ACCOR HOTELS

Feel Welcome

« Getting Personal »

WTM London Excel – 3 November 2015

SOFITEL LEGEND   SO/ SOFITEL   SOFITEL   M GALLERY   pullman   NOVOTEL   Mercure   MAMA SHELTER   adagio   ibis   ibis STYLES   ibis budget

AGENDA

1. ACCORHOTELS
2. Leading Digital Hospitality
3. Personalisation for AccorHotels customers.

1

ACCORHOTELS

Our brands meet all your desires

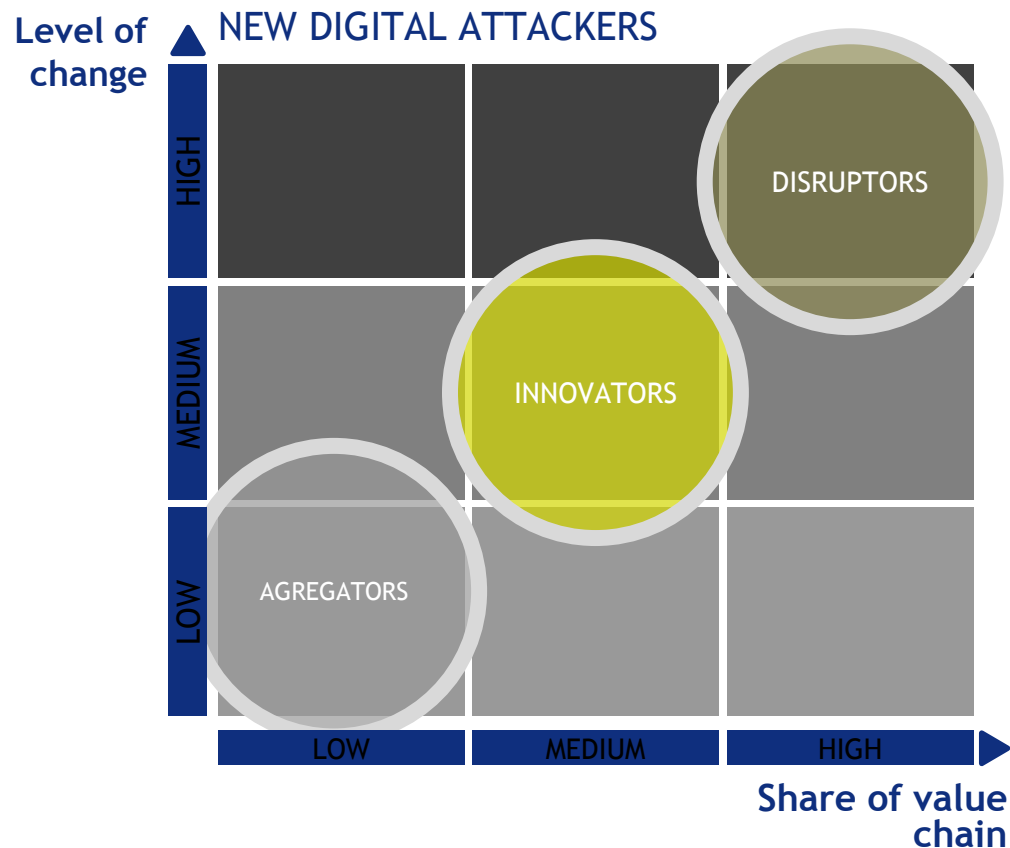INTERNATIONAL BRANDS

REGIONAL BRANDS

LUXURY AND UPSCALE

SOFITEL LEGEND

SOFITEL LUXURY HOTELS

SO SOFITEL

pullman HOTELS AND RESORTS

M GALLERY BY SOFITEL

adagio aparthotel PREMIUM

GRAND MERCURE

THE SEBEL

MIDSCALE

NOVOTEL HOTELS, SUITES & RESORTS

Mercure HOTELS

MAMA SHELTER

adagio aparthotel

ECONOMY

ibis HOTELS

ibis budget HOTELS

ibis STYLES HOTELS

adagio access aparthotel

HOTEL FORMULE 1 Rest Assured

hotelF1

2

AccorHotels Digital Transformation

Innovation cycles have massively reduced and create a truly unpredictable future

TIME BEFORE REACHING 50M ACTIVE USERS

38 YEARS	27 YEARS	17 YEARS	12 YEARS	4 YEARS	3,5 YEARS	1,5 YEARS	0,3 YEAR
RADIO 1958	MOBILE 1983	INTERNET 1993	GOOGLE 1998	IPOD 2002	FACEBOOK 2004	IPAD 2010	GOOGLE + 2011

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New digital attackers are changing the rules and disrupting traditional value chains

