

**Flash News – March 27<sup>th</sup>, 2015**

## **Accor launches the fourth edition of its student competition *Take Off!* - “Invent the loyalty program of the future”**

Accor, the world’s leading hotel operator, with 170,000 employees in 3,700 hotels, is today launching the fourth edition of its international competition *Take Off!* This year, the challenge facing students from universities, business schools and hotel management schools around the world is a key issue for Accor: reinventing loyalty program with a view to 2020.

The candidates will work in teams of three and have until April 15<sup>th</sup> to sign up and present their project on the [dedicated website](#). The grand finale, which will pit the five finalists against each other, will be held in Paris on June 18<sup>th</sup>. The winning team will be offered a journey to choose from ten European and Mediterranean destinations. They will also meet Sébastien Bazin, Chairman and CEO of Accor, at the prize-giving ceremony.

By stimulating innovation and promoting excellence, Accor is establishing itself as a benchmark employer in its sector and aims at attracting tomorrow’s talent from a wide range of higher education establishments. Every year, the group’s website [accorjobs](#) features 2 000 positions for newly graduated students. These positions, available throughout the world in hotels and head offices, include Rooms Division Manager, Food & Beverage Manager, Management Controller, Online Sales Project Manager and Sales Manager.

During the 2014 edition of *Take Off!*, 400 participants coming from 18 countries and enrolled in 68 higher education establishments, such as Cornell University (USA), ESSEC (France), Hong Kong Polytechnic University (China) and Ecole Hôtelière de Lausanne (Switzerland), had to design a mobile application.

Loyalty program membership is the third most important criteria for choosing a hotel, following the location and the price. To date, Le Club Accorhotels is the only loyalty program in the world that allows its 18 million members to burn their points everywhere without restrictions of date or availability.

Competition schedule:

- From March 25<sup>th</sup> to April 15<sup>th</sup>: official launch of the contest, candidates post a photomontage of their project on [www.accortakeoff.com](#).
- From May 4<sup>th</sup> to 19<sup>th</sup>: the 15 selected teams make a video of their project.
- May 20<sup>th</sup>: the five finalists are selected.
- June 18<sup>th</sup>: the grand finale in Paris

Find out more about the competition on: [www.accortakeoff.com](#)  @accor\_takeoff

Find out more about positions at Accor on: [www.accorjobs.com](#)  @accorjobs

Accor, is the world’s leading hotel operator, with **480,000 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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