

Press release

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Le Club Accorhotels wins four Freddie Awards

Frequent guests and travel industry professionals acclaimed Accor's loyalty programme in 2015

Le Club Accorhotels was acclaimed at this year's **Freddie Awards** as the best hotel loyalty program of the year in Europe, Africa, the Middle East, Asia and Oceania. It was also rewarded in the "best promotion campaign" category in the same regions.

By choosing Le Club Accorhotels, frequent travellers in Europe/Africa and the Middle East/Asia/Oceania acknowledged the generosity of the only scheme that lets them use points anywhere in the world without any restrictions on dates or availability.

"We're extremely proud of winning the Freddie Awards, which reflect our guests' opinions," said Le Club Accorhotels Loyalty Development Director Isabelle Birem. "They reward outstanding teamwork on a vibrant new loyalty programme that wins over four million members a year. In 2014, we significantly improved the programme in terms of its generosity, exclusive privileges and recognition of our members."

Created in 1988, the Freddie Awards give loyalty programme members an opportunity to vote for the airline and hotel chain programmes that, in their view, offer them the best rewards. They vote online for their favourite programmes in three geographical areas: the Americas, Europe/Africa and the Middle East/Asia/Oceania.

Le Club Accorhotels is the Group's multi-brand worldwide loyalty program for Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, ibis, ibis Styles, Adagio and Thalassa Sea & Spa.

Members win points with each stay, including the first, provided they spend at least one night a year in a participating hotel. Membership is valid for life. There are several ways guests can book with their points: on Accor sites, through customer service or directly with the hotels. They can also convert points into air miles or vouchers accepted by the hotels or the programme's partners. Customer advantages, from a priority welcome to room upgrades, increase depending on the status (Classic, Silver, Gold or Platinum).

In February 2015, a panel of travel industry loyalty programme experts also gave Accor's programme Loyalty Awards in the "Management Excellence" category for its new promise, "You're at the heart of our attention"; the launch of its website; and a strategy based on generosity and the recognition of guests by giving them exclusive privileges.



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 **HotellInvest**, 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 **180,000 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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