

## **Pullman continues to expand and opens its first Brazilian hotel: the Pullman São Paulo Ibirapuera**

Regarding its international development, Pullman moves to a higher level in 2011:

- Expansion in six new countries in 2011
- A network of 12 hotels in China by the end of 2011
- Strong ambitions in Latin America

### **Ambitious expansion**

In 2011, Pullman, the upscale chain of the Accor group, is expanding into six new countries, with openings in the **Netherlands** (Eindhoven), **Brazil** (Sao Paulo), **Indonesia** (Bali and Jakarta), **New Zealand** (Auckland) and, before the end of the year, **Vietnam** (Hanoi) and **India** (Gurgaon).

The network is also pursuing its very strong development in China, **with four new openings** planned in 2011. This will give Pullman a total of 12 hotels in China.

*"2011 has been a year of great expansion for Pullman, with a large number of openings,"* comments Frédéric Fontaine, Senior Vice President Pullman Global Brand Marketing. *"In the long term, the brand will have 150 hotels worldwide, with a focus on locations in the center of large cities, near major airports or close to key tourist attractions."*

### **Latin America: a sharp increase in business and leisure travel**

Pullman's goal is to open a hotel in all of Latin America's major cities over the next few years. In Brazil, where Accor already has more than 140 establishments ranging from budget to luxury, the Pullman brand has opened its first hotel, **the Pullman São Paulo Ibirapuera**.

The new property is located in an exclusive neighborhood near Ibirapuera Park, which counts the Modern Art Museum and São Paulo Biennial among its notable features. The hotel is also very close to the city's main business centers.

Each of the hotel's 350 rooms is equipped with a 32-inch or larger LCD TV, a free minibar and a courtesy tea and coffee tray. Room sizes range from 30 square meters upwards. The Deluxe and Executive rooms are equipped with Nespresso Essenza machines, for a gourmet cup of coffee anytime of day. Featuring wooden floors and Trussardi bed linens, the well-appointed and tastefully decorated rooms also offer latest generation connectivity with satellite TV, video on demand, modem/fax outlets, free WiFi and broadband Internet access. These spacious, modular rooms are perfect for guests who want to sit back and relax or concentrate on their work in a quiet setting.

With meeting rooms on two floors, including an auditorium that can accommodate up to 200 people, the Pullman São Paulo Ibirapuera is a full-fledged conference center. **The Event Manager**, who serves as the organizer's single point of contact, and **the IT Solutions Manager**, an expert in technological solutions, ensure that everything goes smoothly, from the initial planning stages to the end of each event. For even greater comfort, the hotel has a living room-like "**Chill Out Space**" that can be closed off so that guests can unwind, continue their discussions, get a bite to eat or work in a friendly atmosphere.

*"Our food service concepts also reflect the Pullman spirit, with interactive cuisine, quality ingredients and continuous innovation,"* explains Roland de Bonadona, General Manager Accor Latin America. *"Our **Open Kitchen** is organized so that guests can participate in the cooking experience or relax."*

Rounding out the amenities are a **Fit Lounge** with a personal trainer, three individual jacuzzi baths, and a **Spa Lounge** offering massage, relaxation therapies and other treatments in complete tranquility.

Building on its experience in São Paulo, Pullman intends pursue its development in Brazil with the next opening of a new 280-room hotel **in Belo Horizonte**.

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**Pullman is Accor's upscale hotel brand** designed with the requirements of business women and men in mind.

Located in the main regional and international cities, Pullman hotels provide **an extensive range of tailored services, access to groundbreaking technologies**, and "Co-Meeting", a **new approach to organizing meetings, seminars and high-end incentives**. At Pullman hotels, business travelers can choose between **being independent** or choosing **help from our staff** available round the clock.

By the end of 2011, the Pullman network will include **70 hotels across Europe, Africa, Middle East, Asia-Pacific and Latin America**. In time, we anticipate a network of over 150 establishments around the world. Further information concerning Pullman hotels is available on the website [www.pullmanhotels.com](http://www.pullmanhotels.com).

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