

Press Release

London, 16th September 2013

Accor strengthens its UK network

New Novotel in West London

Accor, the world's leading hotel operator and market leader in Europe, is pleased to announce the signing of the Novotel London Brentford hotel, which will be operated under a lease agreement with Brentford Hotels Limited, a subsidiary of the Pedersen Group. The 202-room hotel is under construction and is due to open early 2015.

The hotel joins the midscale brand's growing network which boasts 31 Novotels in key city destinations. The brand's flagship Novotel London Blackfriars hotel opened in Southwark in October 2012 with high tech specification throughout, and Accor has also announced a new build Novotel at 40 Marsh Street, Canary Wharf which is due to open in mid-2015.

Thomas Dubaere, Managing Director, Accor UK & Ireland said: "The Novotel London Brentford hotel is an ideal location for both business and leisure travellers. It further strengthens our presence in the Greater London area and is another important step towards growing the UK network. Novotel is a key midscale brand for Accor, and this hotel, demonstrates our commitment to this segment."

With 395 hotels in more than 60 countries, Novotel hotels are located in the heart of major cities, business districts and tourist destinations. The brand offers efficiency and comfort to its business customers while satisfying the needs of leisure travellers through contemporary design, flexibility and technology.

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Notes to editors

About Accor:

Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with **nearly 3,500 hotels** and **440,000 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.

About Novotel:

As the mid-scale hotel brand within the Accor group portfolio, Novotel offers close to 400 hotels and resorts in 60 countries, situated in the centre of major international cities from business districts to tourist destinations. Novotel's consistently high standard of service contributes to the wellbeing of both business and leisure travellers: think spacious, modular-design guestrooms, balanced cuisine available 24/7, excellent meeting facilities, attentive staff, dedicated children's areas and rejuvenating wellness facilities. The Novotel group is a pioneer in the area of sustainable development. Novotel offers close to 400 hotels and resorts in 60 countries, situated in the center of major international cities from business districts to tourist destinations. In the UK there are 31 Novotel hotels.

More information at [novotel.com](https://www.novotel.com)