



Press Release

A unique pan-European advertising campaign to showcase the new generation of Novotel hotels

Paris – October 5, 2006 — A true pioneer in the hotel industry, Novotel has always been in tune with the times. Since its founding 40 years ago, the chain has constantly evolved in line with customer expectations. Recently, the growing number of low-cost travel packages, the trend toward shorter vacations and the development of Web marketing have given birth to a new type of traveler—the **city breaker**. Generally 25-to-45 years old and holding management-level positions, these new travelers are breaking down the walls separating business and leisure travel. They want a hotel that provides a sense of wellbeing and allows them to relax and recharge their batteries in a reassuring environment.

Novotel: a new generation of hotels

The **advertising campaign** that will be launched on **October 6** is designed to express the chain's spectacular makeover. Taking an innovative approach unheard of in the hotel industry, Novotel's campaign is an invitation to travel that represents a complete break from the business traveler's usual airport/hotel/conference routine. It makes Novotel a brand that the traveler desires rather than rationally chooses. Already well known for its services and amenities, the brand has chosen to nurture a relationship with customers based on feelings and sensations.

In addition to comfort and relaxation, Novotel frees the traveler from all material constraints so that all guests enjoy a natural feeling of wellbeing. This sensation of wellness didn't happen just by chance. It is the result of an innovative approach designed to create a perfect balance between people and their environment and expressed in the chain's new slogan:

“Novotel, designed for natural living”



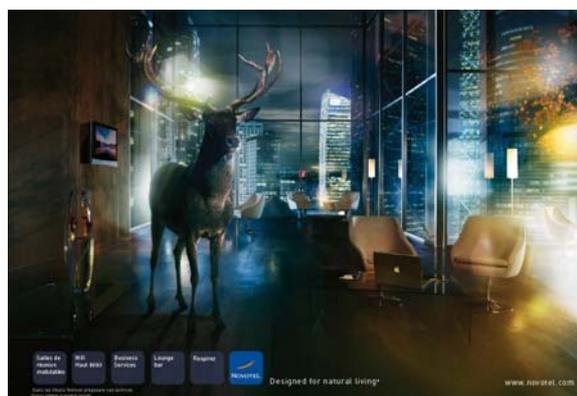


The advertising campaign presents a series of visuals that associate wild animals with each step in the traveler's stay—in each setting and at every moment. This tour of the hotel is characterized by elegance, beauty and a strong emotional impact. Packed with images and feelings, each visual showcases the key components of the new Novotel concept:

- A vision of wide open spaces, with a proud, free-roaming stag standing regally in a vast, well-lit, contemporary lobby where silence prevails.
- As night falls on the city that never sleeps, the stag in the lobby is plunged into a high-tech environment that provides a natural, seamless connection to the world.
- The joy, playfulness and tenderness of lion cubs romping in the Children's Corner.
- In the calm atmosphere of a large bedroom, a delightful young seal is comfortably stretched out on a soft bed, evoking the warmth of a down comforter and a good night's sleep.

The **pan-European campaign focuses on France, and the United Kingdom.** It comprises a television commercial to be broadcast from October 6 to November 27 2006 on over-the-air and cable channels and print advertisements to run in news, women's, family, home and lifestyle magazines from October 25 through the end of the year.

Emilie Simon, who wrote the soundtrack for the film *March of the Penguins*, was the perfect choice to compose the music that accompanies the commercial. The soundtrack earned her a Victoire de la Musique award in 2006. Music video director **Ramon Bloomberg** has given the commercial the rhythm and tempo that make each sequence an intense moment of outstanding artistic quality. **Music** is a key element in this exciting journey, in which the animals serve as guides.





Novotel: in tune with the times, meeting new needs with new solutions

The new Novotel concept opens the doors onto a world of wellbeing and sensations. Designed in a contemporary spirit, the hotel is a free, open space that creates an atmosphere of relaxation and revitalization.

The warm, inviting **Novation room** reaffirms Novotel's commitment to **setting the standard in hotel innovation**. While designed to deliver a restful stay and a comfortable work environment, the new room has made its most remarkable improvements in the area of relaxation. Colors, shapes and materials invite customers to slow down and unwind. The space has been opened and reorganized to create a unique, light-filled, visitor-friendly atmosphere. **For business travelers and families alike, the Novation room is truly designed for living.**

At the center of the hotel is **the new lobby**, a spacious, well-lit area with stylish contours. **The reception area** is built around islands, making it easier for customers to interact with hotel staff. The lobby also features a **lounge corner** where guests can relax or converse with friends. With its redesigned atmosphere, the new Novotel has created a **journey for the senses** using mood vectors, such as floral arrangements, music, colors and materials.

