

Press Release

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Le Club Accorhotels recognized as “best hotel loyalty program” by frequent travelers

Accor’s loyalty program awarded in two categories at Freddie Awards

Le Club Accorhotels was recognized with top honors in **two categories at this year’s Freddie Awards**. This includes *Best Hotel Loyalty Program of the Year in Europe/Africa* for Le Club Accorhotels and *Best Hotel Loyalty Program Promotion in Europe/Africa* for the Le Club Accorhotels campaign Discovery Tour.

Introduced in 1988, the Freddie Awards allow members of frequent traveler programs to vote for frequent flyer and hotel loyalty programs completely from their point of view to determine which programs offer them the best value. Members voted online for their favorites in six categories and in three separate geographical ballots: Americas, Europe / Africa and Middle East / Asia / Oceania. The categories include: Program of the Year, Best Promotion, Best Redemption Ability, Best Customer Service, Best Elite Program and Best Loyalty Credit Card.

Le Club Accorhotels is Accor multi-brand loyalty program, with **more than 2600 participating hotels** around the world with a large network from luxury to economic brands: Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, ibis, ibis Styles, Adagio and Thalassa sea & spa.

Members earn points during each stays, beginning with their very first stay. Valid for life, on the condition that the member spends at least one night per year at a participating hotel, Le Club Accorhotels points can be used for a large choice of rewards: members can book a stay using their points directly on all Accor websites (or via the call center, or directly through hotels). They can also convert them into hotel vouchers, partner vouchers or into airline miles. With four levels of recognition Classic, Silver, Gold, and Platinum, there are increasing advantages and exclusive benefits from priority welcome to late check-out.

“The key advantages of le Club Accorhotels loyalty program are its flexibility and its accessibility : earn points everywhere, in any brands participating from Economic to Luxury and convert them easily when booking without any restriction in our 2600 hotels : it’s this freedom that frequent travelers highlight when they offer Le Club Accorhotels the Freddie Award of Program of the year!” explains **Florence Midy, Accor VP Loyalty Program**.

Accor’s other win was for the Discovery Tour promotion that took place in October 2012. Through this campaign, Le Club Accorhotels reached out to its 10 million members with a Facebook game. Members who matched Accor properties to their location on a map earned 50 points per correct answer. Members who answered all 10 questions correctly were entered into a lottery to win up to a million points. As a fun way to introduce members to new hotels, the program also helped recognize loyal guests in a fun way.

“We are extremely proud to have been recognized by the Freddie Awards. As the voters are our clients, it’s the greatest recognition of all. It rewards a great team work, who created this loyalty program only 5 years ago”, explains **Isabelle Birem, Accor Senior Vice President Direct Sales & Loyalty**.

Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with more than **3,500 hotels** and **450,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis *budget* and hotelF1** - provide an extensive offer from luxury to budget. With more than **160,000 employees in Accor brand hotels** worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

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