

Press Release

London, 24th September 2013

Accor named Eco Group of the Year at the AA Hospitality Awards

Accor, the world's leading hotel operator and market leader in Europe, is delighted to have been named the Eco Group of the Year at the AA Hospitality Awards 2013, announced last night in an award ceremony in London.

The AA Hospitality Awards are amongst the most prestigious awards in the UK hospitality industry and draw on the unrivalled knowledge and expertise of the AA members and professionals involved in the judging process.

Karelle Lamouche, VP multi-brand Marketing Services, Accor UK & Ireland: "This recognition from the AA reflects the ongoing success of our sustainability programme, PLANET 21, and our longstanding commitment to operating as a responsible and environmentally-conscious business. "This year, we announced that our Plant for the Planet program will fund 200,000 trees in the United Kingdom in a pioneering project designed to promote sustainable food production and nurture links between hotels, guests and farms. We are proud to focus our efforts on protecting the planet, its people and the environment".

Accor's sustainable development strategy, PLANET 21, which launched in April 2012, defines 21 commitments and ambitious goals looking to 2015 and includes a program to inform guests and employees and encourage them to contribute to reinventing hotels, sustainably. The PLANET 21 commitments are underpinned by seven pillars which are intrinsically linked to environmental and social responsibility issues and the need for responsible growth that will create value for everyone.

In May 2013, Accor Hotels in UK launched their agro-forestry partnership with Pur Project to mark the first anniversary of PLANET 21¹. The Group continually measures and assesses all of its initiatives to ensure that the company is always at the vanguard of sustainable business development.

So far, thanks to the laundry savings generated by the Plant for the Planet program, Accor hotels have funded the planting of 3 million trees worldwide.

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¹ This Group partnership started in April 2012 when Accor launched Planet 21 globally.

Press contacts

StockWell – Chloe Maier

Email: cm@stockwellgroup.com / Direct: +44 (0)2034275379 / Mobile: +44(0)7887638203

Accor UK & Ireland PR Manager - Jennifer Cole

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



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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