

## Press release

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# Accor upgrades the hotel experience for millions of customers through its loyalty program 'Le Club Accorhotels'

More generosity and acknowledgment for loyal customers in 2,700 Accor hotels

Only five years after it was launched, Le Club Accorhotels, Accor's free loyalty program, already boasts over 15 million members. Today, Accor unveils an even more generous program that rewards the most loyal customers on all their stays in 2,700 hotels around the world, from luxury to economy.

Deputy Chief Executive Officer, Vivek Badrinath, comments "*When guests arrive in an Accor hotel, they expect to be recognised and rewarded for their loyalty. They attach a lot of importance to the tailored service we provide. Developing our customers' loyalty is key to creating a preference for our brands at a time when the digital revolution allows us to go further in adapting our welcome to their expectations.*"

'Le Club Accorhotels' is unique in the hospitality sector because of its **flexibility**. It is the only hotel loyalty program that enables customers to use their points anywhere in the world without any date or availability restrictions.

A loyalty program is the third most important hotel selection criteria after geographic location and price\*. 83% of the 'Le Club Accorhotels' program members declare that being a member is a key factor when it comes to booking a stay in an Accor hotel\*. **The group is therefore focusing on personalising its offer and acknowledging its most loyal customers** with exclusive privileges:

### An even more generous and caring program

'Le Club Accorhotels' offers members advantages at every stage of the customer journey: before their stay, they enjoy exclusive access to private sales with discounts of up to 50 percent, and during their stay they benefit from dedicated services.

Le Club Accorhotels program members are therefore:

- **More privileged:** depending on their status, they enjoy privileges in all the group's hotels around the world whatever the hotel category. Privileges range from priority welcome with rapid check-in, to access to the Executive Lounge at Sofitel.
- **More rewarded:** from July 1<sup>st</sup>, the program offers up to 25% more points, fast-tracking guests to rewards and the program's more advantageous statuses (Silver, Gold and Platinum) ;
- **Freer:** members can use the "Booking with points" function to use loyalty points to reduce their bill directly when booking on Accorhotels.com and the brand websites without date or availability restrictions all over the world.

### Exclusive privileges to enjoy the best of Accor hotels

All the brands participating in the program offer the same core advantages. Silver status members receive a **welcome drink** and can benefit from late check-out. Gold status members are offered a room upgrade as well as early check-in.

The group's midscale and upscale brands also offer specific services such as VIP treatment depending on member status.

**In the economy segment, all ibis business card subscribers worldwide obtain direct access to Le Club Accorhotels “Gold” status.**

### A loyalty program that’s 100% digital

Isabelle Birem, Accor’s SVP Customer Relations and Loyalty explains, *“In a sector where the upsurge of digital technology is modifying hotel consumer behavior significantly and making “Big Data” a key strategic issue, the Le Club Accorhotels program is our principle means of improving our knowledge of guests’ preferences, refining the tailored offers we send them and responding better to their expectations.”*

All the program’s advantages are available via the customer account on Accorhotels.com where program members can:

- Manage their preferences,
- Consult their bookings,
- Access their points history,
- Choose their rewards: discounts on stays, partner vouchers, convert points into airline miles, etc.
- Benefit from tailored offers at preferential rates

**For every €10 spent, members earn 25 points, and as soon as they reach 2,000 they get €40 voucher** that they can deduct from their bill at a future stay in one of the group’s hotels or convert into privileges with one of the program’s many partners (airlines, car rental firms, etc.).

Thanks to the Accorhotels.com mobile application, the experience of loyal customers is made even easier since they can use it to see how many points they have and to display their card so it’s always within easy reach.

The social dimension is also important: Le Club Accorhotels members earn bonus points when they check-in on Facebook with “Places by Le Club Accorhotels”. The Le Club Accorhotels Facebook page already has over 240,000 fans.

\* 2013 Accor IPSOS survey of Le Club Accorhotels members

Consult the list of partners and all the information about the program on: <http://www.accorhotels.com/gb/leclub/>



**Accor, the world’s leading hotel operator**, offers its guests and partners the dual expertise of a hotel operator and brand franchisor (**HotelServices**) and a hotel owner and investor (**HotelInvest**) with the objective of ensuring lasting growth and harmonious development for the benefit of the greater number.

With around 3,600 hotels and 460,000 rooms, Accor welcomes business and leisure travelers in 92 countries across all hotel segments: luxury-upscale with **Sofitel, Pullman, MGallery, and Grand Mercure**, midscale with **Novotel, Suite Novotel, Mercure and Adagio** and economy with **ibis, ibis Styles, ibis budget** and **hotelI1**. The Group boasts a powerful digital ecosystem, notably its booking portal **accorhotels.com**, its brand websites and its loyalty program **Le Club Accorhotels**.

**As the world’s top hospitality school**, Accor is committed to developing the talents of its **170,000 employees** in Accor brand hotels. They are the daily ambassadors of the culture of service and innovation that has driven the Group for over 45 years.

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