Since the chain's founding, guests have always been able **to get something to eat whenever they like**. Today, **each country is introducing its own dining solutions**, adapted to local eating habits but always aligned with the same quality standards. The formulas include "Novotel Café" in France, "Elements" in the United Kingdom and "Claravia" in Spain.

Whether for business meetings or restful stays, in the heart of the city or in quieter surroundings, Novotel has something to meet every traveler's needs.

Novotel is currently involved in a major project to expand and renovate the chain. To illustrate this development, here are a few examples of this new generation of hotels:

Novotel Bucarest City Centre, the first four-star Novotel in Romania, features a restaurant with a terrace (Café Teatro) and a bar (Bar 37).

Built on the site of the former Bucharest National Theater, the hotel has a truly unique design, with an indoor swimming pool, a fitness center equipped with sauna and Jacuzzi, 241 Novation rooms, 16 suites, an auditorium, and four conference rooms that can accommodate up to 450 people.

It is located in the city's cultural and business center, just a few minutes on foot from the historic downtown area and near all major tourist attractions.





Novotel Bilbao Barakaldo faces the city's new exhibition center. It features 203 Novation rooms including seven suites, a restaurant and bar, three conference rooms that can accommodate up to 270 people, a terrace and an outdoor swimming pool

. Situated in the heart of the Basque country, Bilbao delights the visitor with its famous monuments and museums, like the Guggenheim, and its many churches, including Parroquia de los Santos Juanes, the Basílica de Begoña and the Cathedral.



Novotel Paris Montparnasse is located in a lively Left Bank neighborhood. It features 197 Novation rooms, including two suites, the "Novotel Café" (with a menu prepared by Lenôtre), three conference rooms that can accommodate up to 180 people, and a fitness center. Just a short walk away are the Atlantic Gardens, built over the railway lines, which offer an enchanting spot for travelers to enjoy a moment of rest and relaxation in the city's bustling surroundings.

Novotel Citygate Hong Kong stands in the heart of the Tung Chung district, near the airport. It has 440 rooms, two restaurants, an outdoor swimming pool, a gymnasium and seven conference rooms that can accommodate up to 400 people. Another outstanding feature is a totally transparent bathroom. The hotel is located close to the AsiaWorld Expo and just 15 km from Disneyland Hong Kong.





Novotel Hyderabad is ideally located in Hitec City, a modern neighborhood in the capital of Andhra Pradesh State. Situated next to the enormous Cyberabad Convention Centre, the hotel comprises 287 rooms, including four suites, and is set on a 15-hectare landscaped site overlooking a lake. It also has a business center with four conference rooms, an outdoor swimming pool, a running track, and a



relaxation and fitness center with

Jacuzzi, sauna, massage, thalassotherapy and hot springs. Customers can relax in the bar and enjoy international cuisine in “The Square”, the hotel’s restaurant, which is headed by Chef Rajesh Gopalakrishnan.

Novotel is an international brand of contemporary hotels that are designed for living. With 409 hotels in 56 countries, Novotel provides customers with the same high level of comfort, relaxation and wellbeing throughout the world.

More information about Novotel hotels is available on the Internet at www.novotel.com

Accor, European leader in hotels and tourism, global leader in corporate services, operates in nearly 100 countries with 160,000 employees. It offers to its individual and corporate clients nearly 40 years of expertise in its two core businesses:

- **Hotels, with the Sofitel, Novotel, Mercure, Suitehotel, Ibis, Red Roof Inn, Etap Hotel, Formule 1 and Motel 6 brands:** over 4,000 hotels and 475,000 rooms in 90 countries, as well as strategically related activities, such as **Lenôte**, ambassador of the gastronomy ‘à la française’ worldwide;
- **Services to corporate clients and public institutions:** 21 million people in 35 countries benefit from **Accor Services** products – meal and food vouchers, people care, incentive and loyalty programs.

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A unique advertising campaign for a new generation of hotels

Novotel has created a new generation of hotels to be unveiled in a unique pan-European advertising campaign scheduled for rollout on **October 6** in France, and in the United Kingdom. The advertising campaign expresses the chain's spectacular makeover.

Taking an innovative approach unrivaled in the hotel industry, Novotel's advertising campaign is an invitation to travel that represents a complete break with the business traveler's usual airport/hotel/conference routine. It transforms Novotel into a brand that the traveler desires rather than rationally chooses.

The **new Novotel concept** must be seen if its innovative features and amenities are to be appreciated. A tour is also the only way to showcase the hotel's artistic and creative elements and express the diversity and scope of the feelings the guest experiences.

The advertising campaign is designed as an **evocative, fantastic journey** that uses a series of visuals associating wild animals with each stage in the traveler's stay—in each setting and at every moment. This tour of the hotel is characterized by elegance, beauty and emotional impact.

