



ACCORHOTELS

Feel Welcome

ACCORHOTELS GREATER CHINA 雅高酒店集团 - 大中华区

SOFITEL
LEGEND

SO
SOFITEL

SOFITEL



pullman

GRAND MERCURE

THE
SEBEL

NOVOTEL

Mercure

ibis

ibis
STYLES

ibis
budget

HOTEL
FORMULE1

ACCORHOTELS WORLDWIDE

雅高酒店集团 - 全球

More than 雅高集团旗下

180,000

Employees 多名员工

3,792

Hotels 多家酒店

495,072

Rooms 多间客房

Data as of October 1st, 2015
信息更新于2015年10月1日

ACCORHOTELS GREATER CHINA

雅高酒店集团 - 大中华区

More than 雅高集团旗下

20,000

Employees 多名员工

161

Hotels 多家酒店

38,359

Rooms 多间客房

Data as of October 1st, 2015
信息更新于2015年10月1日

ACCORHOTELS IN GREATER CHINA

AS ONE OF THE PIONEERING INTERNATIONAL HOTEL MANAGEMENT COMPANIES THAT OPERATE IN CHINA, ACCOR SIGNED ITS FIRST MANAGEMENT AGREEMENT IN 1985. WITH 30 YEARS OF DEVELOPMENT EXPERIENCE IN GREATER CHINA, ACCOR HAS ESTABLISHED STRONG RELATIONS WITH ITS LOCAL PARTNERS.

UP TILL NOW, ACCOR OPERATES 161 HOTELS IN 63 CITIES IN GREATER CHINA.

ALL ACCOR HOTELS IN GREATER CHINA ARE SITUATED IN MAJOR METROPOLITAN AREAS, GATEWAY CITIES, POPULAR RESORT DESTINATIONS, AND ARE DEVELOPING FAST INTO OTHER EMERGING AND VIBRANT CITIES UNDER A RANGE OF DIFFERENT BRANDS: SOFITEL, MGALLERY, PULLMAN, GRAND MERCURE, THE SEBEL (LUXURY & UPSCALE); NOVOTEL, MERCURE (MIDSCALE); IBIS AND IBIS STYLES (ECONOMY); COVERING A FULL SPECTRUM OF MARKETS.

THE HEADQUARTERS OF ACCOR IN GREATER CHINA IS BASED IN SHANGHAI WITH INTERNATIONAL SALES OFFICES IN BEIJING, GUANGZHOU, HONG KONG AND TAIWAN.

AROUND 20,000 EMPLOYEES ARE CURRENTLY WORKING WITH ACCOR IN GREATER CHINA.

Data as of October 1st, 2015



ACCORHOTELS GREATER CHINA - Footprint Map

- as of October 1st, 2015



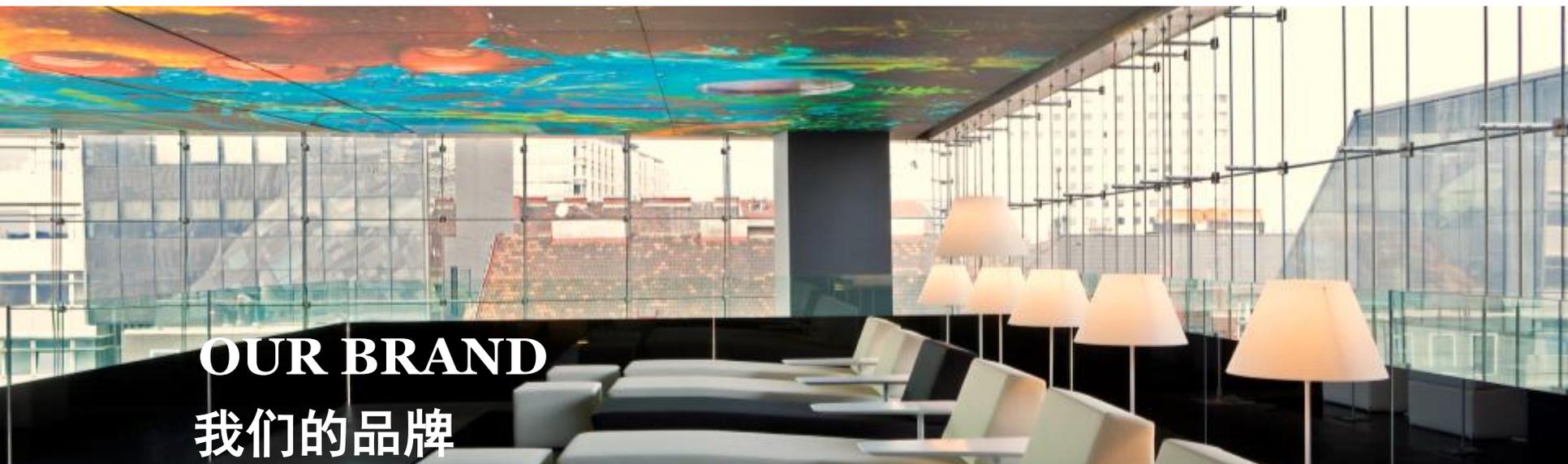
* **EXISTING HOTELS (161)**
 (Data as of October 1st, 2015)





