



Press release – April 1st 2015

**MAMA LOVES YOU, and now she loves you on Accorhotels.com too. Book your room [here!](#)
(PS: This is not an April Fool's joke)**

From April 1st, Mama Shelter's family will join the 3,700 Accor hotels on Accorhotels.com, the worldwide booking portal for the Group's hotels.

Customers will therefore be able to book stays at the lively, atypical, collaborative, popular and modern facilities created by Mama Shelter (in Bordeaux, Istanbul, Lyon, Marseille, Paris and very soon in Los Angeles) on the website, the mobile site and using the Accorhotels.com application.

This online visibility is part of the Accor and Mama Shelter partnership which was initiated when Accor acquired a stake of about 35% in the lifestyle hotel brand last October.

The Accorhotels.com portal has been a key e-tourism player in Europe for more than ten years. It has just won the 2015 Travel d'Or™ award after being elected favorite hotel website by Internet users.

About Accor

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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Book a hotel:

www.accorhotels.com

About Mama Shelter

Mama Shelter creates and choreographs lively accommodation and restaurant facilities on a daily basis. It already boasts 633 rooms, five restaurants and 450 employees in five cities and two countries! It was created by the Trigano family and its strategy is one of deployment in city-center addresses. Mama Shelter offers its customers and partners the dual expertise of an hotelier and a restaurateur.

Its establishments are atypical places, where everyone feels at home. They are the result of a blend of influences, encounters, liberties, sensations and emotions. Each Mama tells the story of the city it is located in and the brand combines all kinds of influences: the authentic and rebellious atmosphere of Paris' Saint Blaise district, the effervescence of Beyoglu, the Mediterranean colors of Marseille, Lyon's obsession with gastronomy and Bordeaux's similar obsession with wine.

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