



Initiative

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Accor takes part in the “Massive Good” campaign against epidemics

Accor is participating in the new, global “Massive Good” campaign against AIDS and malaria by encouraging customers to make donations via banners on its hotel reservation websites.

Since March 4, customers can donate €2 or more to “Massive Good” after booking at accorhotels.com or one of the Group’s brand websites.

“Massive Good”, a new campaign to combat epidemics

With the support of some thirty governments, the campaign aims to fight against AIDS, malaria and tuberculosis by inviting travellers to make voluntary donations of about €2 for each airline ticket or hotel stay purchased online.

Donations are collected by the Millennium Foundation, attached to the World Health Organisation. They will be used to facilitate access to health care in the countries most affected by these diseases. In 2010, for example, one of the campaign objectives is to supply eight African countries with over 20 million insecticide-treated mosquito nets.

A recognised commitment on health care issues

Through its Earth Guest program, the Group is involved in solidarity actions in response to societal and environmental concerns. The “Fight against Epidemics” is one of the eight program priorities.

By joining in on the launch of the “Massive Good” campaign, the Group is confirming its commitment to health care issues. Accor is participating along with other major travel industry companies such as GDS reservation call centres, Amadeus, Sabre and Travelport, travellers’ assistance companies such as American Express, Compagnie des Wagons Lits and Mondial Assistance, and online reservation websites such as Travelocity.

[Find out more about “Massive Good”](#)

[Find out more about the Earth Guest program](#)

[Make a donation](#)