

Press Release

London, 23rd June 2014

Accor announces the signing of Pullman, Liverpool

The second Pullman brand hotel in the UK

Accor, the world's leading hotel operator and market leader in Europe, is pleased to announce it will open a 216 room hotel under its Pullman brand at the Kings Dock, on Liverpool's world-famous waterfront during the summer of 2015.

The second Pullman brand hotel in the UK, the upscale hotel will be operated by Branded Hotel Management ("BHM"), under a franchise agreement and forms part of a new development at the Kings Dock. The first UK Pullman to be newly built will be a contemporary, stylish hotel and will be a fitting addition to the new Exhibition Centre Liverpool which will be integrated with ACC Liverpool, currently home to BT Convention Centre and Echo Arena.

Accor launched the Pullman brand in 2007 with the aim of making it a benchmark for upmarket hotels worldwide. Today Pullman is a cosmopolitan, innovative and connected hotel brand for the executive traveller. The first Pullman brand hotel in the UK opened in London St Pancras in 2012 with 312 of rooms. Pullman has hotels and resorts in 24 countries, in the world's key business and tourism destinations. The network has grown very rapidly to more than 85 hotels in five years. The aim is to have 150 hotels by 2020 and 500 in the long term. Half of the brand's network is currently located in Asia-Pacific, including 15 properties in China, which has the greatest concentration of Pullman hotels.

The new Pullman will extend Accor's offering in Liverpool to cater to all markets from budget to upscale with a Formule1, ibis, ibis Styles Novotel, and Adagio all within a kilometer of the city centre.

Jonathan Sheard, SVP Operations Luxury, Upscale and Midscale Brands, Accor UK and Ireland said, "I'm delighted to announce the signing of the second Pullman hotel in the UK, offering the best of Pullman's signature services. The hotel will take inspiration from Liverpool and the Docks and offer a stylish and vibrant hotel in the heart of this important cultural hub."

Thomas Dubaere, Managing Director Accor UK & Ireland, said: "The opening of the Liverpool Pullman highlights our dedication to our upscale offering and to growing this important area of the Accor portfolio. Our pipeline of new opening continues to be strong and as we progress towards our ambitious growth target of 300 hotels in the UK and Ireland."

Bob Prattey, Chief Executive of ACC Liverpool, said: “The Pullman hotel will be the ‘headquarters’ hotel for conferences and exhibitions taking place at ACC Liverpool and Exhibition Centre Liverpool, so securing a leading, world-respected brand was imperative for us to ensure a comfortable stay for delegates and visitors. The hotel will enhance the accommodation available in the city and will be a welcome addition to our iconic waterfront.”

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Notes to editors

About Accor:



Accor, the world’s leading hotel operator, offers its guests and partners the dual expertise of a hotel operator and brand franchisor (**HotelServices**) and a hotel owner and investor (**HotelInvest**) with the objective of ensuring lasting growth and harmonious development for the benefit of the greater number.

With around 3,600 hotels and 460,000 rooms, Accor welcomes business and leisure travelers in 92 countries across all hotel segments: luxury-upscale with **Sofitel, Pullman, MGallery, and Grand Mercure**, midscale with **Novotel, Suite Novotel, Mercure and Adagio** and economy with **ibis, ibis Styles, ibis budget** and **hotelF1**. The Group boasts a powerful digital ecosystem, notably its booking portal **accorhotels.com**, its brand websites and its loyalty program **Le Club Accorhotels**.

As the world’s top hospitality school, Accor is committed to developing the talents of its **170,000 employees** in Accor brand hotels. They are the daily ambassadors of the culture of service and innovation that has driven the Group for over 45 years.

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About Pullman:

Pullman is the upscale international hotel brand of Accor, the world’s leading hotel operator, present in 92 countries with over 3,600 hotels and 160,000 employees. Located in the main regional and international cities, Pullman Hotels & Resorts is principally designed to cater for the requirements of cosmopolitan, seasoned travelers travelling alone, in clans or in teams. The brand’s establishments offer a new way of experiencing upscale hospitality. The Pullman network features more than 80 hotels in Europe, Africa, the Middle East, Asia-Pacific and Latin America. Our objective is to have 150 hotels around the world by 2015-2020. Pullman, like most of the brands within Accor’s portfolio, is proud to offer the advantages of the Le Club Accorhotels® loyalty program.

For further information: www.pullmanhotels.com.

About Branded Hotel Management (BHM):

Branded Hotel Management is a full service hotel and leisure management company that operates with its joint venture partners a portfolio of 29 hotels across the UK and Southern Spain offering some 2286 guestrooms. With the experience of developing, opening and operating international hotel brands under franchisee agreements – Pullman Liverpool represents the UK’s first new build Pullman Hotel.

For further information: www.brandedhotelmanagement.com

About Exhibition Centre Liverpool:

The arrival of the £40 million Exhibition Centre Liverpool will increase the existing 7,125 sqm of exhibition space at ACC Liverpool to 15,225 sqm of integrated and flexible exhibition space.

International construction company ISG - responsible for the construction of the 6,000 seat London 2012 Velodrome - will deliver the scheme. Denton Corker Marshall, who designed the Melbourne Exhibition Centre, is architect.

The Exhibition Centre is being delivered at no cost to council taxpayers. Funding is raised through borrowing, paid for through income generated by the centre. This type of capital borrowing is similar to a mortgage and cannot be used to fund day-to-day services, but can be invested in developments which bring economic benefits. The city council is using this 'invest to earn' approach to drive forward new developments, with any surplus ploughed back into providing services.

For further information: www.exhibitioncentreliverpool.com