NEW DIGITAL ATTACKERS

Level of change

HIGH — DISRUPTORS

MEDIUM — INNOVATORS

LOW — AGREGATORS

LOW   MEDIUM   HIGH

Share of value chain

EXAMPLES

airbnb

HomeAway®

Booking.com

Expedia®

skyscanner

KAYAK®

Becoming the Leading Digital Hotelier

Expand our
Hospitality Excellence
throughout the
Customer Journey

Dream → Select → Book → Prepare → Stay → Share → Return

ACCOR HOTELS
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3
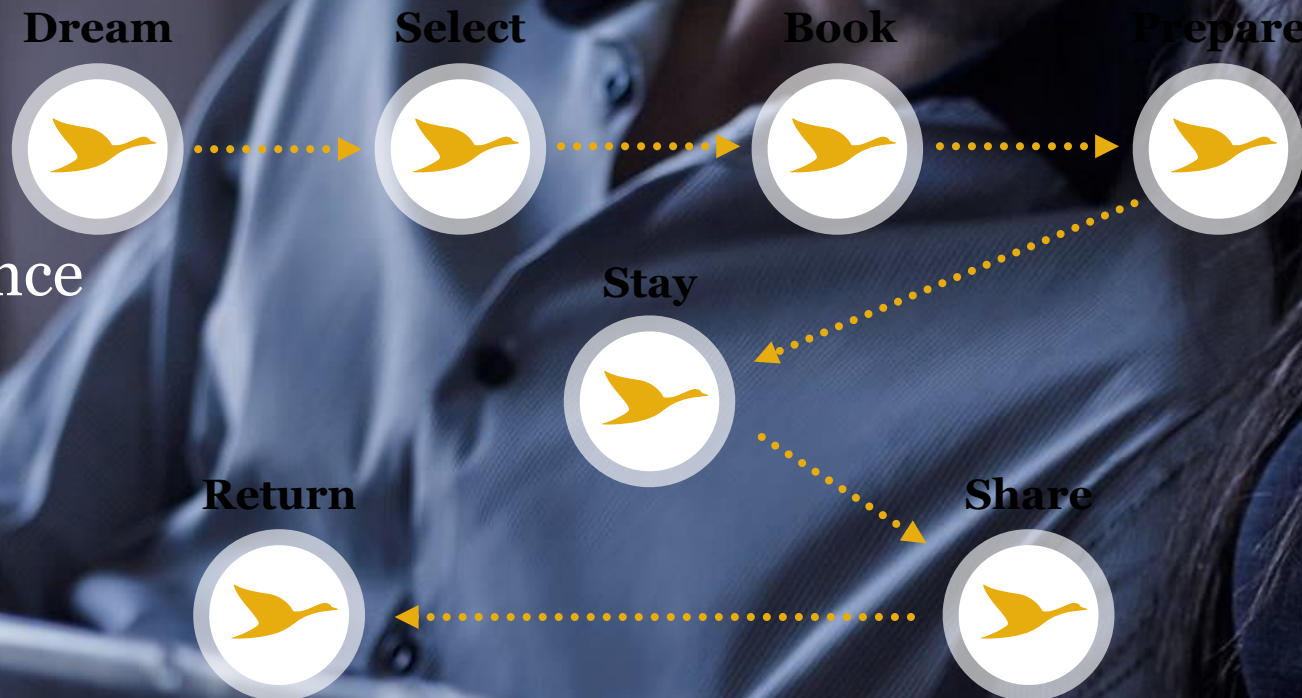
Personalisation

Getting Personal
With « SMART ».

Smart Decision Framework

Choices / Assets

Data

Rules & Predictive Models

Decisions

Performance Goals

Predictive Models

Optimized Recommendations
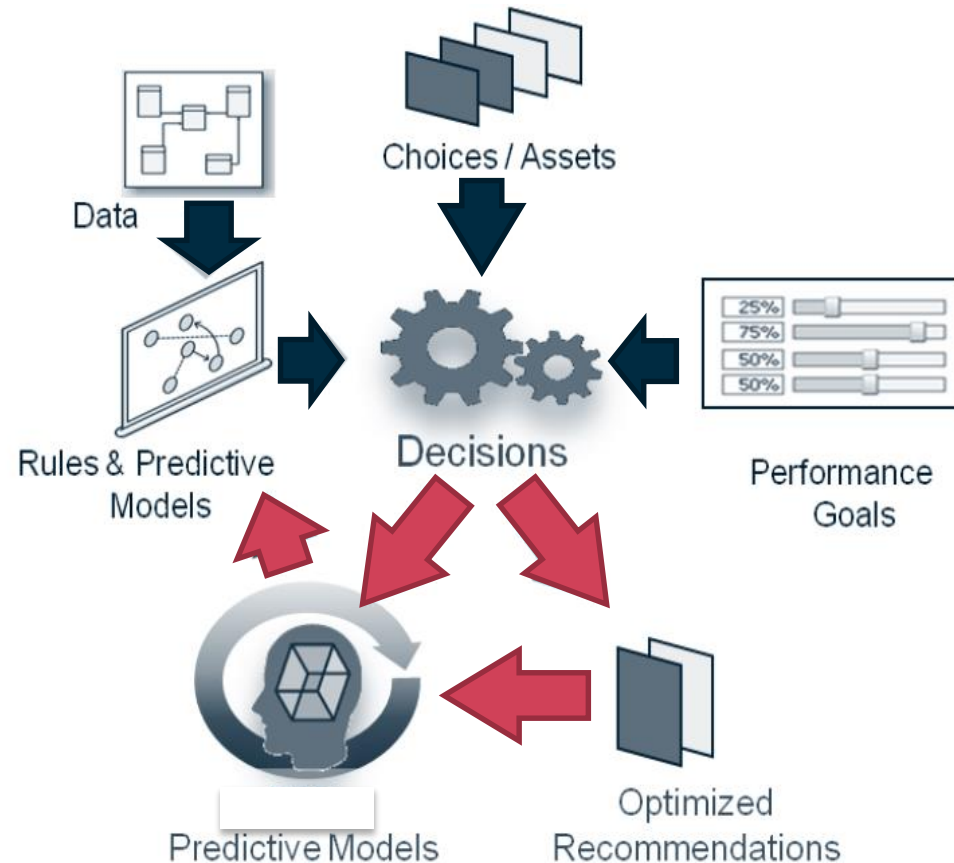
1. Making available a <u>set of choices</u> from which the best should be selected