ACCOR HOTELS

Feel Welcome



OUR BRAND

我们的品牌

SOFITEL
LEGEND

SOV
SOFITEL

SOFITEL



pullman

GRAND MERCURE

THE
SEBEL

NOVOTEL

Mercure

ibis

ibis
STYLES

ibis
budget

HOTEL
FORMULE1

ACCORHOTELS, LEADING & ATTRACTIVE BRANDS

雅高酒店，拥享领先且极具吸引力的品牌

Luxury
& Upscale
奢华及高端



ASIA 亚洲

PACIFIC
大洋洲/亚洲

Midscale
中端

Economy
经济型

FRANCE 法国



Sofitel, the
leading French
ambassador in
international
luxury hotels

索菲特，国际奢
华酒店的首选法
国大使

SOFITEL
LUXURY HOTELS

SOFITEL
Legend

So



SOFITEL LEGEND PEOPLE'S GRAND HOTEL XI'AN
西安索菲特传奇酒店-CHINA 中国

Sofitel is the only French luxury hotel brand with a presence on five continents with 121 addresses, in almost 41 countries (more than 30,000 rooms). Sofitel offers contemporary hotels and resorts adapted to today's more demanding and more versatile consumers who expect and appreciate beauty, quality and excellence. Whether situated in the heart of a major city like Paris, London, New York, Shanghai or Beijing, or nestled away in a country, each Sofitel property offers a genuine experience of the French "art de vivre".

WORLDWIDE

121 hotels
28,930rooms
41 countries

GREATER CHINA

18 hotels
6,198 rooms
15 cities

Data as of October 1st, 2015

SOFITEL GUANGZHOU SUNRICH
广州圣丰索菲特大酒店-CHINA 中国



SOFITEL LEGEND PEOPLE'S GRAND HOTEL XI'AN
西安索菲特传奇酒店-CHINA 中国



SOFITEL MACAU AT PONTE 16
澳门十六铺索菲特酒店-CHINA 中国

**MGallery,
the collection
of memorable
hotels by
Accor**

**美憬阁，
雅高旗下系列精
品酒店**



SONGTSAM RETREAT AT SHANGRI-LA — MGALLERY COLLECTION
松赞林卡美憬阁酒店 - CHINA 中国

MGallery is a Collection of more than 70 high-end hotels throughout the world belonging to the Accor . Each hotel in the Collection brings to life with talent a unique personality and story, experienced by guests through its architecture, interior design and services. They are inspired by one of the Collection's three hallmark atmospheres: "Heritage" hotels charged with history reflecting their historic roots, "Signature" hotels that mirror an esthetic universe and style inspired by a personality who contributed to their creation or decoration, and "Serenity" hotels that offer guests a haven of relaxation in a seaside, rural, mountain or urban setting. All the hotels in the Collection invite guests to experience "Memorable Moments."

WORLDWIDE

77 hotels

7,890 rooms

23 countries

GREATER CHINA

1 hotels

73 rooms

1 cities

Data as of October 1st, 2015



SONGTSAM RETREAT AT SHANGRI-LA
— MGallery COLLECTION
松赞林卡美憬阁酒店 - CHINA 中国



SONGTSAM RETREAT AT SHANGRI-LA
— MGallery COLLECTION
松赞林卡美憬阁酒店 - CHINA 中国

SONGTSAM RETREAT AT SHANGRI-LA — MGallery COLLECTION
松赞林卡美憬阁酒店 - CHINA 中国

Pullman,
Design your
journey

铂尔曼酒店，
随心而行



pullman
HOTELS AND RESORTS

PULLMAN LIJIANG RESORT & SPA
丽江铂尔曼度假酒店-CHINA 中国

Pullman is the upscale international hotel brand of Accor. Located in the main regional and international cities and in prime tourist destinations, Pullman Hotels & Resorts is principally designed to cater for the requirements of cosmopolitan, seasoned travelers, whether they are travelling alone, with their clans or with colleagues. The Pullman network has more than 80 hotels & resorts in Europe, Africa, the Middle East, Asia-Pacific and Latin America where ideas, histories and cultures meet. Our objective is to have 150 hotels around the world by 2015-2020.

