



ACCORHOTELS

Feel Welcome

Press release

Paris/Crissier - 24 March 2017

2016, another record year in AccorHotels' development

- **81,000 rooms in 350 hotels added to the portfolio**
- **172,000 rooms in 920 hotels in the pipeline**
- **300 hotels representing 50,000 rooms signed in 2016**
- **Ramp up in luxury, resorts, lifestyle and residential**

At a rate of one new hotel opening every 36 hours, 2016 represented another record year in AccorHotels' development, with more than 4,100 hotels and 580,000 rooms in 95 countries around the world. As a result of a hotel development strategy driven by sustained organic growth and the acquisition of FRHI, over the past year the Group opened 230 new hotels and acquired 120 new locations, while continuing to diversify its activities.

In addition to these record results, and the continued and balanced expansion of the Group's historical hotel brands, 2016 was marked by the Group's development moving in new strategic directions:

- The ramp-up of growth in the **luxury** hotel segment driven by the acquisition of FRHI. This ramp-up was subsequently reinforced in the **resort** segment, one of the most dynamic markets in the industry, through a strategic partnership with Banyan Tree and Rixos for a number of destinations;
- The expansion of our portfolio of **lifestyle** brands with Mama Shelter, Jo&Joe and 25hours;
- The acceleration in the development of **serviced residences for extended stays and branded private residences**.

But also:

- The consolidation of our leadership in the **luxury home rentals market** due to the acquisitions of onefinestay, Squarebreak and Travel Keys, which complement our existing hotel offering and now enable us to offer almost 8,500 luxury homes globally;
- The consolidation of our **leadership in Brazil** with the integration of 26 Brazil Hospitality Group (BHG) hotels.

"In a single year, AccorHotels has opened 38,000 rooms across all segments and acquired 43,000 rooms, which represents a record for the Group. With more than 920 hotels and 172,000 rooms in the pipeline, our aim over the coming months is to consolidate our global



presence as well as the leadership position secured by AccorHotels last year in the luxury, resort, lifestyle and private rental segments. We are also very proud to have signed this year some iconic hotels including the Fairmont Century Plaza Los Angeles (394 rooms and, among others, 63 private residences), the Sofitel Reforma in Mexico (290 rooms), the So Kuala Lumpur (213 rooms), the Novotel Dubai Burj Khalifa (261 rooms) or the ibis Styles in Moscow (240 rooms)” said Gaurav Bhushan, Chief Development Officer of AccorHotels.

Below is a selection of hotels that stood out during 2016...



Sofitel Frankfurt Opera (150 rooms)
Designed in the style of the *hôtels particuliers* (private mansions) of the 17th and 18th centuries, this luxurious palace, which boasts 150 rooms and suites, epitomizes the French art de vivre.

Santa Teresa Hotel and David Tower Netanya Hotel (44 and 75 rooms)

In 2016, MGallery by Sofitel decided to focus on growth by opening hotels in two new countries: Santa Teresa Hotel in Rio de Janeiro in Brazil, and David Tower Netanya Hotel in Israel. The hotel in Rio is located in the bohemian district of Santa Teresa, renowned for its wonderful artistic and musical heritage. In Netanya, the hotel is just a short walk from the oceanfront, overlooking the blue waters and golden beaches of the Israeli Riviera.



Pullman San Francisco Bay (421 rooms)



The Pullman San Francisco Bay is the destination of choice for both business travelers and tourists alike, standing on the shores of a tranquil lagoon in the upmarket community of Redwood Shores.

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NOVOTEL

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Novotel Bali Benoa Hotel (173 rooms)

This stunning complex is ideal for a family vacation or a romantic getaway in the tropics. It boasts three pools, three bars and restaurants, a fitness center and an In Balance Spa.



Mercure Krakow Stare Miasto (198 rooms)

Located in the city center of Krakow, this hotel is fully rooted in its local environment through its original atmosphere mixing history with modernity. The colorful and convivial design is an homage to the Jagiellonian dynasty who reigned in Poland.

ibis One Central Dubai (588 rooms)

Dubai One Central welcomes both business travelers and tourists to the heart of the financial and commercial districts, with easy access to the Dubai International Trade and Convention Center, the largest conference center in the region.



ibis Styles Budapest City (130 rooms)

The ibis Styles Budapest City is situated on the banks of the Danube, in the Hungarian capital. In a perfect location, it provides easy access to the city's financial and historical districts. Its design is inspired by cycling, the emblem of the city.

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ibis budget Frankfurt City Ost (159 rooms)

Deep sleep, with a dream price: the ibis budget Frankfurt City-Ost is located in the heart of Frankfurt's Ostend district, between Ostbahnhof station and the Main river.

...and the exciting deals in 2017

ibis Styles Basel City (186 rooms)

The first ibis Styles hotel for the Swiss exhibition and culture capital opened its door on March 1st. With its central location close to Basel station, attractions in the city such as St. Jakob-Park and Messe Basel can easily be reached on foot or with public transport. The ibis Styles Basel City has a fresh design, bright colours and quirky lighting.



