

BUSINESS TRAVEL NEWS 2010 U.S. HOTEL CHAIN SURVEY
SOFITEL LUXURY HOTELS JUMPS TO NO. 3 SPOT IN

Fresh Strategy Credited with French Luxury Hotel Group's Climb in Ranking

PARIS, April 22, 2010 – **Sofitel Luxury Hotels** received third place in the “Upper Upscale Tier” category *Business Travel News*’ 2010 U.S. Hotel Chain Survey. One of the industry’s most important indicators of business travel satisfaction, the survey revealed a significant jump for the hotel group which placed eleventh in 2009. Sofitel scored an overall 4.01 on a five-point scale for satisfaction with corporate travel buyers, separating the hotel group from first place by only .02 points.

Sofitel Luxury Hotels COO, Robert Gaymer-Jones cites the hotel group’s commitment to improving quality and brand consistency for this year’s top marks, which include highest in category ratings for commission payment systems and in-room business amenities.

“Business travelers choose Sofitel for our ability to deliver an excellent, quality experience that never loses sight of the importance of the aesthetic to the individual. It may be our French roots, but we believe this is the essence of luxury and we’ve taken great care to improve the Sofitel experience on all fronts, from improved employee training systems and enhanced bedding in the rooms to ambient touches in common areas including lighting, music and fragrances.”

In addition to this impressive ranking, Sofitel Luxury Hotels has been the recipient of 25 international awards since January 2010, a testament to the hotel group’s continued growth and success.

Currently, Sofitel Luxury Hotels has twenty hotels under development worldwide with ten openings scheduled for this year alone, including new flagships in Austria, Cambodia, Mauritius Island and the GCC countries.



Sofitel, World Class Hotels & French Elegance

Sofitel is the only French luxury hotel brand with a presence on five continents with 130 addresses, in almost 40 countries (more than 30 000 rooms). Sofitel offers contemporary hotels and resorts adapted to today's more demanding and more versatile consumers who expect and appreciate beauty, quality and excellence. Whether situated in the heart of a major city like Paris, London, New York or Beijing, or nestled away in a country landscape in Morocco, Egypt, Fiji Islands or Thailand, each Sofitel property offers a genuine experience of the French "art de vivre".

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Images on request

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