

# Press releases

02/28/2012 - Strategy

**Accor tailors Mercure for China - Launch of 'Mei Jue', a tailor-made Grand Mercure for the Chinese upscale market**



02/23/2012 - Openings

**Pullman adds two new addresses in Munich and Eindhoven to its European network**

02/22/2012 - Results

**Accor: a new growth dynamic and excellent results in 2011**



02/14/2012 - Initiative

**Through reBorn Accor gives its second-hand furniture a new lease of life!**



02/13/2012 - Rewards

**2012 World Travel Awards: Pullman Timi Ama Sardegna wins two !**



02/10/2012 - Strategy

**Sale of the Novotel New York Times Square under a €160m Sale & Management-Back agreement**



02/09/2012 - Openings

**Accor opens its 150th hotel in Brazil with the Novotel Porto Alegre Aeroporto**

01/26/2012 - Innovation

**Accor launches its A|Club Places application on Facebook**

The first location-based application to reward a hotel group's loyalty program members

01/23/2012 - Strategy

**Accor racks up another record year of expansion in Asia Pacific**

01/19/2012 - Strategy

**Pullman Paris Rive Gauche Sold for €77 Million**

