

Press release
Paris, June 11, 2018

AccorHotels announces a strategic partnership with Dalmata Hospitality Group

AccorHotels today announces that it has entered into a strategic partnership with Dalmata Hospitality, the leading independent French hospitality management group in the economy segment.

Within the context of this partnership, Dalmata Hospitality will transfer 20 of its hotels (representing more than 1,500 rooms) held under franchise agreements to the AccorHotels Group brands *ibis Styles*, *ibis*, *ibis budget* and *hotelF1*.

Dalmata Hospitality will therefore contribute to the development of the Group's economy brands in the 1* to 3* segments thanks to an extensive refurbishment program spread over 18 months, supported by the implementation of a superior operational management process that will help generate value from the 20 hotel properties. Having selected the *hotelF1* brand for a number of its hotels, Dalmata Hospitality will also play an active role in the three-year renovation program for the Group's ultra-economy brand, the entire portfolio of which will offer new decors and services designed to fulfil the expectations of connected travelers by 2020.

Dalmata Hospitality is positioned as the benchmark in the economy segment for franchisees, customers and professionals, combining the expertise of a private equity investor with that of a real estate investor. Thanks to its unique operational platform, Dalmata Hospitality is the only independent player in the market capable of providing a comprehensive approach for buying, refurbishing, managing and generating value from franchised economy hotels.

Its ambition is to become a leading hospitality investment and management company in both France and Europe.

This partnership, which combines AccorHotels' core capabilities in the fields of development, purchasing, technology, IT, marketing and revenue management with the expertise of Dalmata Hospitality's teams, will strengthen AccorHotels' leadership in the economy segment in France and testifies to the appeal of these Group brands among hotel operators.

ABOUT ACCORHOTELS

[AccorHotels](#) is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,300 hotels, resorts and residences across 100 different countries.

With an unrivaled portfolio of internationally renowned [hotel brands](#) encompassing the entire range from luxury to economy, from upscale to lifestyle and midscale brands, AccorHotels has been providing savoir-faire and expertise for more than 50 years.

In addition to its core hospitality business, AccorHotels has successfully expanded its range of services, becoming the world leader in [luxury private residence](#) rental with more than 10,000 stunning properties around the world. The Group is also active in the fields of [concierge services](#), [coworking](#), [dining](#), [events management](#) and [digital solutions](#).

Relying on its global team of more than 250,000 dedicated staff, AccorHotels is committed to fulfilling its primary mission: to make every guest 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 its local communities and is committed to promoting sustainable development and solidarity through [PLANET 21 Acting Here](#), a comprehensive program that brings together employees, guests and partners to drive sustainable growth.

From 2008, the [AccorHotels Solidarity Endowment Fund](#) has acted as a natural extension of the Group's activities and values, helping to combat the social and financial exclusion experienced by the most disadvantaged members of society.

Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRFY) in the United States.

For more information or to make a reservation, please visit [accorhotels.group](#) or [accorhotels.com](#). Or join and follow us on Twitter and Facebook.

ABOUT DALMATA HOSPITALITY

Dalmata Hospitality is the leading independent French hospitality management group in the economy segment. The Group owns and manages more than 45 hotels under prime franchise agreements in the 1* to 3* segment, representing almost 3,300 rooms throughout France. The growth strategy is primarily focused on economy hotels requiring operational and financial support. Our team selects, acquires, renovates and operates hotel assets throughout the country.

The Group has established itself as an essential partner to hotel franchisors in France, ensuring hotels comply with their development strategy, and providing superior commercial management that ensures growth in the value of their brands.

Dalmata Hospitality aims to establish itself as the leading operator in the management of hotel assets in the economy segment in France, through the implementation of a management process based on hospitality excellence and the entrepreneurial spirit.

For more information or to make a reservation, please visit [dalmatahospitality.com](#)

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