

Winner – ACCOR, FRANCE & GLOBAL

ACCOR IS ONE OF THE WORLD'S LEADING HOSPITALITY GROUPS, AND THE LEADER IN EUROPE, AS WELL AS THE GLOBAL LEADER IN SERVICES TO CORPORATE CLIENTS AND PUBLIC INSTITUTIONS. IT OPERATES IN NEARLY 100 COUNTRIES WITH 150,000 EMPLOYEES, OFFERING ITS CLIENTS OVER 40 YEARS OF EXPERTISE IN TWO CORE BUSINESSES.

First, Accor Hotels include a large number of brands: Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Adagio, Ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, Accor Thalassa, Lenôtre and CWL. Its second branch of activities, Accor Services, provides benefits to 32 million people in 40 countries – employee and constituent benefits, rewards and incentives, and expenses management.



GLOBAL TOURISM BUSINESS
AWARD



Judges' Verdict

Accor's philosophy is based on hospitality and respect for diverse cultures, incorporating environmental best practices in all its operations. Launched in 1998, the 'Hotel Environment Charter' has been adopted by 88% of Accor's 4,000 properties. Its Novotel brand can boast Green Globe certification while ibis has achieved ISO14001 accreditation. A further 88% of all supplies are sourced locally by Accor's procurement department.

The group's approach to holistic, sustainable management is based on two pillars: EGO, including programmes for local development, protecting children, combating epidemics and promoting healthy eating; and ECO, including the reduction of water and energy consumption, and the improvement of waste sorting and recycling, as well as the preservation of biodiversity. Since 2002 Accor has been actively involved in the fight against AIDS and joined the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria in 2005.

"Accor's development strategy is underpinned by a deep respect for people and the environment. This respect is expressed through the Earth Guest programme, the group's corporate responsibility approach. Whether they are individual actions or large collective projects, all initiatives serve the same purpose – to help make Accor's development a virtuous circle that is respectful of employees, customers, host communities and the planet's natural resources."

Gilles C Pélisson, Chairman and Chief Executive Officer, Accor

