

Press Release

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Accor maps out Vietnam expansion

Accor announces 9 developments for Vietnam and the opening of Le Belhamy Hoi An Resort and Spa

- Two new ibis hotels for Ho Chi Minh City
- Novotel Imperial Hoi An, Novotel Resort Phu Quoc and Novotel Saigon Centre committed to development
- The second MGallery for Vietnam announced in the capital – Hotel De L’Opera Hanoi
- Le Belhamy Hoi An Resort and Spa opening April 1, 2010
- The introduction of the Pullman brand to Vietnam with Pullman Vung Tau opening later this year
- Mercure Hado Hanoi scheduled to open late 2010
- Accor to double the number of rooms under management in Vietnam by 2012

Accor, the largest international hotel operator in Vietnam, announces today its strategic expansion plans for Vietnam. This plan includes additional hotels within the Novotel, Mercure hotel brand, launching of the ibis brand and MGallery label and the ambitious goal of doubling the number of rooms under management in the Vietnam by 2012.

“Vietnam has always been considered as one of the strategic markets in Southeast Asia for Accor, which is demonstrated through Accor’s early entrance and consistent growth in the country since 1991. With signs of both economic recovery and a re-strengthening of tourism arrivals, Accor is confident and ready to selectively expand our presence throughout the country,” says Patrick Basset, Vice President of Operations for Vietnam, the Philippines, South Korea and Japan.

Accor’s multi-brand expansion throughout Vietnam

Accor plans to expand the number of brands on offer in Vietnam to include upscale products such as Pullman and MGallery, through to more economical ibis hotel brand.

In late 2010, Accor anticipates the opening of the first Pullman hotel in Vietnam - Pullman Vung Tao and the second MGallery hotel for Vietnam in the country’s capital – Hotel De L’Opera Hanoi.



Pullman Vung Tao project

Beyond this additional developments include 3 Novotels’ – Novotel Imperial Hoi An, Novotel Resort Phu Quoc and Novotel Saigon Centre. Mercure Hanoi Hado with it’s central location in the city will be the third Mercure for Vietnam.

The first 2 ibis hotels for the country are also announced for Ho Chi Minh City - ibis Saigon and ibis Saigon South. These hotels represent the first two international economy hotels for Vietnam.

“The coming twelve months is sure to be an exciting period for Accor in Vietnam, with many new developments in the pipeline. Pullman Vung Tao will be the first for the brand in the country, while Hotel De L’Opera Hanoi will be the second hotel of the highly distinctive upscale MGallery label.” Mr. Basset further explain

Accor expansion ambitions

Accor currently has 13 hotels and 2,147 rooms in operation throughout Vietnam and more than 2,000 additional rooms committed through the above mentioned developments.

“Accor has confidence in Vietnam’s continued economic stability and growth, and therefore determined to remain ‘the largest international hotel operator in Vietnam’, with a hotel brand portfolio covering the spectrum of luxury to economy,” Mr. Basset adds.

Mercure’s successful debut and the opening of Le Belhamy Hoi An Resort and Spa



Mercure Hanoi La Gare – Vietnam

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The launch of Mercure hotel brand in Vietnam exhibits a blueprint for success with Mercure Hanoi La Gare achieving remarkable performance since its opening in mid 2009, the introduction of Mercure Dalat Hotel Du Parc to the network, and the recent opening of Mercure Hue Gerbera. These achievements of the Mercure brand in Vietnam have been made in the first twelve months of the brand’s presence in the country, a likely indication of the success that this mid-scale brand of Accor is likely to enjoy in the country into the future.

Today, Accor announces the scheduled opening of Le Belhamy Hoi An Resort and Spa, a 131-room resort hotel located on Ha My Beach and near the Unesco World Heritage site – the Ancient Town of Hoi An, a city on the coast of the South China Sea in central Vietnam. The resort will welcome guests from April 1, 2010.

This new resort comprises a mix of garden rooms, together with bedroom villas and pool villas. The resort’s facilities include the all-day dining Champa Restaurant with a terrace overlooking the beach-view swimming pool, the Nam Dinh Restaurant in a 100 year-old traditional timber home setting, a poolside bar, two swimming pools and a spa.

“Le Belhamy Hoi An Resort and Spa, although not branded as a Mercure, delivers the same key brand initiatives and promises – unique personality, in harmony with the surroundings, and is to provide top quality services focusing on making guests’ experience a memorable one,” comments Mr. Basset on this new resort hotel on the beachfront of Hoi An.

*** Ends***

Accor operates 13 hotels throughout Vietnam under the **Sofitel**, **MGallery**, **Novotel**, and **Mercure** hotel brands. Additional hotel committed to development include: 3 **Pullman** Hotels, 3 **Novotels**, 2 **Mercures** and 2 **ibis** hotels, further strengthening **Accor’s** commitment to the hotel sector in Vietnam and continuing as the largest international operator of hotels throughout the country.

Accor, a major global group and the European leader 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 two core businesses:

- Hotels, with the **Sofitel**, **Pullman**, **MGallery**, **Novotel**, **Mercure**, **Suitehotel**, **Adagio**, **ibis**, **all seasons**, **Etap Hotel**, **Formule 1**, **hotelF1** and **Motel 6** brands, representing 4,100 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, **Accor Thalassa** sea & spa, **Lenôtre**, **CWL**.
- Services, with 33 million people in 40 countries benefiting from **Accor Services** products in employee and constituent benefits, rewards and incentives, and expense management.

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