



Press release

June 15th, 2011

Accorhotels.com Wins Top CRM Prize

Accor booking portal has been awarded* first prize for customer relationship management (“*Podium de la Relation Client*”) in the Tourism category by BearingPoint and TNS Sofres. The prize reflected the opinion of 4,000 customers surveyed on more than 10 key features of a great customer relationship, including the introduction of new and improved products and services, innovation, quality of customer contacts, transparency, availability of information and loyalty programs.

*“In recent years, the guest experience has been a major priority focus supporting our ambitions. In particular, **the goal for 2015 is to enhance guest loyalty, by doubling the number of members of the A|Club, our free, cross-brand loyalty program that today counts more than seven million guests. To continuously improve our ability to delight our guests, we’ve introduced an online satisfaction survey that allows us to measure customer satisfaction on a daily basis. In addition, Accor was the first global hotel chain to join TripAdvisor to display customer comments directly on the Hotel pages accessed from our Accorhotels.com booking portal,**”* said Cédric Gobilliard, Accor Vice President, Direct Sales and Loyalty Programs.

Thanks to the development of high value-added services, Accorhotels.com has acquired strong online recognition by becoming the leading hotel booking portal in France and one of the top such sites in Europe, with more than seven million unique visits a month worldwide. In addition, Accor leads the market in the number of transactions via mobile phone, in particular through its iPhone app, which has already been downloaded 700,000 times and accounts for the booking of nearly 15,000 rooms a month.

*Survey carried out by BearingPoint and TNS Sofres in April 2011 of a sampling of 4,000 customers and users of more than 183 companies and organizations, representative of the French population, in eleven categories: Insurance, Automobile, Bank, Service Providers, Specialty Retailing, Mass Retailing, Mobile Telephony, Landline Telephony and IAPs, Transportation, Tourism and Public Services.

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,200 hotels and more than 500,000 rooms.

Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6**, and its related activities, **Thalassa sea & spa and Lenôtre** - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its **clients and partners** nearly 45 years of know-how and expertise.

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