



ACCORHOTELS

#WelcomeHeroes

Press release

Washington, DC, November 16, 2017

To celebrate its 50th anniversary, AccorHotels opens the doors of its hotels to everyday heroes in establishments in Washington, D.C.

Contributors to community life will be honored: Welcome Heroes!

On November 19, 2017, AccorHotels will be honoring everyday heroes - men and women, such as firefighters, nurses, teachers, craftspeople, small businesses and local residents - who work each day to serve their communities, by inviting them in close to 2000 establishments around the world, including Fairmont Washington, D.C., Georgetown.

This global event is an opportunity for the Group and its more than 250,000 employees to thank the people who are committed to serving their communities by sharing a moment with them around a breakfast, a barbecue, a concert, etc., or even by inviting them to stay the night as our guests!

The management team of Fairmont Washington, D.C., Georgetown and Sofitel Washington DC Lafayette Square will be welcoming, hosting and serving a festive brunch to its local heroes - the Police and Fire EMS, with their families, from the District's Ward Two.

Brunch will take place between 10:30 a.m. and 1:30 p.m. in the ballroom at Fairmont Washington, D.C., Georgetown. The hotel will feature a raffle including weekend giveaways, brunches and dinners. Officers and their families can also pose for whimsical photographs. Fairmont Washington, D.C., Georgetown is located at 2401 M Street, N.W., Washington, D.C. 20037.



This will also be an opportunity for hotel staff to showcase their establishments, which are also deeply rooted in the life of their neighborhood, and to encourage local residents to go through their doors more often, without actually having to book a room!

AccorHotels 50th Anniversary key figures

90 000 guests - 6 650 free nights - 1 000 brunches - 450 cocktails events - 240 concerts/parties

About Fairmont Washington, D.C., Georgetown

The newly renovated 413-room Fairmont Washington, D.C., Georgetown is located at 2401 M Street, NW. Adjacent to historic Georgetown, the hotel is convenient to the finest museums and national monuments. Located only five miles from Reagan National Airport and 33 miles from Dulles International Airport, Fairmont Washington, D.C., Georgetown offers a wealth of facilities. An air of tranquility insured through the design of intimate spaces and natural daylight creates an urban oasis.

www.fairmont.com/washington

About Sofitel Washington DC Lafayette Square

One of AccorHotels' authentic luxury brand hotels, [Sofitel Washington DC Lafayette Square](#) offers exclusive premier accommodations in the nation's capital. Discover Sofitel's art de vivre within the elegant hotel marked by distinctive style superb cuisine and incomparable service. Enjoy the best of everything in DC at this downtown hotel situated at the corner of Lafayette Square bordering the White House. Savor a contemporary twist on traditional French cuisine at iCi Urban Bistro or relax in the chic lounge, Le Bar. Select from 237 rooms on 12 floors including 17 suites and one presidential suite all featuring Sofitel's luxurious feather top and duvet sleep system - SoBed™.

Since a hotel provides much more than just accommodation and is a genuine living and meeting space serving as many people as possible, AccorHotels is launching AccorLocal on the occasion of its 50th anniversary.

This application now makes it possible for people living in the vicinity of AccorHotels-branded establishments to enjoy 24/7 access in the hotels to the services of their local craftspeople and businesses, ranging from the florist to the baker to dry cleaning services and parcel delivery. On the other hand, Hotels will have the possibility to offer some of their services (spa, massage, swimming pool, yoga classes, co-working, takeaway breakfast, etc.) to non-resident customers.

AccorLocal is currently accessible in more than 250 hotels in France and will be rolled out in 2018 in Europe and subsequently globally.

ABOUT ACCORHOTELS



AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,200 hotels, resorts and residences, as well as in over 10,000 of the finest private homes around the globe. Benefiting from dual expertise as an investor and operator, AccorHotels operates in 95 countries. Its portfolio comprises internationally acclaimed luxury brands including Raffles, Sofitel Legend, Fairmont, SO Sofitel, Sofitel, onefinestay, Rixos, MGallery by Sofitel, Pullman, Swissôtel and 25hours Hotels; the popular midscale and boutique brands Novotel, Mercure, Mama Shelter and Adagio; much-prized economy brands including JO&JOE, ibis, ibis Styles, ibis budget and the regional brands Grand Mercure, The Sebel and hotelF1. AccorHotels provides innovative end-to-end services across the entire traveler experience, notably through the acquisition of John Paul, the world leader in concierge services.

With an unmatched collection of brands and a rich history spanning close to five decades, AccorHotels, along with its global team of more than 250,000 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 shares are listed on the Euronext Paris stock exchange (ISIN: FR0000120404) and traded in the United States on the OTC market (Ticker: ACRFY).

For more information or to make a reservation, go to accorhotels.group or accorhotels.com. Or join and follow us on Twitter and Facebook.

For Immediate Release

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