

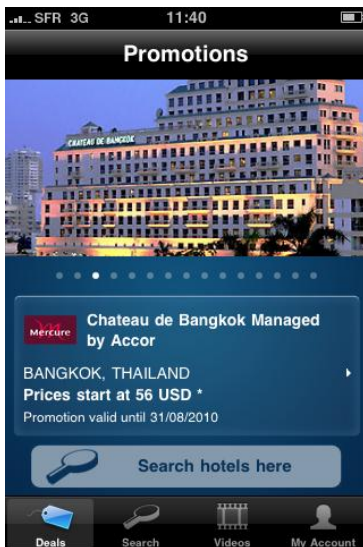


Press Release

By Céline Oziel

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Accorhotel.com unveils its ambitions in the mobile field

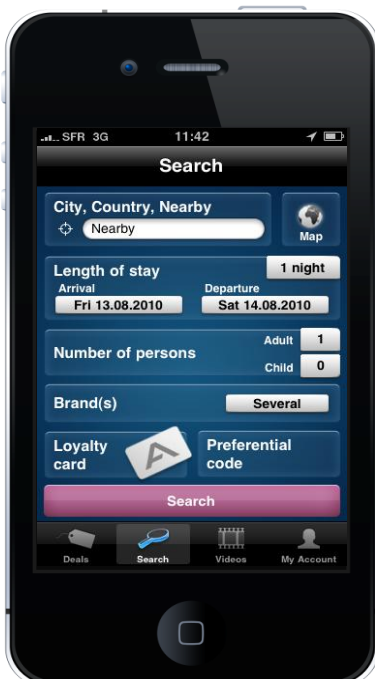


With a 25% target of e-bookings via the mobile channel in 2012, the hospitality group shows great ambitions for its mobile business. To reach its goal, Accor recently launched a new version of its mobile internet site and an iPhone application.

An application, a web app and a mobile internet site.

Accorhotels.com has not skimp on the means to boost its mobile strategy introduced several years ago with a mobile booking website. Last December, the hospitality group has decided to bring a new breath to this media with an iPhone application, a dedicated iPhone mobile site (a web app) with advanced features and a classic mobile internet site compatible with all type of devices. This mobile arsenal hides an ambition: Realizing 25% of the online booking via mobile in 2012

In this purpose, Accorhotels.com appealed in Haiku to offer mobile internet users the best experience on this pocket channel. Thus, Haiku manages to propose the proper mobile internet site according to the handset. *“Our work consists in taking advantage of the maximum quality of each device, by adapting at best the photos, videos, logos...”*, explains Laurent Déméné, CEO of Haiku.



Three thousand hotels

The mobile site proposes internet users current promotions, the nearest hotel localization or even, the details of the services and the pictures of each hotel among a three thousand hotel basis (like on the web site). Once the hotel is selected, le client just needs to fill in his credit card number to validate his booking. As for the iPhone application, it presents a more convenient level of navigation with in particular, a carousel system to display promotional offers. *“We noticed that 60% of the traffic on the former mobile site was now realized on iPhone”*, precises Frédéric Adda, Director Site management of Acorhotel.com, to justify the launch of the iPhone application. Two months after the launch, Accorhotels.com iPhone application already recorded 200 000 downloads.

Loyalty on mobile

Sign that the mobile represents a channel of future, the Accor group wishes to go even further into its offer with, in particular, an effort on the services. The loyalty cardholders, who can already indicate during their reservation their customer's number to accumulate points, will have access, in the next version of the site, to a feature enabling them to manage their loyalty account. In the future, they will even be able to convert their points directly in overnight stays via their mobile.

New generation services

Other investigated thinking: the use of the mobile in hotels. " We work on check-in services, apartment house on mobile, as well as on projects of NFC locks whereby the customers can open the door of their room with their telephone ", adds Frédéric Adda. The mobile, with all these technical capacities, is to become an important relational channel in the group strategy. But not only. Accor, which registers a daily hundred booking on mobile, corresponding to 300 000€ of turnover per month, hopes to reach 5 million euros on this channel by the end of 2010.