Packed with images and feelings, each picture showcases the key points of the new Novotel concept:

- A vision of wide open spaces, with a proud, free-roaming stag standing regally in a vast, well-lit, contemporary lobby where silence prevails. *There's nothing further to add !*
- As night falls on the city that never sleeps, the stag in the lobby is plunged into a high-tech environment that provides a natural, seamless connection to the world. *Breathe !*
- The playful tenderness of lion cubs romping in the Children's Corner, a special area for younger guests. It offers a wide choice of activities—from game consoles to comic books—and features a large playground for recreation and exercise. *Happiness !*
- The proud lion on a playing field, bringing to mind Novotel's partnership with the Olympique Lyonnais soccer team and the enjoyment of watching a match live on a giant plasma screen TV. *Good match !*
- In the calm atmosphere of an air-conditioned bedroom, a delightful young seal is comfortably stretched out on a soft bed, evoking the warmth of a down comforter. *Good night !*



Designed to create a perfect balance between people and their environment, Novotel's approach is expressed in the chain's new slogan:

“Novotel, designed for natural living”

- **A natural space in the way it appeals to the senses** using colors and materials, ergonomic furniture and natural lighting.
- **A natural space that provides greater choice**, including a wide range of dining solutions and an express checkout service.
- **A natural space where new technologies keep people in touch with the rest of their world** through Wi-Fi Internet connections in the rooms, MP3 players, and plasma screen TVs in the “Novotel Café”.
- **A natural space that meets the needs of all guests**, with a garden and swimming pool for getting away from it all, the Children's Corner for younger guests, the Lounge and Novotel Café for relaxation, and a fitness center for exercise.

A two-pronged communication campaign

The advertising communication will be rolled out in two stages:

- A TV commercial broadcast on over-the-air and cable stations from October 6 to November 27 2006.
- A print campaign to run in news, women's, family, home and lifestyle magazines from October through the end of the year in France and in the United Kingdom.

The campaign's creators

The commercial, which showcases the chain's highly imaginative style, is a series of sequences corresponding to the different stages in a journey that evokes strong feelings and sensations. Music video director **Ramon Bloomberg** has given the commercial the rhythm and tempo that make each sequence an intense moment of outstanding artistic quality. This Israeli/British director lives in the United States, where in 2000 he won Best Documentary awards at the San Francisco and Brooklyn International Film Festivals. Since 2003, he has worked mainly on video clips, including Metric's *Calculation*, My Robot Friend's *The Power of Love* and, this year, Maximo Park's *I Want You to Stay*.

In preparing the spot for Novotel, Ramon chose **Peter Suschitzky** to be his **director of photography**. Peter's film credits include *Valentino*, directed by Ken Russell (1977) and Georges Sluizer's *Vanishing* (1993). He also worked with John Boorman on *Leo the Last* (1970) and *Where the Heart Is* (1990), for which he won the Best Photography Awards from the National Society of Film Critics.



Neal Scanlan was in charge of animatronics for the commercial. A founding member of Creature Shop, he has worked on the highly successful *Babe* (1993), as well as a many other films, notably *Teenage Mutant Ninja Turtles I and II* (1988 and 1990), and *Dinosaurs* (1991). He produced animated sequences for Walt Disney Pictures' *101 Dalmatians* (1995) and special makeup for *The English Patient*, directed by Anthony Minghella and awarded an Oscar in 1994.

Music is a key element in this exciting journey, in which the animals serve as guides. **Emilie Simon**, who composed the soundtrack to the film *March of the Penguins*, was the perfect choice to write the music that accompanies the commercial. Her score for Luc Jacquet's 2005 movie about migrating penguins earned her a prize for Best Soundtrack at the Victoire de la Musique awards as well as a nomination for Best Soundtrack at France's César awards.

The stunning photographs that illustrate the campaign were taken by **Blinkk**, which brings together the unique talents of France's Damien Laurent, Britain's Annelise Howard-Phillips and Lebanon's Leila Naaman Laurent. The trio has worked on campaigns for Sony, Boucheron, Eurostar, Heineken, Mercedes-Benz and Toyota, among others.

The actors were chosen from across Europe: the stag is French, the doe comes from the Czech Republic and the bear is a seasoned performer, having played a role in Emir Kusturitsa's most recent film.



Novotel: in tune with the times

New attitudes and new needs

A true pioneer in the hotel industry, Novotel has always been in tune with the times. Originally located on the outskirts of cities and featuring broad lawns and swimming pools, these innovative hotels provided business travelers and families with freedom and wide-open spaces. However, times changed and downtown areas became a powerful magnet. Novotel responded proactively to this trend by developing hotels in city centers. As new, out-of-the-way destinations gradually began to emerge, Novotel again tailored its offering, pursuing an innovative development program that included such countries as Lithuania, Russia and China.

