



*Press release*

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## *Accor Announces Several Key Signings across Asia in Q1 2024, Marking Significant Milestones*

**ACCOR'S PREMIUM, MIDSCALE & ECONOMY DIVISION LAUNCHES 2024 WITH EXPANSION ACTIVITY IN KEY REGIONAL MARKETS, SETTING THE STAGE FOR AN EXCITING YEAR OF CONTINUED GROWTH**



*Above: Mövenpick Vung Tau*

**SINGAPORE** – The Premium, Midscale & Economy (PM&E) division of [Accor](#), a leading hospitality group, proudly announces the signing of six significant projects in the first quarter of 2024, reinforcing its commitment to growth and innovation in key markets across Asia. These signings showcase the group's diverse portfolio across these market segments and dedication to offering exceptional hospitality experiences throughout the region.

**Garth Simmons, Chief Operating Officer, Premium, Midscale and Economy Division for Accor in Asia**, expressed his enthusiasm for the new developments, stating, *"Each signing highlights our ongoing commitment to providing exceptional hospitality experiences and expanding our presence in key markets regionally. These new signings encompass a diverse range of properties, including hotels and serviced apartments, as well as the world's largest Pullman property, marking a momentous stride in our effort to innovate and diversify our offerings. These projects reflect our dedication to pioneering the future of hospitality."*

**These recent signings include:**

**Pullman Living Bangkok Sukhumvit 16 and Pullman Residences Bangkok Sukhumvit 16** *(Thailand)*



**Pullman Living Bangkok Sukhumvit 16** and **Pullman Residences Bangkok Sukhumvit 16** comprises a 200-key hotel and 225 residential complex. The new property, located in the prime area of Sukhumvit 16, offers convenient access to Bangkok's key districts such as Rama 4 Road, Ploenchit, Asok, and Thonglor.

Situated near prominent landmarks including Benchakitti Park and Queen Sirikit National Convention Center, the property boasts an array of amenities including restaurants, bars, an executive club floor, swimming pool, spa, and fitness centre. With an anticipated opening in 2027, this project promises to redefine premium living and hospitality in Bangkok's vibrant landscape.

**Novotel Living Bangkok Don Muang** *(Thailand)*



**Novotel Living Bangkok Don Muang** presents a unique combination of an 80-key hotel and 112-key serviced apartments, spread across 19 floors. Offering a range of amenities including restaurants, bars, an executive club floor, swimming pool, spa, and fitness centre, this new development promises a harmonious experience that leaves guests feeling both



refreshed and invigorated. The property enjoys a prime location just five minutes away from Bangkok's Don Muang International Airport offering extensive regional and national flight connections. The hotel is scheduled to open its doors to guests in 2026, providing modern comforts and convenience for travellers.

### **Novotel Tangerang BSD City (Indonesia)**



Novotel Tangerang BSD City, nestled in the heart of the BSD City Central Business District in Greater Jakarta, offers proximity to key attractions such as the Indonesia Convention Exhibition BSD City, as well as shopping centres including AEON Mall and The Breeze. With Jakarta city centre and Soekarno Hatta International Airport accessible by road, the hotel provides convenient access for travellers. Boasting 285 spacious rooms, this newly-built hotel will encourage guests to take time to rest and reenergise, with flexible spaces and modern amenities. Whether they are traveling for business, leisure or a mix of both, guests will be able to enjoy thoughtful wellbeing and entertainment offerings including an all-day dining restaurant, lounge, gym, spa, pool bar, and swimming pool.

### **ibis Styles Ambassador Jeonju City Center (South Korea)**

**ibis Styles Ambassador Jeonju City Center** will become Accor's first hotel in Jeonju, a city in western South Korea. Home to traditional houses, craft shops and food stalls, Jeonju City offers an array of cultural sites including the 15th-century Gyeonggijeon Shrine. Promising comfort, flexibility, and creativity, the 81-key ibis Styles Ambassador Jeonju City Center will appeal to digital makers and creative minds, offering up a selection of creative social hubs and distinctive themed guestrooms tailored to 'bleisure' travellers. The existing hotel will undergo a soft refurbishment during the first half of 2024 with a plan to re-open its doors to guests later this year.

### **Pullman Mactan Cebu Hotel & Residences (Philippines)**

Set to become the world's largest Pullman property, **Pullman Mactan Cebu Hotel & Residences** marks a significant milestone in mixed-use lifestyle real estate in the Philippines. Scheduled to open in 2028, this ambitious project will boast 200 guest rooms and suites



alongside 900 branded residences, forming the largest branded residential community in the country. Comprising three towers, each crowned with a penthouse, the development promises state-of-the-art amenities, including top-tier restaurants, contemporary lounges, and innovative corporate spaces. Pullman Mactan Cebu Hotel & Residences aims to redefine hospitality with its immersive design and progressive offerings, catering to the needs of modern travellers and entrepreneurs alike.

### **Mövenpick Vung Tau (Vietnam)**

Mövenpick Vung Tau, nestled along the picturesque shores of the port city's finest beach, is set to open its doors in 2027. Conveniently located just an hour's drive on the new highway from Long Thanh international Airport and within easy reach of bustling urban centre of Ho Chi Minh City, this iconic establishment will offer 433 guestrooms and an array of amenities. These include an all-day-dining restaurant, lobby lounge and bar, specialty restaurant, and a spacious ballroom and meeting rooms, along with recreational features such as a swimming pool, an entertainment club and a fully-equipped gym and spa.

**For images, please click [here](#).**

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#### **ABOUT ACCOR**

Accor is a world leading hospitality group offering experiences across more than 110 countries in 5,500 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 45 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](http://www.group.accor.com) or follow us on [X](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

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