



Press Release

INSPIRING WOMEN – MGALLERY REVEALS ITS GLOBAL AMBASSADOR: INES DE LA FRESSANGE



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Paris, December, 1st 2017 - **Pioneer in addressing the distinct needs of the female traveler, MGallery is thrilled to announce today the appointment of Ines de la Fressange as global ambassador for the brand. As a model, muse and modern active woman, she is renowned the world over as the epitome of natural elegance. Well-travelled and worldly-wise, Ines de la Fressange embodies the discerning female globetrotter. Through the Inspired by Her initiative, MGallery responds to and anticipates the demands of their female clientele with exclusive services and special considerations throughout her stay.**

Ines de la Fressange: Inspiration Starts Here

MGallery is a collection of individually styled boutique hotels, each with its own story to tell and ideally suited to providing travelers with an inspirational base from which to discover the world. Since 2013, MGallery has been developing a program to address the needs of one of the market's fastest growing segments, one that is all too often over-looked: women travelers. Recently rolled out globally, MGallery's *Inspired by Her* program seeks to meet the specific requirements of the female leisure and business travelers through a suite of services and amenities that were, quite literally, inspired by them.

Internationally renowned for her own inimitable, individual style, model and modern active woman, Ines de la Fressange has proudly partnered with MGallery as Global Ambassador. With a globetrotting career that has seen her practically live out of a suitcase, Ines de la Fressange is well aware of the often-unmet needs of the female traveler. "I am thrilled to be working with MGallery as the brand highlights the unique and distinctive personality of each hotel in its collection in an inspiring way. It is also so good to have someone in the industry finally recognize that women have specific needs when we travel. A program designed for women by women is long overdue and I'm proud to promote Inspired by Her." says Ines de la Fressange.

And Ines de la Fressange is not alone. A recent survey by IPSOS revealed that 86% of women surveyed (and 80% of men) favored a female-oriented hospitality program within a hotel. And guess what? When asked who would make an ideal travel companion that's not their partner, family or friend, the most popular choice around the world is Michelle Obama, followed by Emma Watson and Kate Middleton. In her native France, Ines de la Fressange was naturally among the top three favorite travel companions.

The Female Traveler Revealed

Inspired by Her was first envisaged by the women at MGallery hotels in 2013 as a means of addressing the demands of the female traveler. Since *Inspired by Her's* inception, MGallery has been refining this ground-breaking offering which has now been rolled out globally, dedicated to meeting the female traveler's specific needs. In order to help hone *Inspired By Her*, MGallery has been working with the acclaimed research organization, IPSOS, to better understand the female traveler's habits and desires.

As Senior VP Global Marketing for MGallery, Agnès Roquefort states "We want to bring a feminine touch that enriches our guests experience through details and particular attentions. Having listened to women and being women ourselves, we are extremely proud to be rolling out the *Inspired By Her* program across MGallery hotels as we know it will make travel a much more pleasant experience for women. Since nobody embodies the discerning female traveler better, partnering with Ines de la Fressange to enhance our focus on women was an obvious choice."

According to the IPSOS survey, when it comes to personal stays women tend to travel with their partners. 60% of women asked say that their other half is their main companion when it comes to leisure travel. 28% of women are more likely to be on a family vacation when they travel, of which Italian women are the most likely to be with *la famiglia*, at 35%. As for a girl's getaway, 16% of all ladies – and 25% of Australian women in particular - choose to travel with a friend, which is much higher than the overall proportion of men who like to travel with their buddies (9%). When business travel is included, almost 2 out of 3 women travel alone and over 80% are comfortable doing so. Of all women questioned, only 18% mentioned feeling anxious at times when on their own, which drops to 13% among Italian women.

What Women Appreciate

While men and women are similar in their appreciation of special gestures in a hotel such as attentive staff and name recognition, women are particularly appreciative of elements like gifts at the end of their stay (88%), help with their luggage (74%) and a handwritten message to welcome them (71%).

One element that unites all the women surveyed is a love and appreciation of the luxury toiletries found in better hotel bathrooms. Up to 90% of ladies like them. In fact, the bathroom seems to be the women's domain, with 75% of women habitually claiming their sink space with their own toiletries and beauty products when they check in. Only 48% will take the same care to unpack their clothes and hang items in the closet each time they travel. A creased blouse may be less important than other kinds of wrinkles!

Taking a picture of the hotel room is more a feminine habit. 73% of all women do it, compared to 57% of men. Posting on Facebook or Instagram is a more and more "fashionable" reason (26% of them) but 47% still prefer to keep the photo as a personal memory to remember a memorable moment.

With its *Inspired by Her* program, MGallery pays attention to a growing feminine clientele, with exclusive services and special considerations: attention to details that make the difference in the luxury segment through beauty items, feminine touches at the restaurant and the bar, and other special gesture from welcoming the staff.

MGallery by Sofitel is AccorHotels' collection of inimitably enchanting, unique boutique hotels to discover the world and beyond.

MGallery by Sofitel has 90 unique and fascinating addresses in 24 countries around the world, all of which are havens for those who relish off-the-beaten-track experiences. Each address is remarkable for its singular personality and deep-rooted local history.

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