



# LUXURY & UPSCALE HOSPITALITY

PRESS RELEASE – March 6, 2013

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## **Accor claims its strong ambition for the luxury/upscale segment and targets a network of 400 hotels by 2015**

**Launch of the second tailor-made adaptation of the upscale Grand Mercure brand with Maha Cipta in Indonesia**

Accor, the world's first hotel operator, unveiled today during the ITB Berlin trade fair, its strong ambition for the Luxury/Upscale market. With a current network of 300 hotels (65,000 rooms worldwide) on this segment, Accor intends to expand to **400 hotels by 2015**.

The Group has adopted a different approach to luxury, based on its French origins, that places boldness at the heart of hospitality. On a highly segmented market, each of Accor's four complementary brands is carefully positioned to meet the whole range of clients' and owners' needs.

*"One can now count on a strong European voice in the luxury and upscale market. Our brands combine the best of international standards and an audacious interpretation of the universal essence of luxury due to our French origins" explains Yann Caillère, Accor President and Chief Operating Officer. "Our ambition for our brands and their network are immense and we are perfectly tailored to expand rapidly on this market."*

With strong leadership positions in Latin America, Middle East Africa and Asia Pacific, Accor is very well positioned to capture the new and rapidly growing demand from emerging market clients, in quest of a different experience of luxury and high-end hospitality.

Currently, 42% of the Group's luxury/upscale hotels are located in Asia Pacific and 35% are in key European cities. Development will be conducted in asset light with a prominence of management contracts, the Group's preferred model on the luxury/upscale segment. Focus will be on emerging markets, including Latin America, Middle East and Asia Pacific which counts, on its own, over 60% of the current pipeline (key countries include China, Vietnam and Indonesia). The segment's gross revenue has raised by 15% in 2012.

## Launch of Grand Mercure Maha Cipta, an upscale brand tailor-made for Indonesia

Accor also unveiled today a second tailor-made adaptation of the Grand Mercure brand in the world, with the **Maha Cipta** brand in Indonesia.

*“After the successful launch of the tailor-made brand Grand Mercure MeiJue in China, we are launching Grand Mercure Maha Cipta on a market where we are already the leading player,”* remarked Mr. Grégoire Champetier, Accor Global Chief Marketing Officer. *“We have tailored Grand Mercure for local travelers looking for regional inspirations. Our clients are expecting brands capable of understanding the diversity and the complexity of their identity. To meet these expectations, we intend to continue the development of the Grand Mercure brand in other key regions.”*

The Group's four brands share a common set of values to capture the universal essence of luxury:

- A genuine sense of hospitality based on the art of “blending”
- A pioneering spirit, deeply rooted in the Group's origins
- Uncompromising quality with a special affinity with the French luxury culture.
- Tribute to the world with an enduring respect for the planet and inspiration from the people and their diversity.

## 3 international brands with Sofitel, Pullman, MGallery and a regional brand with Grand Mercure

**Sofitel**, the Group's prestigious luxury brand, blends the elegance of French art-de-vivre with the refinement of local cultures. Following the growing segmentation of clients' needs, Sofitel has developed two complementary labels which address different niche segments within the market. The “Sofitel So” label identifies the newest, most trendy hotels. The “Sofitel Legend” label is best suited for legendary palaces that epitomize heritage and service excellence. The brand has a network of 120 hotels in 40 countries developed under management contracts in key international destinations and continues its expansion with 10 hotel openings planned to this day. The next opening will be the Sofitel So Singapore for which Karl Lagerfeld is currently designing the emblem.

**MGallery**, on the high-end segment, is Accor's Collection of carefully selected properties all established in the most beautiful locations. The architecture of the hotel, its decoration and services provide guests with a “Memorable Experience”. Present in 19 countries, the brand is developing rapidly and has opened its 60th hotel with the MGallery Villa Olmi in Firenze. The brand has numerous expansion projects including this month's opening of the MGallery Hotel Carlton Lyon, the “rendez-vous” of the city's artists, and the MGallery Nusa Dua in Bali opening in June. MGallery is developed under management and franchise contracts in main cities and secondary ones, with a dynamic expansion in Asia Pacific and in Europe.

**Pullman**, the Group's international upscale brand, answers the cosmopolitan business travelers' new needs. Pullman captures the essence of today's cosmopolitan executive lifestyle to conquer the business and leisure markets. The brand has developed rapidly to reach a network of 78 hotels in 23 countries, mainly through management contacts in key hubs around the world. Pullman will unveil throughout this year its unique identity with key openings in Belgium and in Russia as well as with the refurbishment of the 5 Pullman hotels in Paris with top designers, after the opening of key addresses in London and Jakarta in 2012.

## A regional brand: Grand Mercure

Accor launched last year an adaptation of the upscale brand **Grand Mercure**, for local travelers looking for more regional inspiration. Its philosophy is based on honoring regional customs and preserving their authenticity with service of the highest quality. Grand Mercure is already present in China with **MeiJue** through a network of 13 hotels and 14 under development.

The Group is unveiling today its new brand, **Maha Cipta**, which means “The Greatest Creation” in Bahasa Indonesia, combines Indonesian gestures, flavours and experiences with selected European touches to create a unique product tailored to today’s upscale traveller seeking an authentic local upscale hotel experience. Guests will experience the Maha Cipta concept throughout the hotel, through its four pillars: the Sense of Welcome, the Sense of Food & Beverage, the Sense of Wellness and the Sense of Culture & Discovery.

The first Maha Cipta hotel will be the Grand Mercure Jakarta Harmoni, located in the heart of Jakarta’s Central Business District (CBD). The hotel adapts the Maha Cipta brand signatures to connect with upscale travellers through unique local touches.

**The Sense of Welcome** is embodied by greeters offering a respectful welcome in Bahasa Indonesia and presenting French macarons with distinct local flavours, such as durian, ginger, and jackfruit.

**The Sense of Food and Beverage** is manifested in the hotel’s extensive food and beverage outlets offering guests a mix of Indonesian and European cuisine.

**The Sense of Wellness** is authentically demonstrated with tranquillity ambience in every corner, modern and comfortably designed rooms with upscale amenities, lavender scents, spa treatments with local herbs and a swimming pool on the fifth floor, which offers foot reflexology services.

As an open window to local discoveries and experiences, Grand Mercure Jakarta Harmoni delivers **the Sense of Culture & Discovery** through traditional music performances, traditional dance performances, batik painting workshops and modern Indonesian art exhibitions.



SOFITEL  
LUXURY HOTELS

So  
SOFITEL

SOFITEL  
*Legend*



pullman

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GALLERY

GRAND MERCURE

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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