

Chronology

2011

Accor 2011 Retrospective (Video)

UK: Mercure expands its network with ten new franchised hotels

Accor celebrates 25 years of the hospitality industry's largest corporate university

Accor confirms the "sale and variable leaseback" transaction with Predica and Foncière des Murs

ibis: already 900 hotels throughout the world!

AccorJobs, the Group's recruitment website, gets a facelift

MGallery opens its first hotel in London

China: Pullman announces opening in the heart of the "Forgotten Kingdom"

Sofitel opens its first hotel in Central Asia

ibis establishes itself in Nigeria

Adagio acquires Citéa and becomes the European no.1 in the extended stay segment

Ivory Coast: Death of the Novotel Abidjan dDirector, Stéphane Di Frantz Rippel

Accor's booking portal, Accorhotels.com, has been awarded first prize for customer relationship management ("Podium de la Relation Client") in the tourism category

Accor creates Earth Guest Research, an open knowledge platform on sustainable development for the hotel industry

Amsterdam : inauguration of the first Sofitel Legend in Europe

Accor wins the Recognition and Commitment prize at the 2011 Human Capital Trophy

Pullman inaugurates its Pullman São Paulo hotel in Brazil

Australia: Accor creates a buzz for its 20th anniversary

Contract for Sale of the Lenôtre Group signed for 75 Million Euros

Accor in Brazil received the prize "Great Place to Work" for the 14th year

Accor Unveils its new strategy and launches its ibis Megabrand, comprising three budget brands:

ibis, ibis Styles and ibis *budget*

Accor awarded twice at the "Rencontres Internationales de la Diversité"

Accor signs major UK hotel deal

Sofitel Legend Old Cataract Aswan, a myth reborn

Adagio enhances its portfolio with a new range: Adagio Access

Accor's commitment and responsibility rewarded three times with the World Savers Awards

Opening of the World's first ibis *budget* Hotel: Accor opened the first ibis *budget* in Tangier, Morocco

Novotel creates the hotel Room of the Future

Sale & Franchise back deal for 20 Formula 1 hotels in South Africa

Indonesia: A first step for Pullman in Jakarta

A hospitality industry first worldwide: Accor shares its environmental impact assessment findings

ibis Styles: the first sSigns are up on display!

Accor, a leader in Asia-Pacific, strengthens its position in Australia and New Zealand with the acquisition of Mirvac, a hotel management company

Accor Foundation: Three years of committed action

Accor signs a partnership agreement with the Institut Paul Bocuse and the IAE Savoie Mont-Blanc

 2011 - Highlights of the year

2010

- Accor Thalassa, the Group's well-being brand, is renamed **Thalassa sea & spa**.
- The Accor Board of Directors has approved the demerger of the Group's two core businesses, Hotels and Services, and outlined the demerger process.
- Accor bondholders approve the proposed demerger of the two businesses.

- Accor Services changes its name: As part of the proposed **demerger of Accor's Hotels and Prepaid Services businesses**, Accor Services has changed its name to **Edenred**.
- Approval of the demerger project - The Combined Ordinary and Extraordinary Meeting of Accor shareholders was held at the Novotel Paris Est hotel in Bagnolet. It was chaired by Gilles Pélisson, Chairman and Chief Executive Officer, and was attended by the members of the Board of Directors and 400 shareholders. Shareholders, who represented 76% of the voting rights, approved all of the submitted resolutions.
- **The new generation of Suitehotel is Suite Novotel** : created in 1998, the Suitehotel brand now joins the Novotel family, boasting a new name, Suite Novotel.
- Accor Sells Compagnie des Wagons-Lits's Onboard Rail Catering operations to Newrest.
- **A|Club** celebrates its second anniversary with its **nearly 5 million members** !
- Accor Confirms its Intent to Divest its Stake in Groupe Lucien Barrière.
- Withdrawal of Groupe Lucien Barrière Initial Public Offering.
- Accor will have **100 hotels** operating in Greater China : **This milestone achievement** comes after operating in China for 25 years.
- **Kristin Scott Thomas** becomes ambassador of the **MGallery** label and signs the first guide of the collection.
- **Accor's Board of Directors** announces a **change in executive management**.
- **Accorhotels.com** : a commitment to Transparency - In partnership with **TripAdvisor**, customer opinions are now posted on Accorhotels.com.
- **all seasons**: already **100 hotels** in just 3 years!

