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MARKETING: Accor to expand hotel network

Anonymous. **Businessline**. Chennai: Apr 3, 2009.

Abstract (Summary)

[Mercure], Accor's mid-scale brand, has committed another four projects in Mumbai and Lavasa. The **economy** brand Ibis has 14 projects committed across 10 destinations with over 2,700 rooms. Ibis, which in India would be developed in a joint venture between InterGlobe Enterprises and Accor, will come up in Mumbai, the NCR, Bangalore, Chennai, Hyderabad, Pune and Ahmedabad, and also Tier-II markets such as Jaipur and Nashik.

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Full Text (337 words)

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from BUSINESS LINE, April 03, 2009 Bangalore, April 2 - Accor plans to expand its hotel network in India with 48 hotel developments, which would be a mix of Accor hotel brands - Sofitel, Pullman, Novotel, Ibis, Mercure and Formule 1.

With these, the hospitality group would add 9,980 rooms in the country. In 2009, the group plans to open three hotels with 522 rooms across the country - the Ibis Pune, the Novotel Mumbai Juhu Beach and the Mercure Bangalore Homestead Residences in Bangalore.

Accor's luxury brand, Sofitel, will have three hotels committed with 711 rooms in Mumbai, including the upcoming flagship Sofitel Mumbai at the Bandra Kurla Complex; the Sofitel at Nirmal Lifestyles in Mulund; and the 193-room SO boutique hotel, also at Nirmal Lifestyles at Mulund.

Pullman launch Its new upscale brand, Pullman, will be launched at Gurgaon - the 284-room Pullman Central Park Gurgaon, and Lavasa - the 250-room Pullman Lavasa, both scheduled to open in 2010. The group hopes to open 100 Pullman hotels and resorts in the Asia-Pacific region by 2015.

The business-class hotel brand Novotel has 15 hotels committed with about 4,000 rooms in New Delhi, Mumbai, Bangalore, Chennai, Kolkata, Pune and Hyderabad, said the release. The brand will also feature resorts, with the first two Novotel Resorts at Goa and at Lavasa.

Mercure, Accor's mid-scale brand, has committed another four projects in Mumbai and Lavasa. The economy brand Ibis has 14 projects committed across 10 destinations with over 2,700 rooms. Ibis, which in India would be developed in a joint venture between InterGlobe Enterprises and Accor, will come up in Mumbai, the NCR, Bangalore, Chennai, Hyderabad, Pune and Ahmedabad, and also Tier-II markets such as Jaipur and Nashik.

Formule 1 Formule 1, Accor's budget brand, has four sites committed, with 425 rooms, and has several sites under negotiation in locations such as Hyderabad, Kochi, Bangalore and Kolkata.

Besides, Accor will also operate convention centres at Lavasa, the Convention Centre at Nirmal Lifestyles, Mulund, and Mumbai.

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