



PRESS RELEASE

1 November 2009

Novotel Touches Down In Taipei

Accor makes its Taiwan debut with Novotel Taipei Taoyuan

International Airport

Shanghai, 1 November 2009 – Accor, the most dynamic international hotel group in China, proudly announced today the opening of its first hotel in Taiwan, the new **Novotel Taipei Taoyuan International Airport**. As economic collaborations between Mainland and Taiwan continue to strengthen, this newest property is well set to cater to Taiwan's fast growing business travel and leisure tourist market. Furthermore, the launch of the new hotel is strategically important for the group's development in the Greater China region where Accor has now established a presence in all major regions including the Mainland, Hong Kong, Macau and now Taiwan.

Located at Taiwan's busiest international airport, **Novotel Taipei Taoyuan International Airport** is accessible in a few minutes from the terminal building.

Designed for Natural Living, the 360-room **Novotel Taipei Taoyuan International Airport** is designed to deliver a restful stay and a comfortable work environment. All guests have free access to wifi in public areas, and rooms are equipped with LCD flat screens with an extensive international selection of TV channels. Innovative design elements are featured in all aspects of the room as well as relaxing 'rain' showers and anti-mist mirrors, dedicated flexible workspaces with high-speed internet access and an in-room safe. Guests staying on the Executive Premier Floor can access the exclusive executive lounge which offers a host of additional benefits.

Golf fanatics will be pleased to know that the hotel is close to Meilihua Miramar Golf resort. The hotel provides a complimentary shuttle bus to Taoyuan City, home to many important industrial parks, just 15 minutes away.

Downtown Taipei with its myriad of attractions such as the National Palace Museum, the National Fine Arts Museum and Taipei 101, the world's tallest skyscraper, is just 25 miles away, and the city has convenient transportation links from the airport. Taipei, with its fun night markets, quiet temples and parks, is one of the region's most dynamic and comfortable cities which, like **Novotel Taipei Taoyuan International Airport**, strikes a balance between business and leisure.

All guests can stay connected with the hotel's "Web Corner on a Mac," a comfortable space outfitted with user-friendly Apple iMacs and a full service business centre is available. For conferences or meetings, the hotel offers a 488-sqm pillar-free Grand Ballroom and five additional meeting rooms flooded with natural light and one-touch control panels for lighting, sound and multi-media equipment.

The hotel breaks down the walls that separate business and leisure travel so that guests can find the right balance between work and play. Alongside state-of-the-art meeting facilities and the latest technology, Novotel's innovative leisure services such as the 'In Balance' fitness gym filled with the latest exercise equipment, a steam room, sauna and an indoor swimming pool, providing guests of the hotel spaces to unwind and work out.

The Square is the Novotel brand's flagship food and beverage offering in Asia, with its cutting edge design and versatility moving well beyond the traditional hotel coffee shop. The Square updates the dining experience, making guests active participants, as their food is cooked-to-order, as they move through different restaurant stations. Exotic specialties from Asia are served along side great European dishes, together with new world favorites from the Americas and Australia.

As well as **The Square**, the hotel has a Chinese restaurant THE WEI with private dining rooms and two bars - Q Bar in the lobby and O2 Bar by the swimming pool.

"The opening of our first hotel in Taiwan illustrates the strategic importance we attach to the Greater China region. Both the Mainland and Taiwan are strengthening cooperation to boost tourism development, thus more and more Chinese tourists will travel to Taiwan. With 25 years of experience in mainland China, we have accumulated enriched experience to benefit Accor hotels development in the Taiwan market." said **Mr. Robert Murray, Senior Vice President of Accor Greater China**.

Novotel Taipei Taoyuan International Airport is now offering an opening rate of **RMB 510+15%** from now on to 31 December 2009. For bookings, please contact our reservation hotline 400-818-2688 (mainland China) or 800-938-768 (Hong Kong), or go to www.novotel.com or www.accorhotels/asia.com.

Ends

Novotel - More than 400 worldwide upper midscale hotels and resorts designed for travelling people to feel naturally good. All information about Novotel hotels is available on the Internet: www.Novotel.com and www.Accorhotels.com.

Accor, the European leader and a major global group in hotels as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in its two core businesses:

- **Hotels**, with the **Sofitel, Pullman, Novotel, Mercure, Suitehotel, Ibis, All Seasons, Etap Hotel, Formule 1** and **Motel 6** brands, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, such as **Lenôtre**.

- **Services**, with 30 million people in nearly 40 countries benefiting from Accor Services products in employee and public benefits, rewards and loyalty, and expense management.

For more information, please contact:

Mabel Liu

Communications Director-Accor Greater China

+86 21 61199833

Mabel.Liu@accor.com

Vivian Bai

Communications Manager-Accor Greater China

+86 21 61199839

Vivian.Bai@accor.com

Evan Lewis

Vice President Communications Asia Pacific

+65 6408 8840

Evan.Lewis@accor.com