



ACCORHOTELS

Feel Welcome

Press Release
April 5, 2017

AccorHotels acquires Availpro and creates the European leader of digital services for independent hotels

Following the acquisition of Fastbooking in 2015, AccorHotels is pleased to announce the acquisition of Availpro. Created in 2001, Availpro is the leader in France and one of the leading European software providers to hoteliers with more than 6,500 clients. The consolidation of these two major players will create the leading European digital services provider for independent hotels, ranked the third largest global player in its sector.

In an expanding and highly competitive sector, the companies in combination will work to benefit hoteliers who are increasingly calling for decision-support solutions and will now have access to a whole range of management tools and assistance services to enhance their online distribution and increase their revenues.

The “channel management” solution, which provides an innovative management tool, together with various software packages developed by Availpro, will complement the products and services currently provided to hoteliers by Fastbooking.

Fastbooking provides services to independent hotels and has been the cornerstone of AccorHotels’ “digital factory”, a digital services division aimed at hoteliers, since its acquisition by the Group in 2015. Today the company helps more than 4,000 clients around the world increase their direct sales and has connected more than 2,000 independent hotels to the AccorHotels.com marketplace.

By combining the talents of these two companies - whose expertise is recognized in more than 50 countries worldwide - AccorHotels will be able to offer its hotelier clients an ever wider, more innovative and high performance application suite, enabling them to increase their online visibility and sales. Availpro clients will also benefit from the digital marketing know-how of the Fastbooking teams.



Steven Daines, CEO, New Business at AccorHotels said, *“Today, two thirds of hoteliers are independent and the increase of their online visibility and direct sales is critical to their development. The acquisition of Availpro enables the Group to reach another milestone in its transformation by establishing the first B2B services division focused on hoteliers in Europe. Its combination with Fastbooking, now more than ever before, positions AccorHotels as an hotelier serving the hoteliers.”*

ABOUT ACCORHOTELS

AccorHotels Group is a global leader in travel and lifestyle as well as a digital pioneer offering unique experiences in more than 4,100 hotels, resorts and residences, as well as more than 3,000 luxury private residences around the world. 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 and ibis budget, as well as the regional brands Grand Mercure, The Sebel and hotelF1. AccorHotels provides innovative services to travellers, throughout their entire journey, notably through the recent acquisition of John Paul, the leading concierge service worldwide.

Benefiting from an unrivalled group of brands and a rich history going back approximately five decades, AccorHotels, which relies on a global team of more than 240,000 dedicated men and women, is committed to achieving its primary aim: doing all it can to ensure that all guests “Feel Welcome”. 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 is listed on Euronext Paris (ISIN Code: FR0000120404) and on the OTC market in the United States (Code: ACRFY).

For further information or to make a reservation, please visit www.accorhotels.group or www.accorhotels.com, or join and follow us on Twitter and Facebook.

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