



ACCORHOTELS

Feel Welcome

Press Release
Paris, February 5, 2017

AccorHotels to acquire Travel Keys

to consolidate leadership in the luxury Private Rental market

AccorHotels announces today it has begun exclusive negotiations for the acquisition of 100% of Travel Keys, one of the leading players in the private vacation rental market.

Founded in 1991, Travel Keys is an elite travel broker representing a luxury collection of over 5,000 highly curated villas across more than 100 destinations across the Caribbean, Mexico, Hawaii & the United States, Europe, Asia and Africa. A pioneer in the industry, the Atlanta-based company focuses on guest satisfaction, offering professional vacation planning and 24/7 concierge services.

The combination of Travel Keys with onefinestay and Squarebreak will provide AccorHotels with a unique offering of about 8,500 addresses in the luxury private rental market, with highly curated properties in both the vacation & urban segments.

The transaction is expected to close in Q2 2017 after customary due diligence.

Sebastien Bazin, Chairman & CEO of AccorHotels explained: *“We are extremely pleased to have Bobby Gibson and his team join the AccorHotels family. They have built a very robust business over the years that will be instrumental in our strategy to create the number one luxury private rental player in the world. Travel Keys brings an impressive portfolio of premium properties to our existing activities. This acquisition further demonstrates our agility and dynamic approach to offer comprehensive services to our clients.”*

Bobby Gibson, CEO of Travel Keys declared: *“We feel a strong link with the AccorHotels’ teams, and share in the vision of both Sebastien Bazin and the private rental leaders at AccorHotels about the future of our industry. We are very enthusiastic about this partnership, writing a new and exciting chapter of Travel Keys’ story. Our objective is to offer extraordinary experiences to our guests, i.e. the best homes in the best locations with the highest level of service. At the same time, we cater to extremely demanding hosts who find their unique assets mismatched to the mass market offerings found in emerging peer to peer marketplaces.”*



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 3,500 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 a 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.com or accorhotels.com. Or become a fan and follow us on Twitter and Facebook.

Media Relations

Carina Alfonso Martin
Vice President Media Relations Worldwide
Phone: +33 (0)1 45 38 84 84
carina.alfonsomartin@accor.com

Delphine Dumonceau
Corporate PR Manager
Phone: +33 (0)1 45 38 84 95
delphine.dumonceau@accor.com

Investor and Analyst Relations

Sébastien Valentin
Senior Vice President, Investor Relations
and Financial Communication
Phone: +33 (0)1 45 38 86 25
sebastien.valentin@accor.com

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SOFITEL

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PULLMAN

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NOVOTEL

Mercure

adagio

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