The latest trend in travel is the **city breaker**. Generally 25-to-45 years old and holding management-level positions, these new travelers are breaking down the walls that separate business and leisure travel. They're always ready to transform a business trip into a leisure stay. Although fluent in new technologies, they nonetheless want a relaxing setting, a hotel that provides a sense of wellbeing and allows them to relax and recharge their batteries in a reassuring environment, and the kind of comfort they get at home—or better. However, they want even more, because in today's world, service quality and atmosphere make all the difference. To meet these emerging needs, Novotel is providing new solutions.

The Novation room: just like at home

The **Novation** room represents a new chapter in the Novotel story. Its conception and design have renewed the brand's long-standing pledge to **offer business travelers and families a spacious, comfortable, functional room at an affordable price**. Hospitable and contemporary, the Novation room reaffirms through Novotel's mission: **to set the standard in hotel innovation**.

While designed to deliver a restful stay and a comfortable work environment, the new room has made its most remarkable improvements in the area of relaxation. Colors, shapes and materials invite customers to slow down and unwind. The space has been opened up and reorganized to create a unique, light-filled, visitor-friendly atmosphere. For business travelers and families alike, the Novation room is truly designed for living.



A restful stay

One of Novotel's key commitments is to provide guests with a good night's sleep after a tiring journey or a hard day's work. To meet this commitment and ensure a tranquil stay, the Novation room features a **longer bed** suited to today's taller travelers, a **cozy quilt**, an **ergonomic headboard** that makes it easier to read or watch television, **improved lighting** and **hook-ups** for mobile phones and computers.



A relaxing stay

Opening onto the room, the bathroom offers several options, including combined shower/bathtubs or large showers equipped with a “rain” showerhead. Tubs have even been positioned so that customers can watch TV while bathing.

Bright and cheery, the bathrooms are made with high quality materials, combining tiles and glass sheets to create an atmosphere of wellbeing.



For relaxing while reading or watching the television, **a sofa folds out into a comfortable, cozy bed for two children**. The cushions don't need to be removed since they automatically retract when the bed is opened. A glass-panel **mini-bar** allows guests to see the offering of beverages and snacks, and an **electric kettle** is provided for making a cup of tea or coffee first thing in the morning or an herb tea before going to bed. These and many other amenities help make a stay with Novotel even more enjoyable.

A place to work

The elegant workspace includes highly ergonomic features. Rather than transforming the room into a second office, **the space is modular with a pivoting desk that enables customers to work facing either the window or the room**. In either case, they have a clear view in front of them and plenty of legroom. To enable guests to stay in touch with the outside world, Internet hook-ups and a large number of electrical outlets have been provided. For greater personal security, each customer has access to an individual safe that is large enough to store a PC.



A pleasure for the eyes

With more than 48,000 original red-tinted lithographs in the hotel rooms, Novotel has been transformed in the “world's largest picture gallery.” Since 1994, the chain has been pursuing a long-term project of exhibiting lithographs created especially by contemporary artists in its rooms. The result is **a unique collection of nearly 320 works of art** by more than 200 artists from around the world. These works reflect a wide range of artistic trends, including New Realism, Expressionism, Geometric Abstraction, the CoBrA movement, Free Figurative Art, Minimalism and Kinetic Art.

A relaxing environment



At the heart of the hotel is the **Novotel lobby**, designed to attract and delight customers by creating a unique environment where they can relax. The goal is to enhance the customer's initial experience of the hotel with a space that is both pleasant and elegant. Large, airy and well-lit, the lobby is organized into different areas, for example, for recreation, reading or phoning—each with its own mood and atmosphere.



For a warm, hospitable welcome, **the reception area** is organized into islands, making it easier for customers to interact with hotel staff. New customer-friendly signage and LCD-screen electronic information systems help guests to find their way around and understand the array of services at their disposal.

Customers sometimes need a comfortable place where they can be alone for a few minutes, wait for an appointment or talk with friends. Near the reception area, a **cozy lounge corner** has been decorated with rounded contemporary furniture, coffee tables and wide sofas that invite guests to sit down and unwind.



A journey for the senses

To draw the visitor's attention to attractive details and create a softer, more restful atmosphere, Novotel has introduced a number of mood vectors.



Floral arrangements

By focusing on simplicity, contemporary styling, creativity and clarity, Novotel's plant and flower arrangements reflect the changes that the chain has undergone. They are also a highly visible way of saying "welcome" and reflect a desire to create a harmonious environment. Flowers and plants are used to showcase and personalize the different areas of the hotel, without enclosing them, through the use of perspective.

