

Flash News – 29/01/2015

“Welcome by Le Club Accorhotels” already deployed in more than 1,000 hotels

Just months after launching *Welcome by Le Club Accorhotels*, Accor’s digital welcome service is already available in more than 1,000 hotels around the world. 70% of Accor’s hotels in Latin America, 40% of its addresses in Northern, Central and Eastern Europe, and 20% of its French establishments now offer their guests this new experience.

This service, which already boasts close to 3,000 check-ins* a day, of which over 40%* are made from mobile telephones, is fully compatible with the habits of connected travelers and has been particularly well received, with 92%* of guests who have tried it declaring that they will use it again for their next stays.

In 2015, Accor will equip another 1,500 hotels, so that 75% of its French and European networks offer this online check-in / fast check-out solution.

Welcome by Le Club Accorhotels is part of Accor’s digital strategy, which aims to rethink and incorporate digital technology throughout the customer journey.

This service allows guests to check in online two days before they arrive. It spares them the usual time-consuming administrative formalities on arrival and means their rooms are chosen and allocated ahead of time based on the information they have provided beforehand. When the guests arrive, their room key is ready, the hotelier welcomes them in a smoother and more personalized manner. When they leave, they can do so quickly. Check-out simply consists of handing in the key to indicate that their room is free. The invoice is sent to them by email.

*Accor statistics on the use of this service



Accor, is the world’s leading hotel operator, with **470,000 rooms** in **3,700 hotels** across **14 trusted brands** in **92 countries**. The company is organized around two distinct divisions, **HotelServices**, which operates and franchises the hotels and **HotelInvest**, which is a hotel owner and investor. The Accor hotels sit in three segments from budget to luxury which are constantly reinventing their concept to satisfy the needs of business and leisure customers around the globe. Accor brands include in luxury-upscale; **Sofitel, Pullman, MGallery and Grand Mercure, The Sebel**, midscale; **Novotel, Suite Novotel, Mercure and Adagio** and economy; **ibis, ibis Styles, ibis budget, adagio access and hotelF1**. The Group boasts a powerful digital ecosystem, notably its booking portal **accorhotels.com**, its brand websites and its loyalty program **Le Club Accorhotels**.

The Group’s **170,000 employees** benefit from working for a company that believes in progression and has an industry leading training program, the Accor Académie. Since its creation 45 years ago, Accor is making innovation and sustainable hospitality the focus of its strategic vision as well as of its customer-centric approach development and innovation process.

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