WORLDWIDE

99 hotels
28, 280 rooms
28 countries

GREATER CHINA

23 hotels
7, 863 rooms
20 cities

Data as of October 1st, 2015

THE PARK LANE HONG KONG, A PULLMAN HOTEL
香港柏宁铂尔曼酒店 - CHINA 中国



PULLMAN WUXI NEW LAKE
无锡新湖铂尔曼大酒店 - CHINA 中国



PULLMAN ANSHAN TIME SQUARE
鞍山时代铂尔曼酒店 - CHINA 中国

**Grand
Mercure,
discover a
new
authentic**

**美爵，融合、
发现、感悟**



美爵

GRAND MERCURE

**GRAND MERCURE SHENZHEN ORIENTAL GINZA
深圳东方银座美爵酒店 - CHINA 中国**

Grand Mercure

establishes itself as a distinctive upscale collection of hotels and apartment hotels in key business and resort locations brand of Accor. It has operated in Asia Pacific for almost 20 years, anchoring itself around “Discover a new authentic” with the hotels closely connected to their local areas through their design, character and flavour combined with upscale hospitality service. Accor is currently tailoring the Grand Mercure brand to adapt to different markets, launching Grand Mercure MeiJue in China and Grand Mercure MahaCipta in Indonesia, with expansion soon to follow in India and Latin America.

ASIA - PACIFIC

45 hotels

8,646 rooms

11 countries

GREATER CHINA

13 hotels

3,506 rooms

9 cities

Data as of October 1st, 2015

GRAND MERCURE SHANGHAI ZHONGYA

上海中亚美爵酒店 - CHINA 中国





The Sebel,
Accor
leading
premier
apartment

诗铂，
雅高领先高级
服务公寓

THE
SEBEL

THE SEBEL XI NING
诗铂新华联高级服务公寓-CHINA 中国

The Sebel Renowned as the luxury of space, is a brand of premier apartments offering guests seeking a higher level of independence and control, all the physical and emotional comforts that come from having space to unwind, settle in and feel at home. As an upscale brand in Accor portfolio, The Sebel understands that serviced apartment guests want an experience that puts them in control of their stay, with comforts of space and the facilities to provide them with the independence and freedom they desire. Firstly opened its door in Sydney in 1963 and quickly developed a reputation for style and sophistication, The Sebel is regarded as the apartment of choice for the famous and the public.

WORLDWIDE

24 apartments

1,601 rooms

3 countries

GREATER CHINA

1 apartment

197 rooms

1 city

Data as of October 1st, 2015



THE SEBEL XI NING
诗铂新华联高级服务公寓-CHINA 中国



**Novotel,
Create a new
& valuable
midscale
hospitality
experience**

**诺富特，
创建高质量的中
档酒店入住新体
验**


NOVOTEL
HOTELS & RESORTS

NOVOTEL TAIPEI TAOYUAN INTERNATIONAL AIRPORT
台北诺富特华航桃园机场饭店- CHINA 中国

Novotel is the midscale hotel brand of Accor. Novotel's consistently high standard of service contributes to the wellbeing of both business and leisure travelers: think spacious, modular-design guestrooms, balanced cuisine available 24/7, excellent meeting facilities, attentive staff, dedicated children's areas and rejuvenating wellness facilities. With PLANET 21, Accor's sustainable development program, Novotel commits itself to the planet! To meet today's challenging environmental and social issues, the brand has chosen to rely on a world renowned environmental certification, ISO 14001.

WORLDWIDE

414 hotels
79,678 rooms
59 countries

GREATER CHINA

16 hotels
5,389rooms
10 cities

Data as of October 1st, 2015

NOVOTEL NANJING CENTRAL
南京新街口诺富特酒店 - CHINA 中国



NOVOTEL GUIYANG DOWNTOWN
贵阳诺富特酒店 - CHINA 中国



NOVOTEL CITYGATE HONGKONG
香港东荟城诺富特酒店 - CHINA 中国

Mercure,
a genuine
experience,
a strong
commitment
to quality

美居，纯正的居
住体验，以保证
质量为宗旨

The logo features a stylized, flowing 'M' in a light purple color above the word 'Mercure' in a bold, dark purple sans-serif font. Below 'Mercure' is the word 'HOTELS' in a smaller, all-caps, dark purple sans-serif font.

