

Press Release

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Accor celebrates two decades in Indonesia with record-breaking growth

Accor aims at reaching a network of 100 hotels in 2015

Accor, the world's leading operator and the largest international hotel group in Asia-Pacific, announced today an ambitious plan to scale up its network in Indonesia, during a press conference in Jakarta. Accor is **on track to operate 100 hotels/ 20,000 rooms in the country by 2015**. The announcement comes as the group celebrates **20 successful years in Indonesia**.

"Indonesia is a priority market for Accor in the Asia-Pacific region with significant potential for hotel expansion into the future and on which we are already leader. The dynamic expansion in this country illustrates our expansion strategy, with a secured pipeline of more than 130,000 rooms with two thirds in emerging countries and on all market segments", explains **Sébastien Bazin, Accor Chairman and Chief Executive Officer**.

Michael Issenberg, Chief Operating Officer for Accor Asia-Pacific said, *"Accor was one of the pioneers in the hotel sector in Indonesia, arriving two decades ago, which marked the beginning of a long journey that has now seen Accor become the largest and most dynamic hotel group in the country."*

2013 marks a year full of record-breaking expansion for Indonesia. Accor has opened 18 new properties, from upscale to budget, bringing the hotel network in Indonesia to more than 70 hotels in 24 cities by the end of the year. It is also a record-breaking year of contract signings. By the end of November 2013, more than 70 contracts have been signed for new hotel properties to be opened over the next three years.

In 2014, Accor plans to open at least 17 hotels across Indonesia, including hotels in Jakarta, Surabaya, Bali, Makassar, Tangerang Bandung and Semarang.

Accor expects to operate at least 100 hotels in Indonesia by 2015.

A focus on luxury and upscale brands

Today, Accor is present in Indonesia with nine hotel brands, spanning the spectrum from upscale to budget –Sofitel, Pullman, MGallery, Grand Mercure Maha Cipta, Novotel, Mercure, ibis, ibis Styles, and ibis *budget*.

The expansion highlights Accor's strategy to strengthen its presence in the luxury and upscale hotel market in the country. The Group **will open its first luxury hotel in Indonesia** this month, the **Sofitel Bali Nusa Dua**.

In just three years, the Pullman brand, the group's upscale brand has established itself in Jakarta and Bali with three hotels: Pullman Jakarta Indonesia, Pullman Jakarta Central Park and Pullman Bali Legian Nirwana. Pullman Bandung City Centre, Pullman Surabaya Supermal and Pullman Ciawi Vimala Hills Resort Spa & Convention **are scheduled to open in the next three years**.

MGallery, Accor's collection of high-end hotels, currently has three properties in Indonesia: The Phoenix Hotel in Yogyakarta, The Royal Beach Seminyak Bali and **Amarterra Villas Nusa Dua in Bali, a secluded 39-villa resort of tranquillity and serenity** which joined the network earlier this year.

Grand Mercure Maha Cipta: upscale brand, tailor-made for Indonesia

Another upmarket highlight for Indonesia in 2013 was **the launch of Grand Mercure Maha Cipta**, an upscale brand, tailored-made to showcase the best local traditions with international standards of hospitality. The recently opened **Grand Mercure Jakarta Harmoni** was the first property to feature the new Maha Cipta brand concept.

Expansion into second-tier destinations with midscale and economy hotels

Accor's expansion plans include not only projects in main destinations such as Jakarta and Bali, but also in **second-tier key cities**, such as Palu and Kendari in Sulawesi, Samarinda in Kalimantan, Malang in East Java and Padang in West Sumatera.

Today, Accor has a network of 62 midscale and economy hotels in Indonesia including 19 Novotel hotels, 15 Mercure hotels, and 28 ibis family hotels (ibis Styles, ibis and ibis *budget*). There will be new properties in these two segments to be opened between 2014 and 2015, many located in second-tier cities including Tangerang, Makassar, Palu, Serpong and Samarinda.



Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with **more than 3,600 hotels** and **460,000 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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