Mood music

A musical background combining entertaining, enjoyable tunes is used to create a specifically "Novotel ambiance" that is tailored to different times of day, both during the week and on weekends. Thanks to an easy-to-use system for choosing selections and updating the playlist, the same song is never heard more than once every five or six days.

Colors and materials

The choice of shapes colors and materials help make a Novotel hotel a special place where guests immediately feel at ease and ready to **enjoy a positive experience**. The chain's values and commitments are reflected in the choice of trim and finishes. In addition to meeting resistance, comfort and upkeep criteria, the materials, color combinations and textures also contribute to the end result—a **pleasant, subdued, restful atmosphere**.



A time for enjoyment

Since Novotel's founding, guests have always been able to **get something to eat at any hour of the day or night**. The food services offering focuses on freshness, seasonal products and authenticity. The cuisine is simple, with most dishes grilled, steamed or cooked "a la plancha." Special attention has been paid to the **interior decoration**, which is sober yet modern. Shapes are streamlined and the materials used—glass, steel, wood and tiles—are eminently contemporary. The goal is to provide an enjoyable experience—both for young and old, and for vacationers as well as business travelers.



Adapted to each country's needs

Each country is gradually introducing its own dining solutions, based on the best available formulas and adapted to local eating habits, but always aligned with the same quality standards. Examples include "Novotel Café" in France, Elements in the United Kingdom, "Claravia" in Spain and "Food Square" in Belgium. In France, for instance, "**Novotel Café**", with its multiple dining options, comprises several warm, well-lit areas where customers can relax, work, have a drink or enjoy a meal. Backed by Lenôtre's expert skills, this unique new food service offering allows hungry customers to satisfy their cravings whenever they like, on the spur of the moment. In Spain, the "**Claravia**" restaurants offer a subtle blend of Mediterranean cuisine and traditional Spanish cooking.

Balance and wellness

Novotel serves **healthy, nutritionally balanced meals** that are also **tasty**. All dining formulas—breakfast buffets, restaurant meals, room service, bar snacks, Dolfi children's menus—integrate products and dishes that meet the expectations of nutrition-minded customers.

Breakfasts à la carte

Since a good day invariably begins with a good meal, breakfast at **Novotel is tailored to customer needs**, with a choice of **times** (4:00 to 10:30 a.m.), **locations** (in the restaurant or room, or at the bar) and **formulas** (four possibilities). Novotel offers healthy, balanced breakfasts that include fruit, dairy products and cereals.

A time for relaxation

Novotel hotels are often set in a park or garden. The chain carefully cultivates its **natural assets, which cover more than 700 hectares around the world.** With most hotels featuring an outdoor swimming pool (averaging 12 by 5 meters), Novotel has developed **Europe's largest network of private swimming pools.**



For its hotels in city centers and some in outlying areas, Novotel offers a range of recreational options for business and leisure travelers alike. Hotels in Europe include fitness centers, wellness areas and full-fledged spas. In France, a fitness club has been designed in partnership with Club Med Gym, called **Côté Fitness by Club Med Gym.**

A time for the family

At Novotel, families have always received a special welcome. **One or two children under 16 can stay for free in their parents' room and enjoy a free breakfast.** This is the Novotel promise, which is valid **all year round** and across the network **without restriction.**

For **families with three or more children,** Novotel goes even further, offering a second room at a 50% discount in hotels throughout France, to make their vacation stay more comfortable. Novotel also provides a wide range of special services for families.

It **makes life easier for parents traveling with young children,** with baby beds, bottle warmers and highchairs available in hotels.



The chain also has special treats for younger guests. Upon their arrival, children are given a present—**Dolfi,** Novotel's little dolphin mascot—as a souvenir of their stay. **Play areas** have also been created, including the **Children's corner** in the lobby and outdoor playgrounds, where they are free to have fun on safe, specially designed equipment. Older children have free access to **consoles** with a selection of games. At mealtime, children feel like privileged guests, thanks to a specially priced meal for kids under 8 and a gift to keep them occupied while waiting to be served.



A time for meetings

Spacious and comfortable, the Novotel conference room helps make meetings a success. Its state-of-the-art, functional equipment includes ergonomic furniture, stable, easy-to-handle presentation boards, electrical outlets and computer hook-ups. The room's warm, modern ambiance creates an improved working environment.



The chain provides conference organizers with a **solution that can be tailored to every event and type of business meeting**. Whatever the meeting's goals or special features, Novotel delivers high quality facilities and services and sets just the right tone and pace:

- **Work conferences** can be held in all Novotel hotels in downtown areas, on the outskirts of cities and near international airports, thanks to the **Meeting@Novotel** offer. The chain makes seven quality commitments to conference organizers: attentiveness, anticipation, assistance, meals and breaks, leisure activities, transparency and follow-up.
- **Conference or convention** facilities are available, with a selection of specially equipped sites for large events.