Opening March 1st 2017



Opening March 13th 2017

ibis Genève Centre Lac (122 rooms)

Affordable accommodation in the heart of Geneva: located between the Geneva Cornavin station and Lake Geneva, the ibis Genève Centre Lac opened its doors on March 13th and is the ninth ibis in the Geneva region. The Geneva business quarter and the Palexpo exhibition and congress centre can be reached quickly and easily by hotel guests.

Mercure Krone Lenzburg (69 rooms)

Both travellers and locals have been enjoying the hospitality on offer at the Kronenplatz in Lenzburg for over 300 years. From May 2017, Gasthaus Krone, a traditional hotel, will become part of the Mercure group. The modern rooms are tailored to meet the needs of the guests, who can enjoy seasonal Swiss cuisine in Restaurant Charly.

ibis budget und ibis Styles Genève Palexpo (227 rooms)

In mid-November 2017, an ibis budget (112 rooms) and an ibis Styles (115 rooms) will be opening next door to one another at the Palexpo exhibition and congress centre. Both hotels will provide accommodation for exhibitors and visitors alike.

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Raffles Europejski Warswa (103 rooms)

Raffles should make a splash in Warsaw's hotel sector with the opening of the Raffles Europejski at the end of the year. This former great hotel from the Russian empire, destroyed during the Second World War, is a genuine icon to which Raffles will bring its legendary know-how and in Warsaw will set the new standard in luxury travel.

Fairmont Quasar (207 rooms)

Overlooking the slopes of the Bosphorus, the Fairmont Quasar hotel combines the sophisticated modernity of Istanbul with the unique origins of this site, rooted in centuries of history. The hotel opened in January 2017.

Sofitel Sydney Darling Harbour (590 rooms)

Sofitel Sydney Darling Harbour will boast understated yet sophisticated luxury, combining French elegance, modern design and spectacular views overlooking the harbor.

Victoria House MGallery by Sofitel Hotel, London Leicester Square (86 rooms)

Set within the beautiful Victory House, a heritage site overlooking Leicester Square, the Victoria House Leicester Square is just a stone's throw from the leading theaters, designer boutiques and top restaurants.

Mercure Maldives Kooddoo Resort (68 villas)

The very first AccorHotels' complex in the Maldives comprises 68 villas with a spectacular view over the lagoon and the white sandy beaches. The hotel boasts a restaurant, a swimming pool, bars, a spa, a fitness center as well as a selection of water activities.

Novotel Wien Hauptbahnhof (266 rooms)

Located next to Vienna's central station, right in the heart of the Belvedere district, this property offers the comfort of a 4-star hotel with a design and vibrant atmosphere.

ibis Styles New York LaGuardia Airport (98 rooms)

Perfect for family vacations or low-cost business travel, the hotel is located very close to the heart of New York. Take full advantage of the city that never sleeps!

ibis Saigon Airport (282 rooms)

The ibis Saigon Airport is the only international economy hotel situated within the vibrant Tan Binh district. It features 282 rooms, a restaurant, Sky bar, pool, gym, sauna, steam room and four meeting rooms.

ABOUT ACCORHOTELS

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,100 hotels, resorts and residences, as well as in over 3,000 of the finest private homes around the globe. Benefiting from dual expertise as an investor and operator through its HotelServices and HotelInvest divisions, AccorHotels operates in 95 countries. Its portfolio comprises internationally acclaimed luxury brands including Raffles, Sofitel Legend, SO Sofitel, Sofitel, Fairmont, onefinestay, MGallery by Sofitel, Pullman, and Swissôtel; as well as the popular midscale and boutique brands of 25hours, Novotel, Mercure, Mama Shelter and Adagio; the much-prized economy brands including JO&JOE, ibis, ibis Styles, ibis budget and the regional brands Grand Mercure, The Sebel and hotelF1. AccorHotels provides innovative end-to-end services across the entire traveler experience, notably through the recent acquisition of John Paul, world leader in concierge services.

With an unmatched collection of brands and rich history spanning close to five decades, AccorHotels, along with its global team of more than 240,000 dedicated women and men, has a purposeful and heartfelt mission: to make every guest Feel Welcome. Guests enjoy access to one of the world's most rewarding hotel loyalty programs - Le Club AccorHotels.

AccorHotels is active in its local communities and committed to sustainable development and solidarity through PLANET 21, a





comprehensive program that brings together employees, guests and partners to drive sustainable growth.

Accor SA is publicly listed with shares trading on the Euronext Paris exchange (ISIN code: FR0000120404) and the OTC marketplace (Code: ACRFY) in the United States.

AccorHotels has 60 hotels and a total of over 7,200 rooms in Switzerland, and employs more than 1,000 staff members.

For more information and reservations visit accorhotels.group or accorhotels.com.

Or become a fan and follow us on Twitter and Facebook.

Press Contact

Jung von Matt/PR

Daniela Chiani

+41 (0)44 254 66 59

E-mail: accor-press@jvm.ch

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