



Events

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Accorhotels.com launches “Crazy Prices” at 2,000 hotels

From March 13 to 22, 2010, during the “Crazy Prices” promotion, nearly 2,000 hotels in Accor’s portfolio are offering room nights at reduced rates* on the accorhotels.com website.

This operation is exclusively launched upon the internet and for the first time on Accorhotels.com is covering all major European markets for bookings during the Easter break. The promotion is pushed across a number of high-profile sites including Yahoo, MSN and Trip Advisor, using original and innovative formats (Creatives will be personalised for each site, including homepage takeover)

Customers can choose from among a range of upscale to very low-cost hotels and benefit from discounts of up to 50% on stays from March 22 to May 2. The offer applies to all Pullman, MGallery, Mercure, Novotel, Suitehotel, Adagio, ibis, all seasons, Etap Hotel, hotelF1 and Lucien Barrière hotels.

Accordingly, for a 10-day period the Accorhotels.com reservation website is featuring the promotion on a Europe-wide scale including France, United Kingdom, Germany, Belgium, Netherlands, Spain, Italy, Luxembourg, Sweden, Portugal, Ireland, Hungary, Austria, Switzerland, Poland Czech Republic, Russia, Lithuania, Slovakia, Greece and Andorra.

**Rates are valid subject to the availability of rooms allocated for this promotion, outside specific dates indicated by the participating hotels.*

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