📅 2010 - Highlights of the year

2009

- Meeting under the chairmanship of Gilles Pélisson, Accor's Board of Directors approved unanimously the potential benefits of separating the Group's two businesses.
- Etap Hotel, the leader in the budget segment, opens its 400th hotel in Europe
- Accorhotels.com available free of charge on iPhone
- Accor Services gains leadership of the meal voucher market in the Czech Republic with the acquisition of local operator Exit Group
- ibis inaugurates its 100,000th room with the opening of the ibis City West in Munich
- Accor announces a major real estate transaction in the Budget segment in France, with the sale of 158 hotelF1 properties for €272 million
- As a part of Accor's commitment to diversity and the fight against discrimination, Accor has implemented the anonymous CV
- Accor sells stake in Club Méditerranée
- Accor increases at 49% its stake in Groupe Lucien Barrière
- Accor and MasterCard create a strategic alliance which has led to the creation of PrePay Solutions, the European leader in prepaid programs for companies and public institutions. The joint venture makes Accor Services the majority shareholder at 67%.

📅 2009 - Highlights of the year

2008

- Creation of **MGallery**: a new collection of upscale hotels with a marked personality.
- Accor launches **A|Club** worldwide hotel loyalty program.

- Accor Services acquires 62% of **Motivano** UK.

📅 2008 - Highlights of the year

2007

- Creation of **all seasons**: a new chain of non-standardized economy hotels.
- Accor launches **Pullman**, a new upscale brand dedicated to business travelers.
- Accor Services acquires **Surf Gold**, Asia's leading provider of marketing services.

📅 2007 - Highlights of the year

2006

- Accor Services introduces the **Ticket CESU®** human services voucher in France and the **Ticket Service®** voucher in Turkey. Sofitel opens a new flagship hotel on the US West Coast: the **Sofitel Los Angeles**.
- A major hotel expansion program is rolled out in **India**, with the goal of opening more than 5,000 Sofitel, Novotel, Mercure, ibis and Formule1 rooms within 5 years.

📅 2006 - Highlights of the year

2005

- **Opening of the 4,000th** hotel, the Novotel Madrid Sanchinarro in Spain.

📅 2005 - Highlights of the year

2004

- **Creation of Groupe Lucien Barrière SAS**. Owned 34% by Accor.

📅 2004 - Highlights of the year

2003

- The first Ibis opens in China, in the city of Tianjin.

2002

- Opening of the **Sofitel Chicago** Water Tower and 13 other Sofitel establishments in major international cities.
 - Accor Services acquires **Davidson Trahaire**, Australia's leading human resources consulting firm.
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2001

- Sustained development of the Services business in the fast-growing market for employee assistance programs with the acquisition of **Employee Advisory Resource Ltd** in the United Kingdom.
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2000

- The Accor real-time reservation website goes online: **accorhotels.com**.
 - The **Meal Service Card®** is introduced in China.
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1999

- Accor created the **Suitehotel** concept: the concept offers 30sq.m. suites.
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1991

- Compagnie Internationale des Wagons-Lits et du Tourisme (**CWL**) joined Accor.
 - The **Etap Hotel** chain added another economy hotel to the market.
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1990

- **Acquisition of the Motel6** chain in the United States.
 - **Lenôtre** becomes an Accor brand.
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1985

- Creation of **Formule 1**, a new budget chain.
 - **Creation of Accor Academy**, France's first corporate university for service activities.
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1983

- **Creation of Accor**, the new entity counted 440 hotels, 1,500 public or institutional restaurants, 35,000 employees, a presence in 45 countries.
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1982

- Acquisition of **Jacques Borel International**, which adds a new activity: the **Ticket Restaurant®**.
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1980

- **Acquisition of Sofitel**, the jewel of 4-star french hotels.
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1975

- Acquisition of the 3-star chain, **Mercure**.
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1974

- **First ibis** opens in Bordeaux.
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1967

- **First Novotel** opens in Lille Lesquin.
- **Creation of Novotel** – SIEH by Paul Dubrule and Gérard Pélisson.