

PRESS RELEASE

**PLAY WITH SOFITEL:**

**80 MAGNIFIQUE NIGHTS ACROSS THE WORLD**

**Paris, May 11, 2011** – today, Sofitel is launching an innovative marketing operation in the form of an entertaining game: "**Around the world with Sofitel: 80 Magnifique Nights**". This unique initiative takes its inspiration both from the Tales of the 1001 Nights and the novel by Jules Verne\*. It is an invitation to emulate Phileas Fogg, the famous character who made the amazing wager that he could go around the world in 80 days...

The dedicated website, **www.sofitel80nights.com**, will enable visitors to discover the brand's 120 addresses in 40 different countries, thanks to the interactive world map. Everybody can fill out their own virtual travel diary to **create their ideal world tour of 8 Sofitel destinations**. The entry form will be a postcard recounting the 8 stopover points that are chosen.

The prizes are **80 nights at Sofitel to be shared between the 8 winners** who will be selected in the draw, to be held on July 18 : **the top prize winner will get 31 nights in a double bedroom and two flights around the world**, to enable him or her to make their dream journey come true, **followed by 7 other winners who will be able to stay for 7 nights** in one of the hotels they chose, with the person of their choice.

Visitors will also be able to **increase their chances** of winning by becoming fans of the Sofitel Facebook page, by sending their postcard of 8 destinations to friends or by becoming a member of the AIClub loyalty program run by the Accor Group. In each of these cases, the user will get extra chances to win.

This special operation will be backed up by **extensive international media coverage**. In addition to conventional advertising space, a dedicated area on the websites of the ELLE magazine in France, Germany, the United States and China will include thematic content on fashion, design and gastronomy.

A number of other international websites will also be used to publicize the operation: CNN, New York Times, Travel + Leisure and Tripadvisor.

---

\* French writer, author of the novel *Around the World in 80 days*. His books are still popular across the whole world. With no fewer than 4,000 translations, he is the second most translated author in the world, after Agatha Christie



Finally, a travel diary including a selection of special events which the Sofitel hotels from around the world want to share has been drawn up, in conjunction with the French magazine L'Officiel Voyage.

\* \* \* \* \*

Complete rules and information available on [www.sofitel80nights.com](http://www.sofitel80nights.com)

\* \* \* \* \*

***French Elegance internationally***

*Sofitel is the only French brand of luxury hotels located on all 5 continents with 120 establishments, in nearly 40 countries (over 30,000 rooms). Sofitel offers contemporary hotels and resorts adapted to the needs of various types of luxury hotel clientele who today are in search of beauty, quality and excellence. Whether situated in the heart of a major city like Paris, London, New York or Beijing, or nestling in the beautiful landscapes of Morocco, Egypt, Fiji or Thailand, each Sofitel establishment provides guests with an experience of French lifestyle.*

*Discover Sofitel on [www.sofitel.com](http://www.sofitel.com)*

*Discover A|Club at Sofitel, the Accor loyalty program, on [www.a-club.com](http://www.a-club.com)*

**Pictures available on request**

***Sofitel Worldwide Press Relations***

Rodolphe Moulin-Chabrot  
[rodolphe.moulin-chabrot@sofitel.com](mailto:rodolphe.moulin-chabrot@sofitel.com)

***Press contact Agency***

Name  
Tel  
E-mail