Mercure
HOTELS

MERCURE BEIJING DOWNTOWN
北京华腾美居酒店 - CHINA 中国

Mercure is the midscale non-standardized brand of Accor. Mercure hotels share common quality standards and are driven by passionate hoteliers. Whether they are located in major city centers, by the seaside or in mountain resorts, each establishment offers an authentic experience for both business and leisure travelers. The Mercure network spans 707 hotels in 53 countries around the globe, represents a real alternative to standardized or independent hotels, and combines the power of an international network with professional and digital expertise.

WORLDWIDE

732 hotels

92,111 rooms

55 countries

GREATER CHINA

7 hotels

1,753 rooms

6 cities

Data as of October 1st, 2015



MERCURE BEIJING WANSHANG
北京万商花园酒店 - CHINA 中国

IBIS FAMILY

宜必思系列酒店



Ibis Styles, comfort,
unique designs, all-
inclusive
宜必思尚品, 舒适体验、
独特设计、全包价格

WORLDWIDE 全球

293 hotels 家酒店
26,667 rooms 间客房
25 countries 个国家

GREATER CHINA 大中华区

5 hotels 家酒店
1032 rooms 间客房
5 cities 个城市



Ibis, well-being at
the best price
宜必思, 畅享温馨、乐
享优价

1047 hotels 家酒店
131,670 rooms 间客房
61 countries 个国家

77 hotels 家酒店
12,348 rooms 间客房
45 cities 个城市



Ibis budget, essential
comfort, modestly
priced
宜必思快捷, 简约舒适、
优廉经济

541 hotels 家酒店
51,671 rooms 间客房
17 countries 个国家

No hotel in
Greater China
中国区暂无酒店

Data as of October 1st, 2015
信息更新于2015年10月1日



IBIS FAMILY



ibis Styles is the brand of economy hotels with unique personalities and multiple design of Accor. These hotels come in a host of different styles and all feature simplicity, comfort, quality and conviviality. Located in or close to city centers, each property offers an upbeat, stylish, relaxed and fun setting. The brand is distinctive for its “all-inclusive” package which includes the room, an all-you-can-eat breakfast buffet, high speed Wi-Fi Internet access and a host of other little extras.



As one of the economy brands of Accor. The brand innovates constantly to illustrate its values of modernity, comfort and availability. For example, it has created the revolutionary bedding concept Sweet Bed™ by ibis; new common areas; the Ibis Kitchen modern food and beverage offer. It also cultivates a spirit of service that drives each of its employees. Ibis is the first hotel brand to have obtained ISO 9001 certification - 86% of the network certified - for its professionalism and reliability. In addition, 58% of the ibis network is ISO 14001-certified, concrete proof of the brand's environmental commitment.



ibis budget from the Accor Group is the leading brand in the low-cost hotel segment. This clever, casual brand embodies the values of simplicity and essentialness. Perfect for autonomous travellers, these hotels can be accessed 24 hours a day and offer: rooms for one, two or three guests featuring super-soft duvets and fluffy pillows, an XL shower, free Wi-Fi and an all-you-can-eat breakfast buffet.

No hotel
in Greater China

Data as of October. 1st, 2015



A guest spends on average 25 Days searching a hotel online and on 11 websites before booking a hotel. A successful loyalty program helps to speed up this process and secure the business
 Customers are different with various needs, hence so should **Loyalty Programs**



Le Club Accorhotels

Free to join, point based loyalty program

Valid globally in 3,792 hotels (both to accumulate points and to use benefits) in 92 countries

Sofitel, Pullman, Grand Mercure, MGallery, The Sebel, Novotel, Mercure, Ibis and etc (Hong Kong and internationally)

4 different tiers (Classic, Silver, Gold, Platinum)

With total of 21,797,226 members in Greater China YTD, by Sept.1st 2015

Contributes 20.0% of total revenue in greater China YTD by Sept.1st 2015

Accor Plus

Annual subscription which pays for itself with the benefit comes with the membership.

