

Press Release

London, 10th September 2014

Applications for apprenticeship schemes increase by 43%

Research from the world's biggest hotel operator, [Accor](#), has revealed that an increasing number of young people are joining apprenticeship schemes as an alternative to higher education.

As the new academic term begins, a new study commissioned by Accor shows that 30% of parents would prefer their children to go straight into employment after leaving school. Meanwhile seven in ten people worry that their child will struggle to find employment after university.

The study supports growing evidence that many people no longer consider university as the only option for further studies. Last year alone, the quarterly Apprenticeship Index revealed a 24% increase in apprenticeship vacancies, whilst online applications for apprentice positions leapt by 43%.

Accor has been providing learning and development programmes for young people through its Académie Accor since 1985. Since 2012, Accor has invested around £2.5 million in training and development in the UK, providing apprenticeship schemes for 200 young people.

In a survey carried out on behalf of Accor, the majority of people could see the benefits which joining an apprenticeship scheme would bring. Of those questioned, 94% of people agreed that people were better suited to learning on the job. In addition, seven out of ten people agreed that relevant work experience is more valuable than unrelated study.

As the world's top hospitality school, Académie Accor provides a great opportunity for young people to come straight out of school and begin a career in a thriving hospitality and tourism sector which employs two million people in the UK.

Thomas Dubaere, Managing Director, Accor UK & Ireland said: "There are many routes into a career and whilst university is one of these routes, there are also many alternatives. Apprenticeship schemes equip people with the necessary skills, knowledge and experience to flourish in their chosen career. At Accor, we currently employ over 5,400 people across 208 hotels in the UK and our apprenticeship scheme is a great way for young people to begin their career in hospitality. The transition from the classroom to the working world isn't always easy for students, but our apprenticeships provide a fantastic opportunity to receive first class training on the job, with real career prospects at the end of the scheme."

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Note to editors

About London Town Group of Companies Ltd

London Town Hotels, a privately held real estate investment organization, founded in 1988 by Mr Koolesh Shah, has consistently identified high-yielding investment opportunities with particular emphasis in the hospitality sector.

As an owner and operator, London Town Hotels has increased its portfolio significantly in Central London and the provinces with global franchisors. London Town Hotels portfolio of brands – Mercure, Days Inn and Indigo hotels.

For additional information, please visit <http://www.londontowngroup.com>

About Mercure: Mercure, a genuine experience guaranteed by a strong brand.

Mercure is mid-scale hotel of Accor group, the first hotel operator worldwide, with over 3,500 hotels and 160,000 employees in 92 countries. For business or leisure, Mercure offers a real alternative to hotel chains or independent hotels. Mercure is the only midscale hotel brand that combines the strength of an international network of more than 725 hotels with guaranteed quality standards and the genuine experience of hotels that are all different, rooted in their community and managed by passionate hoteliers. Located in city centers, by the seaside or in the mountains, the Mercure hotel network welcomes you in 50 countries across the world.

For additional information, please visit <http://www.mercure.com>

ABOUT ACCOR



Accor, the world's leading hotel operator, offers its guests and partners the dual expertise of a hotel operator and brand franchisor (**HotelServices**) and a hotel owner and investor (**HotelInvest**) with the objective of ensuring lasting growth and harmonious development for the benefit of the greater number. With around 3,600 hotels and 460,000 rooms, Accor welcomes business and leisure travelers in 92 countries across all hotel segments: luxury-upscale with **Sofitel, Pullman, MGallery, and Grand Mercure**, midscale with **Novotel, Suite Novotel, Mercure and Adagio** and economy with **ibis, ibis Styles, ibis budget** and **hotelF1**. The Group boasts a powerful digital ecosystem, notably its booking portal **accorhotels.com**, its brand websites and its loyalty program **Le Club Accorhotels**. **As the world's top hospitality school**, Accor is committed to developing the talents of its **170,000 employees** in Accor brand hotels. They are the daily ambassadors of the culture of service and innovation that has driven the Group for over 45 years.

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