

Flash News – May 19, 2015

Le Club Accorhotels Meeting Planner: use your Le Club Accorhotels points to finance your next events

Le Club Accorhotels Meeting Planner, an offer for business event organizers (corporate clients, events agencies, conference organizers, venue finders, etc.) has been enriched. Ever since March 1st, the points earned by the organizers of business events can be converted into e-vouchers allowing them to pay for 15% of the total cost of an event, or a maximum of €1,500.

For example, an event costing a total of €8,000 will give the client the possibility to use an e-voucher worth a maximum of €1,200.

In order to be eligible for the Le Club Accorhotels Meeting Planner offer, the client simply has to be a member of the Le Club Accorhotels loyalty program, fill in a subscription form and then organize a business event for more than seven participants or requiring more than seven rooms. The Le Club Accorhotels Meeting Planner offer is available seven days a week, with no minimum spending required to earn points, in more than 2,000 participating ibis styles, adagio, Mercure, Novotel, MGallery, Pullman and Sofitel establishments. Validity of points is unlimited as long as the member organizes at least one event per year.

This offer increases the wide range of rewards offered by the Group's Le Club Accorhotels loyalty program. Meeting organizers will still be able to spend their points on stays, partner vouchers and air miles or to use them to support one of Accor's charitable programs: the Group's solidarity fund Solidarity Accor or the tree-planting program Plant for the Planet.

Le Club Accorhotels Meeting Planner meets the expectations of business customers seeking ever more innovative, intuitive and personalized offers. In this respect, the program is perfectly in line with Leading Digital Hospitality, the digital transformation plan launched last October, which notably aims at developing innovative digital solutions for corporate customers and including more BtoB services on the worldwide booking site accorhotels.com.

More on:  @AccorhotelsMICE | meetings.accorhotels.com | www.instagram.com/accorhotelsmice

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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PRESS CONTACTS

Gabrielle Haire
Phone: +33 1 45 38 84 87

Marie-Camille Aubagnac
Phone: +33 1 45 38 19 16