A time for vacations

The Novotel Resort concept has introduced a **vacation experience tailored closely to individual tastes. No more** fixed schedules and mandatory activities. With Novotel Resort, everything is offered but nothing is required. In this way, **each vacation is unique**, just like each customer. Novotel Resort truly has something for everyone's holiday desires.

A time for employees

The brand's successful development also depends on employee training in such areas as the Novotel Attitude and marketing techniques.

To improve customer loyalty, for example, Novotel introduced a new program in France in June 2004. Called the **Novotel Challenge**, the program provides training tools and materials designed to help managers, department heads and their team members promote the **Novotel Attitude** in the hotels. Another new initiative is the Novotel Service Extraordinaire project in the United Kingdom.

Novotel also offers **skills-enhancement programs adapted to employee needs**. These may include courses devoted to team management, sales and marketing, or reception and booking, as well as mandatory training in safety and security measures.

Novotel and its partners

With Olympique Lyonnais

Last April, the Olympique Lyonnais soccer club and Novotel signed a five-year partnership agreement whereby the chain has become a major partner to the team, the first to win the French Championship five years in a row.

The partnership reflects the many similarities between the club and the brand, notably a desire to be a leader, a focus on team spirit and a capacity for innovation. The agreement took effect in July, with the kick-off of the 2006-2007 season.



The alliance strengthens Olympique Lyonnais' development strategy by enabling the club to create synergies with its new major partner's software and systems.



In turn, Novotel will benefit from the club's broad-based communication network. The brand will also be featured on the player's jerseys for home matches in the French Championship and in European competition. The partnership also reaffirms Novotel's standing as a pioneer, alongside a club that is developing rapidly.

With the Danone Nations Cup

Novotel is also a founding partner to the Danone Nations Cup, created by the French food company four years ago.

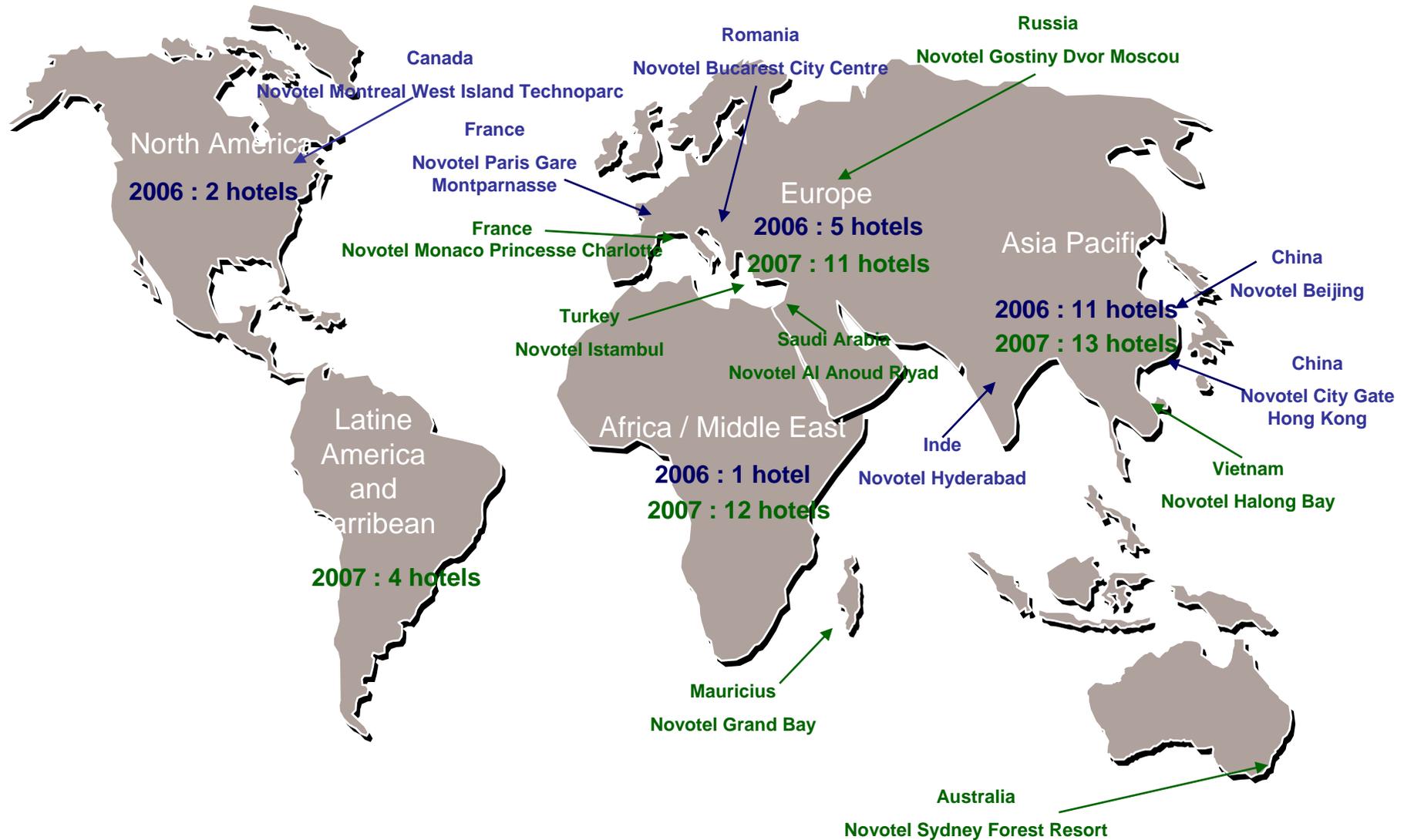
The Cup brings together teams of young people, age 10 to 12, selected through national qualifying tournaments in 32 countries.

