



# ACCOR HOTELS

Feel Welcome

Press release

Paris, May 15, 2017

## **AccorHotels.com launches its new Flight + Hotel reservation offer**

AccorHotels.com, which, since June 2015, also distributes independent hotels on its platform, has taken the personalization of services offered to travelers to a new level with the launch of its Flight + Hotel reservation offer.

Starting on May 15<sup>th</sup>, 2017, AccorHotels.com is now offering French Internet users the chance to benefit from Flight and Hotel package, now available from a permanent catalogue of 180 hotels and 30 destinations around the world, from Paris to Buenos Aires, passing through Dubai, Rio de Janeiro, Bangkok, New York, etc.

Built on a pre-packaged model, the offer enables AccorHotels.com to position itself as a travel advisor, offering travelers customized packages at attractive rates, in order to best fulfill their expectations. In an effort to continue providing unique rewards and enhanced experiences to its loyal customers, AccorHotels will exclusively offer members of its loyalty program, Le Club AccorHotels, the opportunity to earn points on hotel nights reserved as part of the packages. Over time, the entire package will be eligible for Le Club AccorHotels points.

Available via a dedicated section accessible from the AccorHotels.com homepage, this new offer emerged from the collaboration between AccorHotels.com and MisterFly, a travel agency specialized in the sale of discount air tickets, which manages the flight catalogue, assists AccorHotels.com in the creation of its packages, and provides customer services.

This new offer complements tools that have been recently created on AccorHotels.com and in the mobile app to aid customers in their journey, including the AccorHotels Magazine which, through more than 2,000 articles, immerses readers in the heart of the destinations offered by the Group; creation of 80 interactive City Guides which list a multitude of unmissable activities for travelers to enjoy during their stay; and MoodMatch, the first experience-based hotel search engine launched in partnership with Travelsify.

*“By amplifying our range of services around the booking phase of their trip, the new Flight + Hotel package enhances our portfolio of services already offered to*



*travelers by AccorHotels.com. As such, it also forms part of our ongoing digital transformation strategy, with our key priority focused on transforming AccorHotels.com into a comprehensive and essential travel companion and the first point of contact between travelers and the AccorHotels network. Today, AccorHotels.com is a one-stop shop where travelers have access to unique services that always combine excellence and user friendliness at every stage of their stay,”* said Romain Roulleau, Senior Vice President, E-Commerce and Digital Services, AccorHotels.

#### ABOUT ACCORHOTELS

The AccorHotels Group is a global leader in travel and lifestyle, and a pioneer in digital technology, offering unique experiences in more than 4,100 hotels, resorts and residences, and in more than 3,000 outstanding private residences worldwide. With its dual expertise as an investor and operator, through its HotelInvest and HotelServices divisions, AccorHotels operates in 95 countries. Its portfolio includes internationally renowned luxury brands such as Raffles, Sofitel Legend, SO Sofitel, Sofitel, Fairmont, onefinestay, MGallery by Sofitel, Pullman and Swissôtel, the mid-range boutique hotel brands 25hours, Novotel, Mercure, Mama Shelter and Adagio, and very popular budget brands such as JO&JOE, ibis, ibis Styles or ibis budget, as well as the regional brands Grand Mercure, The Sebel and hotelF1. AccorHotels provides innovative services to travelers, throughout their entire journey, notably through the recent acquisition of John Paul, the leading concierge service worldwide.

Boasting an unrivalled range of brands and a rich history dating back some five decades, AccorHotels has a global team of more than 240,000 committed women and men investing all their energy into making “Feel Welcome” resonate as the finest hotel promise. Guests have access to one of the world’s most attractive hotel loyalty programs - Le Club AccorHotels.

AccorHotels plays an active role in the local communities where it operates and is actively involved in promoting sustainable development and solidarity through PLANET 21, a comprehensive program bringing together employees, clients and partners in order to ensure sustainable growth.

Accor SA shares are listed on the Euronext Paris stock exchange (ISIN: FR0000120404) and traded in the United States on the OTC market (Ticker: ACRYF).

For further information or to make a reservation, please visit [accorhotels.group](http://accorhotels.group) or [accorhotels.com](http://accorhotels.com). or join and follow us on Twitter and Facebook.

#### AccorHotels Press Contacts

**Carina Alfonso Martin**  
VP Media Relations Worldwide  
Tel: +33 1 45 38 84 84  
[carina.alfonsomartin@accor.com](mailto:carina.alfonsomartin@accor.com)

**Mélissa Lévine**  
Brands Digital Media & New Business Relations  
Tel: +33 1 45 38 84 76  
[melissa.levine@accor.com](mailto:melissa.levine@accor.com)

**Martin Cintas**  
Corporate Communications Officer  
Tel: +33 1 45 38 84 83  
[martin.cintas@accor.com](mailto:martin.cintas@accor.com)

ABOUT MISTERFLY - <https://www.misterfly.com>, official partner of charity organisation Imagine for Margo

The award winning Paris-headquartered OTA MisterFly is the foremost specialist in online booking and travel. With 20 years of experience behind them, trailblazing business partners Nicolas Brumelot and Carlos Da Silva launched MisterFly in September 2015. The sheer extent and competitiveness of MisterFly’s offering in terms of full service carriers, low cost carriers and charter flights is coupled to an equally broad range of accommodation options, with more than 400,000 hotels available in 180 countries. MisterFly makes customer service, transparent pricing and flexible, simple booking its top priorities. These commitments are at the very core of MisterFly’s approach to doing business and they are underpinned by the ultimate goal of satisfying customers, travel agency partners and stakeholders. On the innovation front, MisterFly also offers a number of ground-breaking services. These include “unconditional cancellation insurance”, “4X credit card payment », the Iziwifi internet connection device and the Flexy ticket option. This strive for quality and innovation has been essential in convincing vente-privee, the world leader in event sales, to join forces with MisterFly by offering flights through its own website using MisterFly’s services. With a funding round in June 2016, MisterFly was able to raise €20 million through investment partners Montefiore Investment and vente-privee, which has given MisterFly the chance to develop new offerings and expand its operations in Europe. 367,000 passengers travelled with MisterFly in 2016, with the company achieving sales figures totalling €111 million for the same period.

#### MisterFly Press Contacts

**Caroline Melin**  
TIKA Media  
0033 (0)6 61 14 63 64  
[caroline@tikamedia.com](mailto:caroline@tikamedia.com)

