



Press release

Miami, March 2, 2016

## Luxury Sofitel Hotels Recognized for Excellence in Hospitality by Forbes Travel Guide

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[AccorHotels](#), the world's leading hotel operator, has been honored among top luxury hotels and resorts in the **2016 Forbes Travel Guide** awards. Three [Sofitel](#) hotels, part of the Group's luxury portfolio, were included on the award platform. The guide, which establishes the benchmark for excellence in global hospitality included:

- [Sofitel New York](#) - Recommended for the fourth consecutive year
- [Sofitel Paris Le Faubourg](#) - Four-Star Rating
- [Sofitel So Bangkok](#) - Recommended

*"AccorHotels continues to provide guests with a refined approach to luxury and hospitality to create unforgettable experiences worldwide," said Rick Harvey Lam, Senior Vice President, Global Marketing, Communications and Partnerships, Luxury & Upscale Brands AccorHotels. "We are pleased to see these Sofitel properties in such diverse locations recognized for the quality of their guest experiences by Forbes Travel Guide."*

As defined by the Forbes Travel Guide, Four-Star hotel properties provide a "distinctive setting" with "many interesting and inviting elements to enjoy." Attention to detail is "prominent" throughout, while staff is "accommodating and takes pride" in catering to specific needs throughout a guest's stay. Recommended hotels are "well-appointed" and have "enhanced amenities and design that provide a strong sense of location" through style or function.

This recognition for Sofitel comes on the heels of an exciting 2015 for AccorHotels, with development news across the brand's luxury portfolio. Sofitel Paris Le Faubourg opened in March 2015 and is already being acknowledged on key industry platforms. Also in 2015, AccorHotels introduced Pullman Miami Airport, modernizing the existing Sofitel Miami. As the first Pullman in North America, the property highlights art, design and connectivity. In 2017, AccorHotels plans to open Sofitel Mexico Reforma, marrying French elegance and *savoir-faire* in the art of hospitality with the international prestige of the Mexican culture.



The coveted recognition is only awarded to properties that meet the high hospitality standards of Forbes Travel Guide. Professional inspectors check out every property regularly rated, evaluation more than 500 criteria to determine a star rating.

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#### About AccorHotels

AccorHotels is a Group united by a shared passion for hospitality and driven by a shared promise to make everyone *Feel Welcome*.

Over 180,000 women and men in 3,900 AccorHotels establishments look after thousands of guests every day in 92 countries.

AccorHotels is the world's leading hotel operator and offers its customers, partners and employees:

- its dual expertise as a hotel operator and franchisor (HotelServices) and a hotel owner and investor (HotelInvest);
- a large portfolio of internationally renowned brands covering the full spectrum, with luxury (Sofitel, Pullman, MGallery by Sofitel, Grand Mercure, The Sebel), midscale (Novotel, Mercure, Mama Shelter, Adagio) economy (ibis, ibis Styles, ibis budget, adagio access and hotelF1) establishments;
- a powerful marketplace and loyalty program Le Club AccorHotels
- almost half a century of commitment to corporate citizenship and solidarity with the PLANET 21 program.

Accor SA shares are listed on the Euronext Paris exchange (ISIN code: FR0000120404) and traded in the USA on the OTC marketplace (Code: ACRFY)

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Sofitel, AccorHotels' authentic luxury brand, blends local culture and French art de vivre to create magnificent moments for international travellers seeking a uniquely elegant experience.

Guests staying at one of Sofitel's 121 addresses will enjoy design, culture, gastronomy and wellness. All over the world, Sofitel promises travelers looking for contemporary accommodation, a skillful blend of local culture and French art de vivre. Each address is distinctive, with its own "cousu-main" service, stylish interior, and inspired and creative gastronomy. The brand's hotels are located in large cities like Paris, London, Berlin, New York, Rio de Janeiro, Dubai, Bangkok, Singapore and Shanghai, or set against wonderful landscapes in destinations like Morocco, Egypt, Thailand and even French Polynesia.

AccorHotels, the world's leading hotel operator, is present in 92 countries with 3,900 hotels and 180,000 employees.

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SO Sofitel, AccorHotels' sparkling brand, offers international travelers and cosmopolitan residents the ultimate blend of French audacity and local color.

SO Sofitel's hallmark sociability and epicureanism, as well as its youthful dynamism and cosmopolitan identity, attract eclectic, festive guests. In Bangkok, Singapore, Mauritius and Hua Hin, SO Sofitel offers a unique experience, with its unmistakable avant-garde designs, state-of-the-art technology and amazing events.

AccorHotels, the world's leading hotel operator, has nearly 3,900 hotels and over 180,000 employees in 92 countries.

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