It enables over 2.5 million children to develop their passion for soccer by taking part in an international competition.



Sponsored by Zinedine Zidane, the Danone Nations Cup supports the fight against leukodystrophy, a rare genetic disease that afflicts thousands of children around the world.

59 new hotels in 2006 - 2007





Novotel : 50 new addresses till 2007

2 0 0 6	October	Hungary – Novotel Budapest (177 rooms) Indonesia - Novotel Tarakan (175 rooms) Indonesia - Novotel Balikpapan (200 rooms)
	November	Canada - Novotel Montreal West Island Technoparc (120 rooms)
	Décember	Indonesia - Novotel Nusa Dua Bali (200 rooms) Nigeria – Novotel Festac Lagos (432 rooms) Thailand - Novotel Chumphon Beach Resort (160 rooms)
	end 2006	Malaysia – Hydro Majestic Kuala Lumpur (315 rooms) China – Zhongguancun Hotel Beijing (300 rooms) Australia - Novotel Ningaloo Resort (60 rooms)
2 0 0 7	January	China -Novotel World Trade Nanjing (250 rooms) Morocco - Novotel Casa City Centre (250 rooms) Morocco - Novotel Marrakech (400 rooms) Italia – Novotel Bari Santa Caterina (120 rooms)
	February	Indonesia - Novotel Bandung (150 rooms) Egypt - Novotel Cairo Tower (140 rooms) Morocco - Novotel Thalassa Agadir (250 rooms) Saudi Arabia - Novotel Al Anoud Riyad (220 rooms) Russia - Novotel Novorosiysk (150 rooms)
	March	Turkey – Novotel Istambul (215 rooms)
	April	Nigeria - Novotel Abuja (230 rooms) Malaysia - Novotel Borneo Lota Kinabalu (263 rooms) Vietnam - Novotel Halong Bay (200 rooms)
	May	Luxembourg - Novotel Luxembourg Centre (150 rooms) Spain - Novotel Murcia (128 rooms)
	June	Perou - Novotel Lima (126 rooms) Brazil - Novotel Belo Horizonte Raja Gabaglia (230 rooms) Thailand - Novotel King Power Bangkok (400 rooms) Algeria - Novotel Alger Aletti (160 rooms) Sierra Leone - Novotel Freetown Mammy Yoko (160 rooms) Italia - Novotel Bologna Fiera (206 rooms) Italia - Novotel Malpensa Cardano - Milan Airport (204 rooms) Vietnam - Novotel Nha Trang (108 rooms)



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July	Tunisia - Novotel Tunis (128 rooms) Tunisia - Novotel Thalassa Djerba (264 rooms)
September	France - Novotel Monaco Princesse Charlotte (238 rooms) India - Novotel Hyderabad Airport (180 rooms) United Kingdom - Novotel Edinburgh Park (169 rooms) Russia - Novotel Ekaterinbourg (160 rooms)
December	Australia - Novotel Sydney Forest Resort (144 rooms) Brazil - Novotel Santos Dumont – Rio (150 rooms) Russia - Novotel Gostiny Dvor Moscou (200 rooms) Austria -Novotel Wien Urania (125 rooms) Poland - Novotel Gdynia
Fin 2007	Italia - Novotel Bologna Villa Cicogna (158 rooms) The Netherlands - Novotel Ypenburg (150 rooms) Brazil - Novotel Salvador (144 rooms) Mauricius - Novotel Grand Bay (200 rooms) China - Novotel Celebrity Tower Shanghai (400 rooms) Lybia - Novotel Tripoli (400 rooms)



Appendices



Novotel Milestones

1967

Paul Dubrule and Gérard Péliçon open **the first Novotel in Lille**, a few kilometers from the airport in a countryside location that, to industry professionals, seems a very strange choice. The **hotel concept is highly innovative**: its 62 large rooms are all identical, with a bathroom, toilet, television and direct telephone line, and offer a level of comfort unheard of at the time and for the price. Equipped with a swimming pool, the hotel is also electrically heated and entirely air-conditioned.

