



Press Release

4TH APRIL 2023

Accor says “thank you” to trade partners across Southeast Asia

ACCOR CUSTOMER SALES WEEKS STAGED THROUGHOUT MARCH



Above: 'ALL Thanks to You' event in Singapore

SINGAPORE – Accor, the region’s largest international hotel operator, has successfully concluded its Accor “Customer Sales Weeks” across Southeast Asia, which included a wide range of exciting events and activities to say “Thank you” to its trade, sales and business partners.

Accor’s hotels, resorts and regional sales offices staged sales blitzes in Indonesia, Thailand, the Philippines, Cambodia, Singapore and Vietnam throughout March 2023, in order to show their appreciation for their top trade partners and key accounts. Based on the theme “ALL Thanks To You”, these multi-faceted events allowed the company to show its appreciation to the travel industry and showcase **ALL – Accor Live Limitless** - the Group’s world-class lifestyle loyalty program and all-in-one online booking platform.



The Indonesian edition of “ALL Thanks to You” culminated in Jakarta on 16th March, during which Accor’s travel trade colleagues were invited to Pullman Jakarta Central Park, followed by the Vietnam edition on 28th March, where Pullman Saigon Centre in Ho Chi Minh City hosted local partners. The Singapore stop on this region wide tour included an upbeat event at Swissôtel The Stamford on 29th March, and delegates in Thailand were treated to an engaging evening at Sofitel Bangkok Sukhumvit on 30th March. In every city along the route of this regional roadshow, guests were given the chance to meet Accor’s senior executives and win exclusive prizes.



Left: Guests invited to paint their messages on a suitcase in Singapore Right: Guests experience the Novotel x Calm collaboration

The events also showcased the positioning of Accor’s brands with experiences connected with some of the partnerships and services available to guests. Event attendees were invited to enjoy a macaroon game with Sofitel, sip and paint on a suitcase by Pullman, take a moment of peacefulness with Novotel, enjoy a chocolate fountain by Mövenpick, shoot some hoops and enjoy the DJ’s beats with ibis. In total, these four gatherings saw over 1,100 sales specialists from 360 hotels and resorts across Southeast Asia connect with over 1,200 travel industry representatives.

Accor also provided updates on its latest hotel openings, signings and future plans, including the upcoming launch of new flagship properties such as Novotel Phnom Penh Boeng Keng Kong, Pullman Singapore Hill Street, Mövenpick Bintan Lagoon Resort, Indonesia, Raffles Sentosa, Fairmont Hanoi, Fairmont Tokyo, SO/ Maldives and SO/ Kuala Lumpur. It also revealed the return of Orient Express Trains later this year and the planned launch of the world’s first Orient Express ship in 2026.

Finally, Accor provided an important update on the Group’s commitment to sustainability, which includes removing all single-use plastic items from the guest experience and reaching net zero carbon emissions by 2050.



"Our Accor Customer Sales Weeks in Southeast Asia were a great success. It was a real pleasure to gather so many of our valued travel trade partners and key accounts across Indonesia, Singapore, Thailand, the Philippines and Vietnam. This is one of the world's most dynamic regions and a key driver of global travel and tourism. We look forward to continuing working hand-in-hand with our esteemed industry partners across the region," said Garth Simmons, Chief Executive Officer for Accor's Premium, Midscale & Economy Division in South & Southeast Asia, Japan, South Korea & India.

For more information about Accor, please visit all.accor.com.

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ABOUT ACCOR

Accor is a world leading hospitality group offering experiences across more than 110 countries in 5 400 properties, 10 000 food & beverage venues, wellness facilities or flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 40 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor is committed to taking positive action in terms of business ethics & integrity, responsible tourism, sustainable development, community outreach, and diversity & inclusion. Founded in 1967, Accor SA is headquartered in France and publicly listed on Euronext Paris (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit www.group.accor.com or follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

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