



Press Release

FEBRUARY 19, 2021

Accor announces the signing of Sofitel Cebu City

THE 195-ROOM LUXURY HOTEL WILL WELCOME GUESTS FROM 2025



Above: Sofitel Cebu City rendering

MANILA, THE PHILIPPINES — Accor is expanding its presence in the Philippines with the signing of Sofitel Cebu City, a 195-room luxury hotel which will debut in 2025. The hotel joins a pipeline of 17 committed projects across the country which will see an extensive array of internationally renowned hospitality brands arrive for the first time.

Sofitel Cebu City will encourage guests to 'Live the French Way' with its 'magnifique' array of experiences which embrace local culture, showcase the best of gastronomy and celebrate wellbeing. The hotel's entertainment amenities will include two restaurants, a lobby lounge, executive floor lounge and rooftop bar. Business travellers can benefit from a business centre, fitness centre, swimming pool and spa, while events come to life in the hotel's meeting rooms and ballrooms. Situated in the Cebu Business Park, the hotel will become part of the landmark mixed-use tower designed by SOM, one of the world's leading architecture, interior design, engineering, and urban planning firms.



"We are extremely pleased to be expanding our footprint in Cebu with the signing of Sofitel Cebu City. Our partners' commitment to a long-term partnership with Accor in these difficult times demonstrates the trust and the confidence they have in our group, the popularity of our brands across various segments, our proven track record of operational excellence and the relationship-driven approach and flexibility towards owners and investors," said Garth Simmons, Chief Executive Officer, Accor, Southeast Asia, Japan and South Korea.



Above: Sofitel Cebu City rendering

Jose Soberano III, CEO of Cebu Landmasters, commented *"We believe that Cebu is a destination with enormous potential. Sofitel Cebu City will ensure that we can offer both corporate and leisure travellers a luxury offering in the central business district of this prosperous port capital. We are confident that the hotel's excellent array of entertainment amenities and business offerings will ensure that Sofitel Cebu City becomes a hub of hospitality in this key destination. We are very happy and proud that we can partner with Accor as top and renowned hotel operator for this exciting project. We remain confident in the longevity of the tourism industry and its future success as the world returns to travel following this challenging period."*

Accor is one of the leading international operators in the Philippines with seven hotels across three regions and a strong pipeline of 17 committed projects across the country. Sofitel Cebu City joins a family of over 120 chic and remarkable Sofitel hotels and resorts in the world's most sought after destinations.

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ABOUT ACCOR

Accor is a world leading hospitality group consisting of more than 5,000 properties and 10,000 food and beverage venues throughout 110 countries. The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing luxury and premium brands, midscale and economy offerings, unique lifestyle concepts, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor also boasts an unrivalled portfolio of distinctive brands and approximately 300,000 team members worldwide. Over 65 million members benefit from the company's comprehensive loyalty program ALL - Accor Live Limitless - a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 – Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRFY) in the United States. For more information visit group.accor.com or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#).

ABOUT SOFITEL

Sofitel Hotels & Resorts is an ambassador of modern French style, culture and art-de-vivre around the world. Established in 1964, Sofitel is the first international luxury hotel brand to originate from France with more than 120 chic and remarkable hotels in the world's most sought after destinations. Sofitel exudes a refined and understated sense of modern luxury, always blending a touch of French decadence with the very best of the locale. The Sofitel collection includes such notable hotels as Sofitel Paris Le Faubourg, Sofitel London St James, Sofitel Dubai The Obelisk, Sofitel Munich Bayerpost, Sofitel Rio de Janeiro Ipanema, Sofitel Washington DC Lafayette Square, Sofitel Sydney Darling Harbour and Sofitel Bali Nusa Dua Beach Resort. Sofitel is part of Accor, a world leading hospitality group consisting of more than 5,000 properties and 10,000 food and beverage venues throughout 110 countries.

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