa, Sofitel Worldwide, Hotel Design and Construction, stated: "Accor has an enviable portfolio of strong brands, powerful distribution and reservation systems, as well as market leading international standards of operational excellence, which makes us an ideal franchising partner. Currently the second largest hotel franchisor in Europe, Accor is well on its way to becoming number one by 2015."

Talking about the UK expansion plans, Jean-Jacques Dessors, Chief Operating Officer Accor UK and Ireland, said: "We are delighted to have signed these important alliances with Euro Hotels and Fairview, two hotel operators in the UK market. Accor's current focus is to substantially expand our business in the UK. We are confident that through our expertise as a franchisor and hotel operator, we will be able to take advantage of the significant market opportunity for mid-scale and budget hotels in this country."

Ends

Notes to editors

About Mercure:

For more than 35 years, within the Accor Group, **Mercure** has exemplified **expert hospitality and personalised service**. Operating in more than 50 countries around the world, Mercure boasts hotels with **distinctive personalities** carefully preserved through the type of services offered and the decor, both of which vary from one hotel to the next. The hotel managers and staff of the 690 Mercure hotels are **hospitality professionals**. Attentive and available, they are ready to listen and make sure their guests enjoy a stay full of genuine moments of pleasure and relaxation in a truly warm and comfortable setting. More information on Mercure hotels is available on mercure.com.

About All Seasons:

All Seasons is the 'all inclusive' Accor brand, with a package that includes the room + all-you-can-eat breakfast + broadband internet connection, and hotels that resonate simplicity, generosity, quality and conviviality. Located in city centres or activity centres, each establishment has its own personality while sharing a common colourful, bright, energetic decor and humorous brand spirit. In 2009, the network represented more than 60 hotels around France, Germany, Australia, New Zealand, Thailand and Indonesia. More information on All Seasons hotels is available at all-seasons-hotels.com.

About Accor UK and Ireland:

Accor UK and Ireland has a portfolio of 144 hotels and more than 18,000 rooms, with **Sofitel, Novotel, Mercure, Ibis, All Seasons** and **Etap Hotel**. Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,100 hotels and close to 500,000 rooms. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, All Seasons, Etap Hotel, Formule 1, hotelF1** and **Motel 6**, and its related activities, **Thalassa sea & spa** and **Lenôtre** - 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.

About Accor's Franchise Agreements:

Accor's franchisees benefit from:

- A varied, worldwide portfolio of 13 brands to suit all needs, ranging from luxury to low cost
- Powerful global distribution networks
- An exclusive industry leading booking and reservation system called TARS (Travel Accor Reservation System)
- A committed sales force
- A worldwide, multibrand loyalty programme called A|Club

Gauhar Nawab, CEO of Euro Hotels Group said: "We are very pleased to link up with Accor who we considered, after detailed enquiry, to be one of the top players in the world Hotel market. They have shown to us their undoubted experience, ambition, vision and proven abilities and we are very happy to work in partnership with them in the future".

Neil Forbes, Operations Director of Fairview hotels said: "I am confident that the reputation of Accor and the increasing awareness of Mercure in the UK will bring significant financial benefits to both Mercure Bloomsbury and Fairview Hotels and I look forward to the continuation of our relationship"

Media Contacts :

Grayling

Ravi Sunnak **Tel:** +44(0)7515 974 786 ravi.sunnak@grayling.com