

PRESS RELEASE

IVORY COAST

SOFITEL ACQUIRES THE HOTEL IVOIRE

Adbijan, 24 July 2012 – Sofitel announce the signing of a management contract with the Société des Palaces de Cocody (SPDC), representing the Ivorian State, which formalises the acquisition of the Hotel Ivoire in Abidjan (Ivory Coast) by the luxury brand of the French hotel group, Accor.

"We are delighted that the Accor Group and Sofitel have been chosen to take over the management of this iconic hotel in the Ivory Coast. Emblematic across the entire African continent, the Hotel Ivoire strengthens the presence of the Accor Group in the region. Following a successful repositioning in the luxury market, Sofitel now has the necessary prestige to take charge of this establishment and its many possibilities. After the reopening of the Sofitel Jardin des Roses, its prize North African hotel in Rabat (Morocco), the brand is betting on a new flagship establishment in West Africa, geared towards a business clientele", explains **Yann Caillère**, Chief Operating Office of Accor, who signed the management contract in person with the national authorities.

The contract will take effect on 1 January 2013, with Sofitel ensuring the changeover between 1 September and 31 December 2012 with the current management.

From its outstanding location, overlooking the Abidjan lagoon, the Hotel Ivoire currently offers 209 rooms in the Tour Ivoire, with the main building closed for renovations. Over the coming months, the entire hotel will be brought into line with Sofitel standards. At present, the practical details of the remodelling are being drawn up by teams on the ground, as is the case for other, adjacent sites.

The establishment is part of Sofitel's Europe Middle East Africa zone, led by Dominique Colliat. The Hotel Ivoire can thus draw on the expertise and synergies of the Sofitel Rabat Jardin des Roses in Morocco in terms of human resources and training.

In addition to the acquisition of this hotel in Africa, nine Sofitel establishments will open this year: Mumbai (India), Abu Dhabi (UAE), Auckland (NZ), Agadir Thalassa sea &spa and Bangkok (a Sofitel and a Sofitel So). And between now and the end of the year: Casablanca (Morocco) and Montevideo (Uruguay). Furthermore, the Sofitel Santa Clara (Colombia) will become the Sofitel Legend.



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Sofitel is the only French luxury hotel brand with a presence on 5 continents, with 120 addresses in almost 40 countries (more than 30,000 rooms). Sofitel offers contemporary hotels and resorts adapted to the needs of the various clients of today's luxury hotel sector who are looking for beauty, quality and excellence. Whether situated in the heart of a major city like Paris, London, New York or Beijing, or nestled away in a country landscape in Morocco, Egypt, Fiji or Thailand, each Sofitel offers a genuine experience of the French "art de vivre".

Find out more about Sofitel at: www.sofitel.com

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