1970

Opening of the **first franchised Novotel**, the **Novotel Reims Tinquieux**.

1973

Opening of the **first Novotel in Paris**, the **Novotel Paris Porte de Bagnolet** (650 rooms). The chain comprises 40 establishments in France, Switzerland, Belgium and the United Kingdom.

1974

Novotel takes to the fairway **as a sponsor of golf tournaments**.

1975

Creation of the **Club Novotel card**, the **first membership program for a European hotel chain**.

Brazil's first Novotel opens in Sao Paulo. Other openings follow elsewhere in South America, as well as in Europe.

Novotel become France's biggest hotel chain.

1977

Novotel celebrates its 10th anniversary and pursues its expansion in Eastern Europe.

1978

The 100th Novotel is inaugurated, a 650-room establishment **in Amsterdam**.

Novotel is now present in all major French cities.

1982

The chain opens its first hotel in Asia, the Novotel Orchid in Singapore.

1985

"Children stay for free": Two children under 16 can stay for free in their parents' or grandparents' room and enjoy a free breakfast.

1986

Novotel innovates with the breakfast buffet.

In North America, the Novotel Toronto Mississauga opens.



1987

On the occasion of its 20th anniversary, Novotel introduces a new logo. The network now comprises 200 hotels around the world.

Novotel become the first European hotel brand to advertise on television.

1988

The breakfast buffet is renamed **Grand Bonjour**.

1990

Official launch of the **Novotel Worldwide** membership card. The guaranteed room on five days' notice formula is a big hit with customers.

1992

Novotel introduces a mascot, Dolfi, as a way of welcoming children to the hotel.

1994

A new visual identity is introduced with a crescent moon added to the logo, to guide travelers with a new smile. Hospitality is accentuated with the warm tagline: *"Welcome, you're home"*

The restaurants are renamed Côté Jardin and chefs are given special training courses at the Lenôtre school.

1995

Hotels exteriors and interiors are renovated and improved. Around 20 hotels introduce **new color schemes with the Harmony rooms and rounded contours in the new Ambiance bathrooms**.

The **Family Charter** expresses the commitment of Novotel teams in Europe and North America to welcoming families, with special services for babies and leisure activities for children.

1996

Works of art are introduced into hotel rooms to make them even more attractive. Called the **Novotel Contemporary Art collection**, the project involves international artists who **contribute original red-tinted lithographs**.

The first Novotel-Perrier Open golf tournament is held.

Novotel opens its 300th hotel in the French capital—the Paris Porte d'Orléans.

Leipzig is the site of the first Novotel in the former East Germany.

1997

New communication technologies make their appearance in the Novotel network, **with the first Internet bookings**.

Every day, 40,000 people demonstrate their trust in Novotel by booking a room in one of the chain's 320 hotels in 53 countries.

Every year, 500,000 children receive a warm welcome at Novotel and more than 200,000 choose the Dolfi menu in the restaurant.

The chain constantly innovates with new offers, such as Club Novotel Golf Worldwide for customers who are also golfers.



2000

Novotel adds the “Accor hotels” tagline to its logo, to increase visibility and global awareness of the Group.

2002

Introduction of the new conference room with easy-to-use, state-of-the-art equipment that provides customers with greater comfort and convenience.

The Novotel network comprises **354 hotels in 57 countries**.

2003

Rollout of **Novation, the latest generation Novotel room**.

The brand reaffirms its mission of setting the standard in hotel innovation with Meeting@Novotel. The offer guarantees business customers an ever-expanding array of services to make every aspect of their meeting a success.

Novotel introduces a **year-round weekend leisure offering** that includes special rates and services.

2005

New dining concepts are introduced on a country-by-country basis. These include Novotel Café in France, Claravia in Spain, Elements in the United Kingdom and Square Food in Belgium.

2006

The Novotel network comprises today 409 hotels in 56 countries, with 50 additional establishments scheduled to open in 2006 and 2007.

The **Olympique Lyonnais** soccer team and **Novotel** sign a five-year partnership agreement making **Novotel a major partner to the club**.

The brand launches a new generation of hotels with a pan-European **advertising campaign**.

Novotel in the world, on 31 December 2005 : 398 hotels

