

Press release

June 21st, 2012

Académie Accor: The world first Hospitality Learning Network moves into the United Kingdom and Indonesia

Accor, the world's leading hotel operator and market leader in Europe, has been providing learning and development solutions through its Académie Accor since 1985. Twenty-seven years later, the world's top hospitality school relies on **its 17 entities** to roll out its programs in **72 countries**, delivering **more than 435,000 days** of training a year (an average of three days per employee), and invests almost **€45 million** every year in training its employees. In 2011, over 145,000 Group employees were trained through modules adapted to the specific local challenges of each country and covering more than 100 hotel industry jobs.

With Accor involved in a phase of steady expansion, with the aim of becoming the global reference in hotel industry, training is crucial to meet the following challenges:

- Help employees develop their skills
- Reinforce the Group's attractiveness as an employer in the industry
- Trigger a dynamic of change and innovation wherever the Group is active
- Win the preference of investors, owners and franchisors
- Deliver the promises made by each of its brands internationally
- Disseminate the Group's spirit and culture throughout the world.

Sophie Flak, Executive Vice President Sustainable Development and Académie Accor explains: *"Today, more than ever, **identifying, developing and retaining talented people** is a crucial guarantee for Accor's strategy of conquest. With 40,000 new rooms every year, our mission is to train our employees on the ground, where they work. The Académie Accor therefore offers an increasingly varied mix of training approaches brought together under the name **"blended learning"**. We train all our employees, whether they work in owned, managed or franchised hotels, face-to-face or remotely, via e-learning modules or virtual classrooms"*.

Accor UK

In line with its plans to increase the number of hotels from 185 to 300 and create 3,500 jobs looking to 2015, **Accor United Kingdom inaugurated a training and career development centre in London** on June 21. After 10 years of presence in the United Kingdom, the new centre will allow the Académie Accor to offer Group employees a totally unique space, with training rooms equipped for e-learning and working sessions for small and large groups, modern, comfortable and fully modular furniture and plug and play technology to facilitate exchanges and encourage creativity.

Accor Asia-Pacific

In Asia-Pacific where the Group plans to increase its hotel base by 42% looking to 2015, the Académie Accor network is increasing its coverage, with **a new entity in Indonesia joining those already in place in Thailand, China, Australia and New Zealand.**

In this wide and strategic region for the Group, Académie Accor focuses on providing access to learning to all employees: thus since several years, the hotel teams resort to an interactive platform that allows each employee to recourse to training modules online whatever the time of day or location of where he connects.

To keep pace with the Group's growth, the Académie Accor continues in 2012 to expand its network of campuses and innovative learning solutions to help employees develop their skills.



Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with **more than 4,400 hotels** and **530,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons/ibis Styles, Etap Hotel/Formule 1/ibis budget, hotelF1 and Motel 6** - provide an extensive offer from luxury to budget. With more than **180,000 employees*** in **Accor brand hotels** worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

**Including 145,000 in owned, leased and managed hotels*

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