

Press Release

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Accor launches its A|Club Places application on Facebook

The first location-based application to reward a hotel group's loyalty program members

Accor launches A|Club Places, an innovative and unique application on Facebook that enables A|Club loyalty program members to earn bonus points.

Every time an A|Club member stays at one of the program's 2,300 participating hotels and checks in the application, clients will be able to unlock badges.

These badges reward regularity, variety of destination, loyalty to one type of hotel, etc. Each badge enables members to earn A|Club points that can be redeemed as A|Club reward vouchers for use in Accor hotels, with partners, or converted into airline miles.

A|Club Places is the first location-based application launched by an international hotel group that offers bonus points to its loyalty program members.

The launch of this application is part of Accor's strategy to develop its presence on the Internet, on mobile phones and social networks. Sales through these direct distribution channels represent close to 29% of the Group's total sales.

As for the Accor loyalty program, which was launched about three years ago, it has grown quickly. It has already 8.3 million members around the world and accounts for over 18% of sales. **As part of Accor's new brand strategy, the loyalty program will be renamed Le Club Accorhotels in March 2012.**

A|Club members will be able to download the application on <http://on.fb.me/AClubPlaces> and should synchronize it with their A|Club account.



Accor, the world's leading hotel operator and market leader in Europe, is present in **90 countries** with more than **4,400 hotels** and **530,000 rooms**. Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons/ibis Styles, Etap Hotel/Formule 1/ibis budget, hotelF1 and Motel 6 - 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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