Valid across Asia Pacific in 621 hotels (Complimentary room nights, discount on accommodation and Dining)

Sofitel, Pullman, Grand Mercure, MGallery, The Sebel, Novotel, Mercure, Ibis (only Hongkong ibis)

3 Different tiers as the purchase of Accor plus Membership will grant instant silver status in Le Club Accorhotels (Silver, Gold, and Platinum)

Total 82,996 members in Greater China by Sept.1st 2015

Part of Le club Accorhotels' production

Ibis Club

One time only subscription fee of RMB 28

Valid across Greater China in 95 Ibis hotels

All greater China Ibis, ibis style hotels (except Hong Kong Ibis Hotels)

2 Tiers

Total 1,256,423 members in Greater China

Contributes 217,240 room nights in greater China YTD by Sept.1st 2015

Contributes 44,262,023 CNY of member stay revenue in Greater China YTD by Sept.1st 2015





PLANT FOR THE PLANET 为地球植树



PLANET 21 IS AN ACCOR SUSTAINABLE DEVELOPMENT PROGRAM, WHICH COVERS ALL OF ACCOR'S ENVIRONMENTAL AND SOCIAL INITIATIVES. THE PROJECT INCLUDES 65 ACTIONS, WHICH ARE CATEGORIZED INTO FOUR LEVELS: BRONZE, SILVER, GOLD AND PLATINUM.

WITH PLANET 21, ACCOR IS MAKING 21 COMMITMENTS AND THE SAME NUMBER OF QUANTIFIED GOALS FOR THE YEAR 2015, INCLUDING: EMPLOYEES TRAINED IN DISEASE PREVENTION MOST OF HOTELS, PROPERTIES PROMOTING BALANCED DISHES; HOTELS USING ECO-LABELLED PRODUCTS; A REDUCTION IN WATER CONSUMPTION; AND DECREASE IN ENERGY USE AT ACCOR'S OWNED AND LEASED HOTELS WORLDWIDE.

“21世纪地球”是雅高酒店集团的可持续发展项目，涵盖了雅高在保护环境和回馈社会方面的所有举措。该项目中包含了65项具体举措，并设立了铂金、金、银和铜四个等级。该项目在可持续发展方面做出的21项郑重承诺，以及计划于2015年实现的量化目标，其中包括：酒店员工将接受有关疾病预防的培训，对客人提供均衡膳食，使用具有生态标签的产品，所有自有及租赁酒店的用水量将减少一定百分比，能耗将相应降低。



PLANT FOR THE PLANET

为地球植树



Plant for the Planet is Accor's unique reforestation program. With Plant for the Planet, Accor encourages guests to reuse their towels, thereby reducing energy and water usage (and costs). In exchange, participating hotels pledge to reinvest half of the savings generated in planting trees. The number of trees planted averages around one tree per five towels reused.

Total Contributions for All Accor hotels in Greater China of 2014 for Plant for the Planet is RMB259,037(around EURO36,070.79) which means Accor China contributed 10,373 trees and is the best performance country in Asia Pacific.

Accor hotels in Greater China have been supporting a tree planting project in Caochang Village, Hebei Province since 2012 until now.

There are 120 families with 480 people who are direct beneficiaries from this project and 50-60 participating farmers have been trained to do tree maintenance which they've spread this knowledge to other members. There is 85% surviving rate which the farmers replaced some of the dead trees with their own budgets. In 2016, all participating farmers expect to generate some income from selling apples or nuts from the trees that Accor has supported.



ISO - QUALITY AND ENVIRONMENTAL MANAGEMENT

Quality Certification



Requires the implementation of a Quality Management System (QMS)



Environmental Certification



Requires the implementation of an Environmental Management System (EMS)



International Certifications

ISO9001 Hotel

- ✓ Common working procedures in the hotels.
- ✓ Problems are solved before they even occur.
- ✓ Motivating and encouraging the staff.
- ✓ Clear and efficient procedures.
- ✓ Improving our products and services.
- ✓ Etc.

ISO14001 Hotel

- ✓ Energy saving.
- ✓ Profit increase.
- ✓ Company Image.
- ✓ Increase customers source
- ✓ Satisfaction and loyalty.
- ✓ Etc.



SOLIDARITY ACCOR



Linking cultures everywhere in the world

SOLIDARITY ACCOR ambition:
Linking cultures and providing support for the development of individuals and their integration into the community

In 3 areas of commitment:



More than 9,500 Accor employees involved
More than 208 projects supported
In 41 countries since 2008
200,000 direct and indirect beneficiaries



If you want to be involved or just to have more information,
feel free to contact Christine de Longevialle (christine.delongevialle@accor.com)



