



# ACCORHOTELS

Press Release

AHICE, Melbourne: Tuesday 3 May 2016

## AccorHotels announces two new-build hotels and two takeovers at AHICE

### Novotel, Mercure and ibis brands expand in QLD, NSW & VIC

Australia's largest hotel operator, AccorHotels has expanded its hotel network with the announcement of two new-build hotels and two takeovers at the Australasian Hotel Industry Conference and Exhibition (AHICE) conference held in Melbourne this week.

In partnership with Queensland Real Estate Developer, Kinestone Developments Group, a new-build 238-room Novotel hotel will be built on Brisbane's South Bank, following the signing of a management agreement.

The **Novotel Brisbane South Bank** will be located directly across the road from the Brisbane Convention Centre on Cordelia Street, with direct pedestrian access connecting the hotel with the Centre. The hotel will feature two meeting rooms, an outdoor swimming pool, gymnasium, restaurant and bar as well as on-site car parking.

Rooms will incorporate the new global Novotel 'N Room' design as well as Novotel Gourmet Bar and Food Exchange concept. The hotel will encompass Novotel brand identifiers including Live N' Dream bedding, interactive TV's and FairTrade bathroom amenities, and free barista coffee at breakfast.

Construction of the Novotel Brisbane South Bank will commence in late 2016 with an expected completed date in late 2018.

AccorHotels has signed a franchise agreement with Bankstown RSL Community Club to open a new 5-storey, 240-room hotel under its midscale Mercure brand in South Western Sydney.

The **Mercure Sydney Bankstown** hotel is part of a \$60 million redevelopment of the RSL and will be developed in two stages. Construction of the mixed-use hotel development is expected to commence in July 2016 creating over 100 jobs, and is expected open in late 2017.

The Mercure hotel will be developed on the second level above the podium floor of the Bankstown RSL Community Club's facilities and will have a dedicated street entrance leading to a reception and public areas. Located on Marion Street Bankstown, the hotel will have a restaurant and bar, two meeting spaces and a gymnasium.

AccorHotels will increase the presence of its ibis Budget hotel brand in Australia to 21 following the signing of an agreement with Donohue Tourism Holdings Pty Ltd and Reward Hotel Projects to operate a flagship 97-room ibis Budget hotel in Sydney CBD.



Expected to open mid-2017, **ibis Budget Sydney Central** will be located at 412 Pitt Street between Central Station and World Square.

Donohue Tourism Holdings has selected AccorHotels as the preferred operator for their existing Pitt Street property, which currently operates as a backpacker hostel. Reward Hotel Projects and AccorHotels will embark on a major refurbishment program to upgrade the property and deliver a new product which reflects the international and modern ibis Budget concept.

AccorHotels has officially taken over the management of economy hotel, Tune Melbourne, this week with the property now operating as **ibis Melbourne Swanston Street**.

The 235-room hotel located two tram stops north of Melbourne CBD on Swanston Street was developed and opened in October 2013. Current facilities include a cafe, guest lounge, garden courtyard, self-service laundrette, internet kiosks and car parking.

Ibis Melbourne Swanston Street is the 3<sup>rd</sup> ibis (red) hotel to open in Melbourne CBD, the 15<sup>th</sup> ibis hotel to open in Australia and the 65<sup>th</sup> nationally in the ibis megabrand family of ibis, ibis Styles and ibis Budget.

Chief Operating Officer AccorHotels Pacific, Simon McGrath, said “AccorHotels has the largest hotel pipeline in the Asia Pacific region outside of China, with more than 230 hotels and 48,000 rooms in the pipeline. Locally across Australia and New Zealand our development team work very hard to grow our pipeline with a balanced footprint across the luxury and upscale, midscale and economy segments.

“Within the next two years will see over 10 new hotel projects scheduled to open or commence construction between 2016 and 2018, adding some 2,500 rooms across Australia and New Zealand.”

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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 3,700 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, Grand Mercure, The Sebel), midscale (Novotel, Suite 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: FR000120404) and traded in the USA on the OTC marketplace (Code: ACRFY)

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