



Press release

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Accor celebrates its 500th hotel in Asia Pacific with the opening of the 1st Pullman in India

Accor reaffirms its position as largest international hotel operator in Asia-Pacific with the opening of the Pullman Gurgaon Central Park, the Group's 500th hotel in the region. The announcement also marks the debut of the upscale Pullman brand in India.

Speaking on this milestone, **Denis Hennequin, Accor Chairman and Chief Executive Officer**, says, *"I am very pleased with this dual milestone for Accor in Asia Pacific, which reaffirms our position as the leading operator of hotels in this key growth market and anchors our growth ambitions for the region. It is very appropriate that we are celebrating our 500th hotel in Asia Pacific in India, which is a market that provides a significant growth opportunity for Accor building on the foundations that have been established in the country to date."*

With almost 95,000 rooms in 16 countries, Accor is the market leader in Australia, Thailand, Indonesia, and Vietnam. The Group has embarked on an ambitious program of expansion in Asia Pacific, and aims to operate over 700 hotels by 2015, with a focus on emerging markets and mature markets where the group is already a leader. In India alone, Accor expects to operate 23 hotels by year's end, with a goal of 90 hotels by 2015.

"The Asia-Pacific region today is one of Accor's strongest areas of focus, as is evidenced by our rapid pace of expansion in recent years," says **Michael Issenberg, Chief Operating Officer Accor Asia Pacific**. *"Since we commenced operations in the region in 1982, Accor's network has grown from one hotel in Singapore to 500 hotels in 16 countries today. Two years ago we celebrated our 400th hotel in the region and the rate of expansion since has accelerated significantly as we are on track to open 100 hotels within 2012 in Asia-Pacific alone."*

Accor's Asia-Pacific network has grown through a strategic mixture of management contracts and selective investment, as well as by establishing strong partnerships with hotel owners and investors.

"Accor's growth strategy in the region has allowed us to focus on what we do best – delivering consistent, high quality hotel products that proactively address market needs," added Mr. Issenberg. *"We believe that our strategic approach to development coupled with our extensive product offering will enable us to continue to maintain our market leadership going forward."*

With the addition of the Pullman brand to its India network, Accor now has the most extensive brand portfolio of hotels operating in the country, providing the Group with a strategic advantage in this dynamic market. Pullman Gurgaon Central Park represents Accor's 17th hotel in India, complementing its existing five brands (Sofitel, Novotel, Mercure, ibis and Formule 1) in the country, which range from luxury to budget.

Pullman continues to expand its network in prime business and tourism destinations

The Pullman Gurgaon Central Park, which opened on April 2012, is destined to become New Delhi's major financial and industrial region's "must stay" destination.

The hotel, which is designed to welcome seasoned travelers, has 285 rooms, including 22 suites as well as Pullman's best signature services: Welcomers, the Pullman bed, the docking station, the Vinoteca by Pullman wine selection, free Wi-Fi, Connectivity Lounge, Nespresso® services and the Co-Meeting offer. Its outdoor pool, spa, fitness room and yoga lessons allow guests to combine business with relaxation.

With this first address in India, Accor's upscale international brand continues to expand its network in key business and tourism destinations, reflecting Pullman's cosmopolitan, vibrant and modern personality.

"We are delighted to announce the opening of the Pullman Gurgaon Central Park. Gurgaon is one of India's most dynamic economic and technological hubs and a location coveted by the world's largest companies. This new Pullman destination, which joins the network's 64 other hotels, is perfectly in tune with our brand. The Asia Pacific region is a major focus of our expansion: half of the Pullman hotels and resorts network will be located in this zone by the end of this year. Indeed many others openings will follow this New Delhi inauguration," explains **Xavier Louyot – Pullman Global Marketing Director**.



- **Cosmopolitan flavors**

The establishment has three restaurants to meet the expectations of both its international and local customers:

- **SEN5ES** serves international cuisine and offers guests an interactive experience with the food prepared live by cooks in front of them.
- The very urban **LA RIVIERA** draws its inspiration from Mediterranean French and Italian cuisine. Guests can also enjoy the Vinoteca by Pullman selection of great wines.
- **PONDICHERY** (opening end 2012), the rooftop restaurant, serves creole Southern Indian classics with a European twist.

As well as these three restaurants, the hotel has two bars:

- **CITRIQUE** offers guests an intimate and refined atmosphere ideal for business meetings or relaxing with friends.
- The **TIKI** poolside bar serves grilled food and tapas in a casual, Polynesian setting.

- **The Pullman Co-Meeting offer: a unique concept for business events**

Like all 65 Pullman addresses around the world, the Pullman Gurgaon Central Park offers the Pullman Co-Meeting concept that focuses on the themes of comfort, commitment, connectivity and cohesion.

Pullman's dedicated Event Manager and IT Solutions Manager ensure a tailor-made, personalized service for the organization of any type of event (conventions, meetings, conferences, seminars, incentives, weddings, etc.). The Coach Menu option offers guests a list of facilitators and "management gurus".

The hotel offers a wide choice of indoor and outdoor meeting facilities, including nine rooms that together represent over 5,000 sq. meters, as well as a ballroom that boasts an eight meter high ceiling and opens out onto landscaped gardens. All the spaces are equipped with the latest technologies: high speed Wi-Fi, wide screen LCD TVs, teleconference services. The 3D Meeting Matrix® solution allows event organizers to personalize and visualize the meeting spaces online. The hotel's Privilege Lounge is ideal for exceptional events, as well as the establishment's terrace with a view of the city of Gurgaon. Lastly, the offer also includes the signature Pullman Chill-Out and Pullman Connectivity Lounge spaces.

Accor, the world's leading hotel operator and market leader in Europe, is present in 92 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 more than 180,000 employees* in Accor brand hotels worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

**Including 145,000 in owned, leased and managed hotels*

About Pullman

Pullman is the upscale international hotel brand of Accor, the world's leading hotel operator, present in 92 countries with over 4,400 hotels and 145,000 employees. Located in the main regional and international cities and in prime tourist destinations, Pullman Hotels & Resorts is principally designed to cater for the requirements of cosmopolitan, seasoned travelers. The brand's four and five-star establishments provide an extensive range of tailored services, access to groundbreaking technologies, including a new approach to organizing events: meetings, seminars and upscale incentive events. At Pullman hotels, customers can choose between being independent or be given a helping hand by staff available around the clock. The Pullman network has more than 60 hotels in Europe, Africa, the Middle East, Asia-Pacific and Latin America. Our objective is to have 150 hotels around the world by 2015-2020. Pullman, like most of brands within Accor's portfolio, is proud to offer the Le Club Accorhotels^(R) loyalty program.

Further information concerning the Pullman hotels is available on www.pullmanhotels.com.

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