



ACCOR HOTELS

Feel Welcome

Press release
October, 19, 2016

AccorHotels and LinkedIn create *Business Check powered by LinkedIn*, to boost business networks all over the world

In a major collaboration, AccorHotels, a world-leading travel and lifestyle group, has joined forces with LinkedIn, the world's largest professional network on the Internet, to enrich its mobile app with an unprecedented new service for travelers.

All AccorHotels guests can use this new feature, *Business Check powered by LinkedIn*, to create and facilitate business opportunities. By allowing travellers to identify people in their professional network who are based in the city they are in and suggesting relevant profiles to connect with, this new feature enables professionals to stay connected on the move.

Romain Roulleau, Senior Vice President for E-commerce & Digital Services at AccorHotels commented, *"This collaboration between AccorHotels and LinkedIn is a world first in the hospitality industry. It will enrich the services we already offer on our mobile app which is used before, during and after the stay, notably by business travellers, who represent 60% of the app's users. This new feature creates business opportunities, and our app will therefore facilitate and foster seamless, instinctive business travel sharing, thus generating guest engagement and visibility for our hotels."*

Joshua Graff VP Marketing Solutions EMEA at LinkedIn commented, *"There are over 26 million business travellers on LinkedIn and by collaborating with one of the world's leading travel groups, these professionals can now be even more informed, connected and productive while on the go. We all like to get the most out of our business trips abroad and this new feature will make it even easier to connect with clients, prospects, suppliers and colleagues old and new."*

Before and during the stay: share with your network and develop it in one click

With *Business Check powered by LinkedIn* now available on the AccorHotels app, mobile and tablet users with bookings in an AccorHotels establishment can:



- Connect to their LinkedIn account and share their next business trip destination with their network in one click.
- Find out which of their LinkedIn contacts reside in the city they are staying in again, see them again or get to know them better and contact them directly using either a personal email or Inmail.
- Develop their network thanks to *Business Check powered by LinkedIn's* suggested list of relevant profiles residing in their travel destination.



Business Check powered by LinkedIn has been available on the AccorHotels app since September 2016 in its 18 languages (English, French, German, Portuguese, Italian, Spanish, Dutch, Chinese, Japanese, Polish, Brazilian Portuguese, Russian, Indonesian, Korean, Arabic, Turkish, Thai, and Swedish).

This new service rounds out AccorHotels' feature-rich app which is designed to assist travellers before, during and after the hotel stay and is currently downloaded five times a minute.

To accompany the launch of *BusinessCheck powered by LinkedIn*, AccorHotels is enriching its LinkedIn content strategy to target international and national travellers in France, the United Kingdom, Germany, Italy, Belgium, Australia and Brazil.

From 19th October to 19th December, it will run a campaign of Sponsored Content and InMails under the slogan "Boost business opportunity all over the world". These informative, useful and entertaining messages, complete with illustrations, computer graphics, stop-motion, photos and more, will insert effortlessly into business travel life.

ABOUT ACCORHOTELS

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,000 hotels, resorts and residences, as well as in over 2,500 of the finest private homes around the globe. Benefiting from dual expertise as an investor and operator through its HotelServices and HotelInvest divisions, AccorHotels operates in 95 countries. Its portfolio comprises internationally acclaimed luxury brands including Raffles, Fairmont, Sofitel Legend, SO Sofitel, Sofitel, onefinestay, MGallery by Sofitel, Pullman, and Swissôtel;



as well as the popular midscale and boutique brands of Novotel, Mercure, Mama Shelter and Adagio; the in-demand economy brands including ibis, ibis Styles, ibis budget and the regional brands Grand Mercure, The Sebel and hotelF1.

With an unmatched collection of brands and rich history spanning close to five decades, AccorHotels, along with its global team of more than 240,000 dedicated women and men, has a purposeful and heartfelt mission: to make every guest Feel Welcome. Guests enjoy access to one of the world's most rewarding hotel loyalty programs - Le Club AccorHotels.

AccorHotels is active in its local communities and committed to sustainable development and solidarity through PLANET 21, a comprehensive program that brings together employees, guests and partners to drive sustainable growth.

Accor SA is publicly listed with shares trading on the Euronext Paris exchange (ISIN code: FR0000120404) and the OTC marketplace (Code: ACRFY) in the United States.

For more information and reservations visit accorhotels.group or accorhotels.com. Or become a fan and follow us on Twitter and Facebook.

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