



ACCOR HOTELS

Feel Welcome

Press release

London, 2nd March 2016

AccorHotels launches first UK TV ad campaign



AccorHotels, the world's leading hotel operator, is launching its first UK TV ad campaign to promote its AccorHotels.com distribution platform.

The ad will position AccorHotels as an online hotel company linking its hotels with its online presence and reinforcing that its best prices are guaranteed on the website. Thanks to AccorHotels' expertise as a true online hotelier, the campaign highlights the simplicity of its online booking process with the strapline, "Feel Welcome from the first click".

The campaign consists of 20-second films for TV and a 30-second version for digital and marks the first time the AccorHotels brand has been presented as a consumer-facing brand.

The advert will first air on 2nd March on ITV and includes spots in Emmerdale, The Jonathan Ross Show and Beowulf. It will also feature on ITV, Channel 4, Sky, ITV Digital and Channel 4 Digital during March. Created by agency Publicis, the ad is set to a track called *No Time To Lose* written by Matt and Ben Hales.

AccorHotels has 9,500 employees and around 200 hotels in Britain, across brands including ibis, Mercure, Novotel, Sofitel and Pullman.



Chris Roe, VP, Sales & Distribution, AccorHotels, commented: “AccorHotels.com is already the leading online hotel booking platform in several markets including France and Germany, but it doesn’t have the same level of awareness in the UK. This campaign will help to define us in the UK market. People know our hotels and our brands but this campaign will introduce consumers to AccorHotels.com as a booking platform for the first time.”

The ad is available to view at <https://youtu.be/5Fk58GsFHkc> and on www.accorhotels.com

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 (HotellInvest);
- 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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Book a hotel:

www.accorhotels.com

Media relations

Ian Morris / Kia McLean
Citigate Dewe Rogerson
Tel: 0161 932 1618 / 0207 282 1092
accor@citigatedr.co.uk

Jennifer Cole
PR Manager
Tel: +44 (0)203 772 35 80
jennifer.cole@accor.com

Marie-Camille Aubagnac
Media relations
Tel: +33 1 45 38 19 16
marie-camille.aubagnac@accor.com

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