ACCOR ACADEMIE

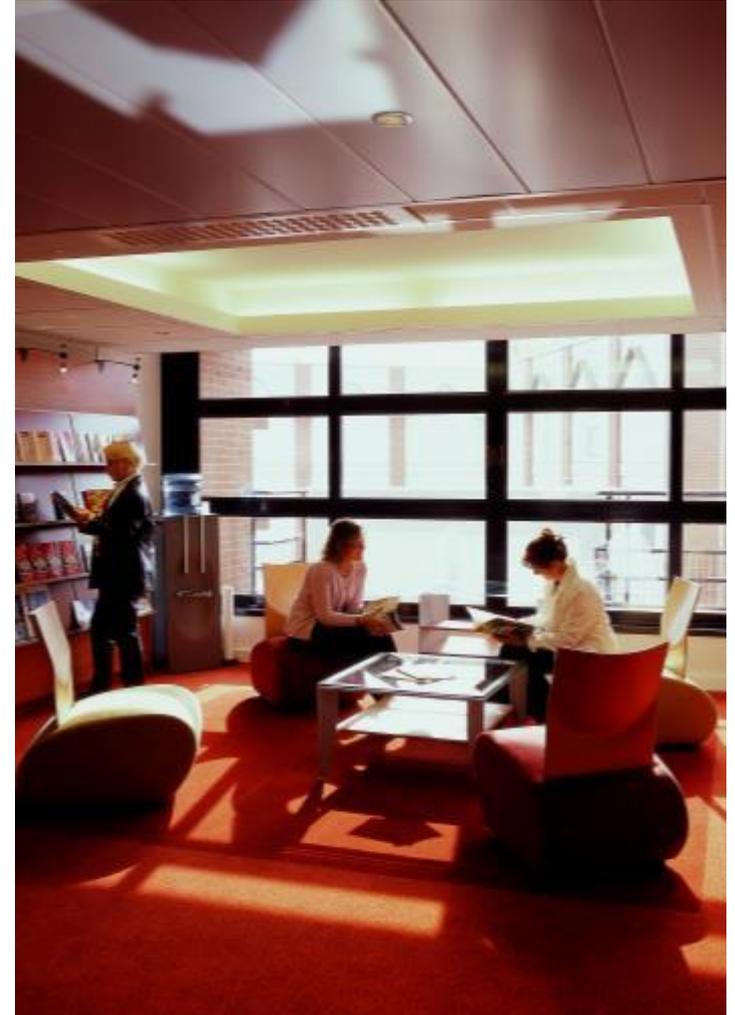


ACCOR HOTELS Académie

ACADEMIE ACCOR GREATER CHINA, THE MEMBER OF THE 18 ACADEMIE ACCOR CAMPUSES WORLDWIDE, IS DEDICATED TO SUPPORT EMPLOYEES LEARNING AND CAREER DEVELOPMENT IN GREATER CHINA. LOCATED AT SHANGHAI OFFICE, WE OFFER WIDE VARIETY OF LEARNING ACTIVITIES THROUGH DIFFERENT CHANNELS. THE COURSES INCLUDE AROUND 200 TAILOR-MADE CLASSROOM TRAINING COURSES, ONLINE LEADERSHIP AND MANAGEMENT PROGRAMS WHICH PARTNERED WITH TOP UNIVERSITIES, VIRTUAL CLASSROOM SESSIONS THROUGH THE ONLINE CHANNEL, AND INFORMAL LEARNING FROM EXPERIENCES.

BESIDES THE LEARNING ACTIVITIES, ACADEMIE ACCOR GREATER CHINA FOCUSES ON TALENT DEVELOPMENT FOR THE HOTELS. WITH THE SUPPORT FROM ACCOR WORLDWIDE OFFICE AND ASIA PACIFIC REGIONAL OFFICE, WE KEEP FINE TUNING THE PROCESS OF THE SELECTION, FOLLOW UP, EVALUATION AND APPRAISAL TO CATER THE NEEDS OF THE HOTELS DEVELOPMENT IN GREATER CHINA. ACADEMIE ACCOR GREATER CHINA ALSO HELPS EMPLOYEES ENRICH THEIR EXPERIENCES BY PERSONAL DEVELOPMENT PLAN, AND WELL-DESIGNED COACHING AND MENTORING SYSTEM.

ACADEMIE ACCOR GREATER CHINA PROVIDES YOU LEARNING OPPORTUNITIES AND ASSISTS YOU TO REACH YOUR CAREER DEVELOPMENT GOAL.







Feel Welcome

SOFITEL
LEGEND

SO
SOFITEL

S O F I T E L



pullman

NOVOTEL

Mercure

MAMA
SHELTER

adagio

ibis

ibis
STYLES

ibis
budget