

Press Release

London, 25th March 2013

Accor launches Adagio in the UK

Accor, the world's leading hotel operator and market leader in Europe, is launching the Adagio aparthotels in the UK.

The first UK Adagio will open in Liverpool on March 25th 2013. Located in the heart of the city, near to the Albert Dock, the Liverpool Adagio will offer for extended stays, 129 modern and spacious apartments, all with fully equipped kitchens and access to hotel services.

Thomas Dubaere, Managing Director, Accor UK & Ireland said: "The launch of Adagio is another significant step for Accor as we continue to grow our network and strengthen our brand portfolio in the UK. Accor invests in key strategically located cities. Liverpool is a fantastic city with lots on offer for business and leisure guests and the opening of this apartment hotel is proof of Accor's expansion across the UK and not just in the Capital."

Adagio Aparthotels already operates 90 aparthotels in a number of European cities including Berlin, Bordeaux, Brussels, Marseille, Monaco, Munich, Paris, Rome, Strasbourg and Vienna, By 2016 a further 150 aparthotels will open worldwide.

Vangelis Porikis, Adagio Director Central & Northern Europe, added: "The Adagio network is growing rapidly across the world and we are excited to open the first one in the UK with Accor. Located in Liverpool's iconic Lewis Building it is at the heart of the city."

Adagio Aparthotels is a joint venture between Accor and Pierre & Vacances, France's leading holiday apartment rental company.

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Press Contacts

Accor UK & Ireland PR Manager - Jennifer Cole

Email: Jennifer.cole@accor.com / Direct: +44 (0)208 237 7761 / Mobile: +44(0)750 8844664

StockWell - Chloe Maier

Email: cm@stockwellgroup.com / Direct +44 (0) 20 3427 5379 / Mobile: + 44(0)7887 638 203



Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with **more than 3,500 hotels** and **450,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis budget and hotelF1** - provide an extensive offer from luxury to budget. With more than **160,000 employees in Accor brand hotels** worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

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