

Press Release

London, 25th May, 2012

Accor joins Best Places to Work in 2012

Accor has been recognised as one of the UK's Best Places to Work in 2012 by leading workplace assessment consultancy, The Great Place to Work® Institute. In its first year of entering the list of best employers in the UK, the hotel operator has been rated 23rd place in the large companies listing – the only hotel chain representative to be included.

Offering employees a comprehensive training and development programme involving 90% of its UK workforce, Accor provides support to employees at all stages of their careers. 15% of employees are promoted or change their jobs each year and as many as 90% of Accor's Hotel General Managers have been promoted from within the company.

The award recognises Accor's longstanding commitment to its people, whereby employees receive a comprehensive benefits package in addition to quality training and exceptional career development opportunities.

As part of the assessment for the Best Workplaces programme, the Accor underwent a series of thorough evaluations across the company in the UK, including an in-depth employee survey and a management questionnaire, analysing the workplace environment for its 5,000 UK employees.

Thomas Dubaere, Managing Director Accor Hotels UK and Ireland commented: *"Ultimately, as a service industry, the hospitality sector can only be as strong as the people that make it. It is therefore vital that we work together as an industry to ensure hospitality continues to be a place where talented people want to work and career development opportunities are plentiful.*

"We are one of the strongest hotel groups in the UK market, and that's all down to our people. We place our people at the heart of our business and pride ourselves on the quality of our employees. At Accor we invest heavily in the training and development of our people. Over 100 of our hotel General Managers are graduates of our Management Development Programme, a 12 month modular course which has run since 1997. Over 70% of the people who have been through this course in the 15 years since it started are still with Accor. Last year alone 90% of our colleagues attended training programmes - our people are our business and it is essential that we grow and develop both.

"Our great workplace culture, training programmes and benefits schemes have made Accor a place where people want to work, and it is a credit to our employees that we have joined the list of the Best Places to Work in the UK in 2012."

Tom O'Byrne, Chief Executive, Great Place to Work® said: *"Accor Hotels sets a wonderful example for the industry by giving its staff the same attention it gives its guests. Happy employees can't say enough about the outstanding opportunities for internal training and job mobility, also praising the feeling of job security and a friendly team atmosphere.*

The highly diverse staff point to caring leadership shown from the top all the way down to line managers, and they truly appreciate the priority that is placed on each individual having the chance to grow and develop within the business. I am very impressed with the strong showing Accor has made in its very first year participating in the Best Workplaces programme, and I look forward to hearing even more from all its satisfied and motivated employees in the years to come."

Novotel has been recognised as an Investor in People since 1997, a unique achievement for a UK Hotel group. Ibis is an ISO9002 recognised organisation and Accor is the only hotel group to be part of the 4 key worldwide CRS indices including the FTS.

-Ends-

About Great Place to Work® Institute UK

Great Place to Work® UK is part of the world's largest research and management consultancy which operates in 48 countries and in a typical year works globally with more than 5,500 organisations representing over 10 million employees. Great Place to Work® UK runs the employee surveys, expert analyses and management consulting which go into the Best Workplaces programmes in Scotland and the UK, using a unique model based on 25 years of researching, recognising and building great workplaces.



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*

Press Contacts:

Felicity McKane

Grayling

Email: felicity.mckane@grayling.com

Direct: +44 (0)207 932 1833

Mobile: + 44 (0)7808 643021

Tommy Allez

Grayling

Email: tommy.allez@grayling.com

Direct: +44 (0)207 592 7926

Mobile: + 44 (0)7923 839512