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Special Edition Newsletter

September 2016



## Huge celebration week for Accor

### Hotel's 25 years in Australia



#### Accor Hotels – a remarkable 25 years in Australia

What a difference 25 years makes! For Accor Hotels, the past quarter of a century represents a remarkable era for the group, with the initial opening of a Novotel in Sydney's Darling Harbour heralding the evolution of a network that now comprises over 200 hotels, eleven brands and 10,000 team members.

Accor Hotels launched in Australia with the opening of Novotel Sydney Darling Harbour in July 1991.

When the Novotel was born, Darling Harbour was nothing more than an industrial freight dock, and many thought that Darling Harbour and the hotels there - including Accor Hotels' ibis and Grand Mercure Apartments which opened in 1995 - would become white elephants, but the Group had the vision to see Darling Harbour's potential as a prime tourism asset that is still making headlines.

A quarter century later, Accor Hotels is continuing to play a role in Darling Harbour's future with the new-build luxury Sofitel Sydney Darling Harbour hotel expected to open in 2017 as part of the \$2.5 billion transformation of the precinct.

In 25 Years, Accor Hotels helped change the face of the Australian hotel industry, introducing a range of innovations and brands that covers the full spectrum from luxury to economy (Sofitel, MGallery By Sofitel, Pullman, Quay West, The Sebel, Novotel, Grand Mercure, Mercure, ibis, ibis Styles and ibis Budget) and now reaches over 200 hotels in all corners of the country.

Accor Hotels is a significant contributor to Australia's tourism sector, employing more than 10,000 staff in over 200 hotels, and its 1.62 million loyalty members (1 in 15 Australians) of Le Club Accor Hotels continues to increase year on year.

To mark the 25-year milestone, Accor Hotels Australia will host a range of activities and celebrations throughout 2016. From brand campaigns to celebrating staff and saying thank you to hotel partners and loyalty members, there will be a variety of initiatives and events to excite, reward and express gratitude to supporters.



#### Accor Hotels growth in India

Accor Hotels growth in India is committed to India for the long haul. The Group now have an expansive network of 43 hotels in the country, with the latest property, ibis Styles Goa Calangute opening as recently as on September 20. The fast growing network of hotels in India spansten of Accor Hotels internationally renowned iconic brands, ranging from the luxury to in-demand economy segments. The brand portfolio in India comprises Fairmont, Sofitel, Pullman, Swissôtel, Grand Mercure, Novotel, Mercure, ibis, ibis Styles and Formule1. Ibis Styles is the first new global brand to check into India this year.

2016 so far has been an action-packed year with six key openings, the most recent being ibis Styles Goa Calangute. Other openings in 2016 include ibis Chennai City Centre, Mercure Hyderabad KCP, Grand Mercure Mysuru, The Bheemili Resort managed by Accor Hotels and ibis Hyderabad HITEC City. With a strong network of hotels in all metros and Tier 1 cities in India, Accor Hotels is also expanding to Tier 2 and Tier 3 cities and exploring new destinations.

With each new hotel opening, Accor Hotels has been gaining strategic advantage and market leadership in each city they operate in. For example, with the opening of ibis Styles in the heart of Goa, India's most sought after holiday destination for both domestic as well as international travellers, Accor Hotels now have three marquee properties (including Novotel Goa Resort & Spa and Novotel Goa Shrem) and have emerged as the largest hotel operator with over 400 keys. Similarly, in Hyderabad – India's very own Silicon Valley, Accor Hotels is the largest hotel operator with an inventory of over 1,000 rooms and five hotels - Novotel Hyderabad Convention Center, Novotel Hyderabad Airport, Mercure Hyderabad KCP, ibis Hyderabad HITEC City and FORMULE1 Hyderabad Hiitec City. Finally, last year's opening of the Pullman and Novotel New Delhi Aerocity alongside the 445 room ibis New Delhi Aerocity, deemed Accor Hotels the largest operator in New Delhi's newest hospitality precinct with a total of 1,115 rooms.

Accor Hotels also has the distinction of being the largest operator of convention centres and meeting space in India with over 500,000 square feet under management. The group currently manage the Hyderabad International Convention Centre, the Lavasa International Convention Centre and the Novotel Visakhapatnam Varun Beach, the largest all-sea facing convention centre on the east coast of India, supporting the growing MICE market segment. Towards the later part of this year, Accor Hotels will also start managing the Jaipur Exhibition & Convention Centre.

With robust expansion plans in place, Accor Hotels is pacing for strong growth momentum in India. 2016 is a milestone year for the group with ten hotels slated for opening within the year and by the end of the year, and will see its portfolio grow to 45 hotels. Looking into the future, densification is a major strategy for growth for Accor Hotels in India, with the intent to be leaders in the markets they operate in. The growth momentum will also see Accor Hotels reach the 10,000 rooms' milestone in India in 2017. This means that the group will add another 2,000 plus rooms through new hotel openings next year and across brands.

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