

Press Release

June 11, 2012

New original services, the best price available guaranteed, no unexpected surprises at the hotel.... Accorhotels.com reinforces its attractiveness and efficiency

The world's leading hotel operator's booking site promotes its unique positioning with a new advertising campaign



Accor launched a campaign with DDB advertising agency to promote the positioning of its booking portal, Accorhotels.com. The campaign will run on TV, catch-up TV and the Internet in the group's key markets, including France, the United Kingdom, Germany, Brazil as well as in Austria and Africa.

Guaranteeing quality stays at the best price

With the strong development of online pure-player holiday booking agencies, Accorhotels.com stresses its difference and unique positioning.

As the 4,400 hotels accessed via the portal are only Accor group hotels, booking through **Accorhotels.com guarantees:**

- The best rates,
- The last availability
- No unexpected surprises on arrival at the hotel
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This is reflected in the new campaign's slogan: *"Know what you're really booking when you book."*

New services to customize the stay

Accorhotels.com is currently developing new services available through the portal that enable guests to customize their stay at the booking stage. These additional services are designed to enhance the customer experience: early check-in, late check-out, chilled champagne bottle in the room on arrival, express breakfast, full board, etc.

The website also includes **80 mini-sites** devoted to flagship destinations, with information and advice on tourism and cultural activities (exhibitions, concerts, etc.).

In addition to these services, Accor's partnership with Tripadvisor, signed in November 2010, enables customers to consult Accor hotel reviews directly from the website.

A powerful, multi-brand booking site with international reach

Accorhotels.com allows visitors to book stays at the Accor's 4,400 hotels in 92 countries. With 16 brands, from luxury to economy hotels, the website **caters for the needs of every customer**.

It has been designed to meet customer expectations as closely as possible and is the only booking site with **30 geo-localized versions** and that is available in **13 languages**. The website continues to expand its global reach and in May launched **a new version in Bahasa**, the official language of Indonesia. 8 million internet users visit Accorhotels.com every month.

Grégoire Champetier, Accor Global Chief Marketing Officer explains: *"to win the battle for clients, Accor is using its powerful spearhead Accorhotels.com. The booking portal offers all customers, especially those who don't want to miss out on the best deal, the guarantee of the best available price, with no surprises on arrival at the hotel. In addition, by offering additional services to prepare their stay, our booking site offers customers real added value."*

To view the campaign ads: <http://www.accor.com/en/digital-library.html>



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*

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