

PULLMAN TO DEBUT IN HUBEI WITH THE SIGNING OF PULLMAN YICHANG

Newest address in Central China further adds to AccorHotels' strength in upscale hospitality

AccorHotels and **Yichang Xin Hua Yuan Real Estate** announce the signing of **Pullman Yichang**, the first Pullman hotel in Hubei Province. The 250-room new-build hotel is set to open in the middle of 2018.



Yichang is an ancient city with its history traced back to thousands of years. The city is now one of the second-largest in Hubei Province after Wuhan, and has become an important transportation hub.

"We are thrilled to bring the Pullman brand to Yichang, a historic and dynamic provincial economic hub which is more often known as the source of Ba-chu culture," said **Paul Richardson, Chief Operating Officer, Accor Hotels Greater China**. "With the signing of Pullman Yichang, we have once again partnered with Xin Hua Yuan, in which we celebrated our first opening of the Novotel Wuhan Xinhua. Pullman Yichang will add to the group's growing network of hotels in Greater China." Richardson continued.

Designed to cater to the needs of discerning travellers, the Pullman brand offers a vibrant, cosmopolitan and in-style guest experience and currently operates 22 hotels in Greater China.

Located in the prime district of east Yichang city, Pullman Yichang occupies 16 floors of a 35-storey building which also houses Grade A offices. Scheduled to open in the middle of 2018, the hotel features 250 well-appointed guest rooms, an extensive choices of great F&B venues with state-of-the-art meeting and event spaces as well as a gym and other recreational facilities. The hotel is a 10 minute drive to the Old Town and 15 minutes away from high-speed railway station. The Yichang Sanxia Airport is a 25 minutes drive from the hotel, making it an ideal option for business and leisure travelers looking to explore the city centre.

"We are very excited to celebrate the signing of this project with AccorHotels under our long partnership together," commented **Mr. Fu Jinyuan, Chairman of Yichang Xin Hua Yuan Real Estate**. "Combining the commitment and expertise from two groups that achieved operational excellence of Novotel Wuhan Xinhua,

we look forward the opening of Pullman Yichang which aims to cater to the needs of discerning local and international travellers to the region. ” Chairman Fu concluded.

Yichang Xin Hua Yuan is a subsidiary of Hubei Xinhua Jiechen Investment Group which owns Novotel Wuhan Xinhua that opened in 2002.

Pullman is the upscale international hotel brand of AccorHotels, the world’s leading hotel operator, present in 94 countries with 3,800 hotels and 180,000 employees. Located in the main regional and international cities and in prime tourist destinations, Pullman Hotels & Resorts is principally designed to cater for the requirements of cosmopolitan, seasoned travelers, whether they are travelling alone, with their clans or with colleagues. The brand’s establishments offer a new approach to upscale hospitality. The Pullman network has more than 93 hotels & resorts in Europe, Africa, the Middle East, Asia-Pacific and Latin America where ideas, histories and cultures meet. Our objective is to have 150 hotels around the world by 2015-2020. Pullman, like most of AccorHotels’ brands, is proud to offer the Le Club Accorhotels loyalty program. Further information concerning the Pullman hotels is available on www.pullmanhotels.com

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