



Press release

December 19, 2014

Inspire Internet users: Accorhotels.com focuses on destinations with a new homepage and exclusive website sections

Accorhotels.com, Accor's multi-brand booking portal, unveils a new-look with a **more up-to-date homepage and new sections for easier and enriched travel preparation and organization** as well as bookings in the group's 3,600 hotels around the world.

The new design adapts to the 32 geolocated versions of the website available in 16 languages, and can be accessed from **computers, tablets or mobile phones**.

The new homepage features a full "front page" photo that spotlights a destination, a hotel or a special offer. It also features a special offer space, a destinations and brands insert, and a reinvented link to the loyalty program, Le Club Accorhotels.

The portal once again places hotels at the heart of their destination. The objective is to assist guests well ahead of their stay, from the moment they start dreaming of their trip, at the crucial booking stage and with the trip preparation.

In the new section "Prepare for your stay", Accorhotels.com has developed additional, particularly rich content for visitors looking for inspiration, advice and guest tips for their trips to any part of the world. This section really does help customers make the most of their stay and notably provides:

- **A travel journal** with advice from bloggers: tips on original things to do, for example the latest hip bar or the essential places in the city, etc.
- **The destination guides** which help website visitors discover a destination select and book their hotel and also buy tickets for activities and outings based on their preferences and the must-see recommendations: restaurants, exhibitions, museums, cultural events.
- **"My Trip planner"** to create a schedule of different activities for each day, view itineraries and share tips and experiences on the social networks.
- **Theme-based, fun quizzes** to help customers select their destinations based on their tastes and ways of travelling. For example: In which city would you spend the New Year's Eve?

By reinforcing its destination-focused positioning, Accorhotels.com enriches and facilitates the customer experience and offers its customers increasingly innovative and personalized services. This commitment is part of Accor's "Leading Digital Hospitality" plan, which aims to rethink and incorporate digital technology throughout the customer journey: before, during and after their stay.

About [Accorhotels.com](http://www.accorhotels.com)

Accorhotels.com, the worldwide booking portal for Accor hotels, is available in 16 languages and 32 geo-localized versions. The Accorhotels.com website has played a key role in e-tourism in Europe for over ten years. Accorhotels.com boasts a large portfolio of brands and access to Accor's extensive range of 3600 hotels, from luxury to economy. The site guarantees the best rate, the latest available room and also offers many additional services for its subscribers and for Le Club Accorhotels loyalty program members. The website can be accessed on mobile devices via the mobile site and free app which can be downloaded from Apple store / Google play / Blackberry App World www.accorhotels.com / www.accorhotels.mobi / www.accor.com

Follow us on:



www.facebook.com/Accorhotels



<https://plus.google.com/+accorhotels/posts>



www.twitter.com/Accorhotels



www.pinterest.com/accorhotels/

Press contact: Gabrielle Haire : +33 (0)1 45 38 84 87 /gabrielle.haire@accor.com

Lucile Fogliani : Lucile.fogliani@bm.com 01 56 03 12 10