



Press release

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BREAKFREE WIRRINA COVE OPENS



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Accor and New Terry Developments today opened an 87-room BreakFree Wirrina Cove resort, nestled in the heart of beautiful Wirrina Cove, South Australia.

The resort is set to become a destination of choice for business travellers and leisure guests looking for comfortable and convenient resort accommodation in South Australia's spectacular Gulf St Vincent.

Surrounded by national parks, with photogenic beaches, waterfalls and kangaroos, the resort is located in an area of outstanding natural beauty, having one of the most sweeping and spectacular panoramic views of Gulf St Vincent.

BreakFree Wirrina Cove is approximately 70km drive south of Adelaide, and sits on a majestic 200 acres with stunning views overlooking Gulf St Vincent. The resort offers an impressive 18-hole golf course, state of the art conference and function facilities, high speed internet, with bar and cafe facilities, plus a fantastic pool and gym, and onsite car parking.



Accor Pacific CEO, Simon McGrath, said: "We are proud to open a BreakFree resort in the Gulf St Vincent region. This resort will play a key role in further elevating the areas profile and its attractiveness as a leisure and business destination. Terry Developments should be very proud of the long term investment they have made into the future of tourism the area, and we look forward to enjoying a successful partnership together."

BreakFree Wirrina Cove Owner, Andie Xu, said: "With outstanding golf and meeting facilities in the Gulf St Vincent region, BreakFree Wirrina Cove sets a new benchmark in accommodation. We are delighted to be partnering with Accor, who are the market leader of accommodation in Australia, under a franchise agreement. Accor's BreakFree brand is the ideal fit for our resort, and we've enjoyed working with their team to create a resort that is both contemporary and welcoming."

Mr. Xu also confirmed that the resort will be going through exciting new developments, which includes brand new accommodation rooms, and a new bar and restaurant within the hotel. The company is also focused on developing service apartments, holiday houses and retirement village within the 200 acres.

BreakFree Wirrina Cove provides comfortable and generous accommodation and a warm welcome, with relaxed service. Key to the brand's success in Australia has been each property's ability to capture the natural charm and ambience of its locations.

Opening Special: To celebrate its opening, BreakFree Wirrina Cove has launched an opening special. Stay from \$119* per night in a Standard King Room including continental breakfast. To book, visit all.accor.com (valid for sale and travel until 30 September 2021).

From luxury to economy, Accor has more than 340 hotels, resorts and apartments to choose from in Australia, including international brands such as Sofitel, MGallery, Art Series, Pullman, Swissôtel, Mövenpick, Grand Mercure, Peppers, The Sebel, Mantra, Novotel, Mercure, Tribe, BreakFree, ibis, ibis Styles and ibis Budget.

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ABOUT ACCOR

Accor is a world-leading augmented hospitality group offering unique experiences in 5,000 hotels and residences across 110 countries. The Group has been acquiring hospitality expertise for more than 50 years, resulting in an unrivaled portfolio of brands, from luxury to economy, supported by one of the most attractive loyalty programs in the world.

Beyond accommodation, Accor enables new ways to live, work, and play, by blending food and beverage with nightlife, wellbeing, and co-working. It also offers digital solutions that maximize distribution, optimize hotel operations and enhance the customer experience.

Accor is deeply committed to sustainable value creation and plays an active role in giving back to planet and community via its Planet 21 – Acting Here program and the Accor Solidarity endowment fund, which gives disadvantaged groups access to employment through professional training.

Accor SA is 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 [accor.com](https://www.accor.com), or become a fan and follow us on [Twitter](#) and [Facebook](#).

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