2. Using <u>data</u> to create <u>predicitive models</u> & combining these models with business rules

3. Defining <u>performance goals</u> to measure a decision against

4. Producing optimized <u>recommendations</u> as well as powering the machine's predictive models

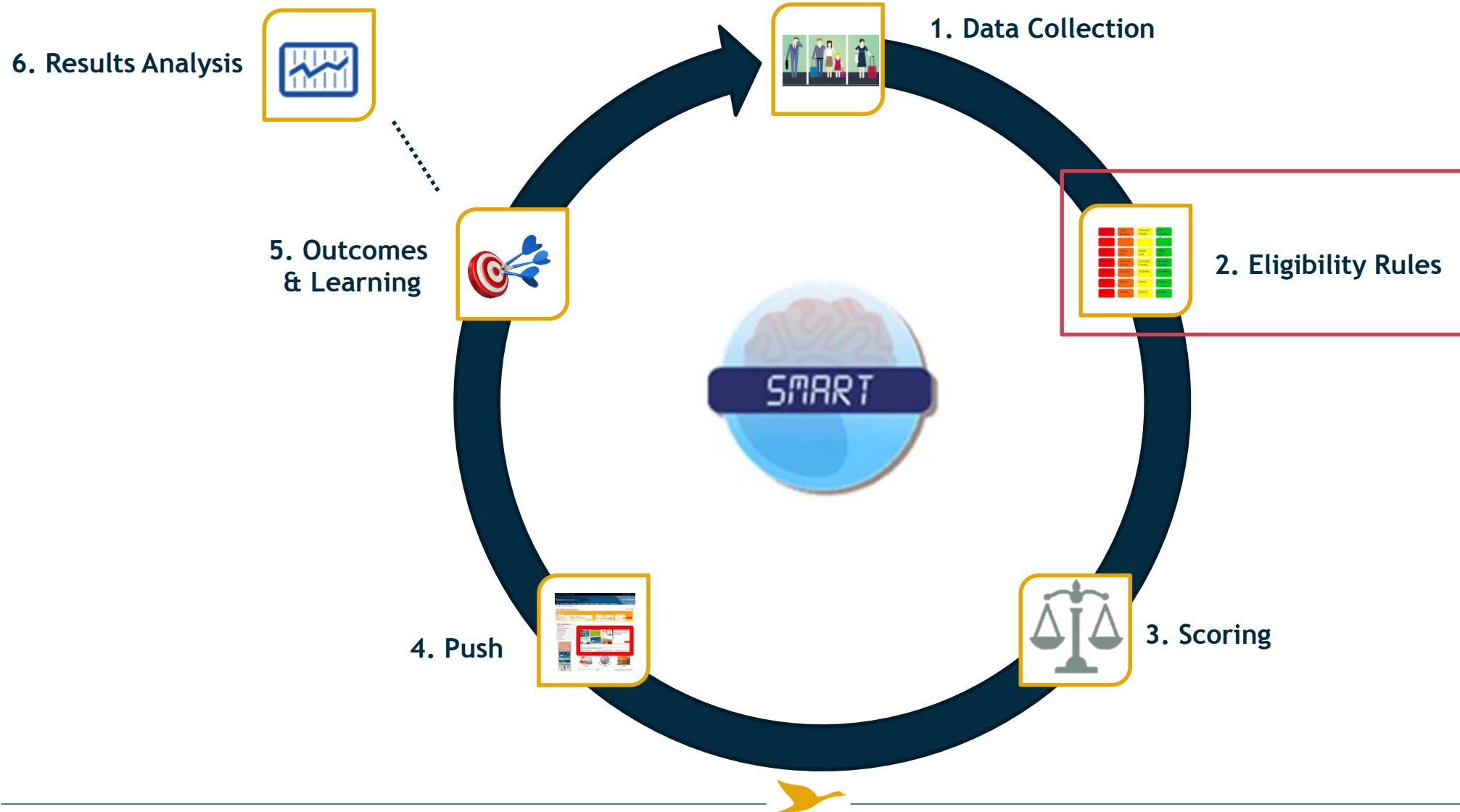5. Closing the <u>loop</u> back to the rules and predictive models that are fed into the engine
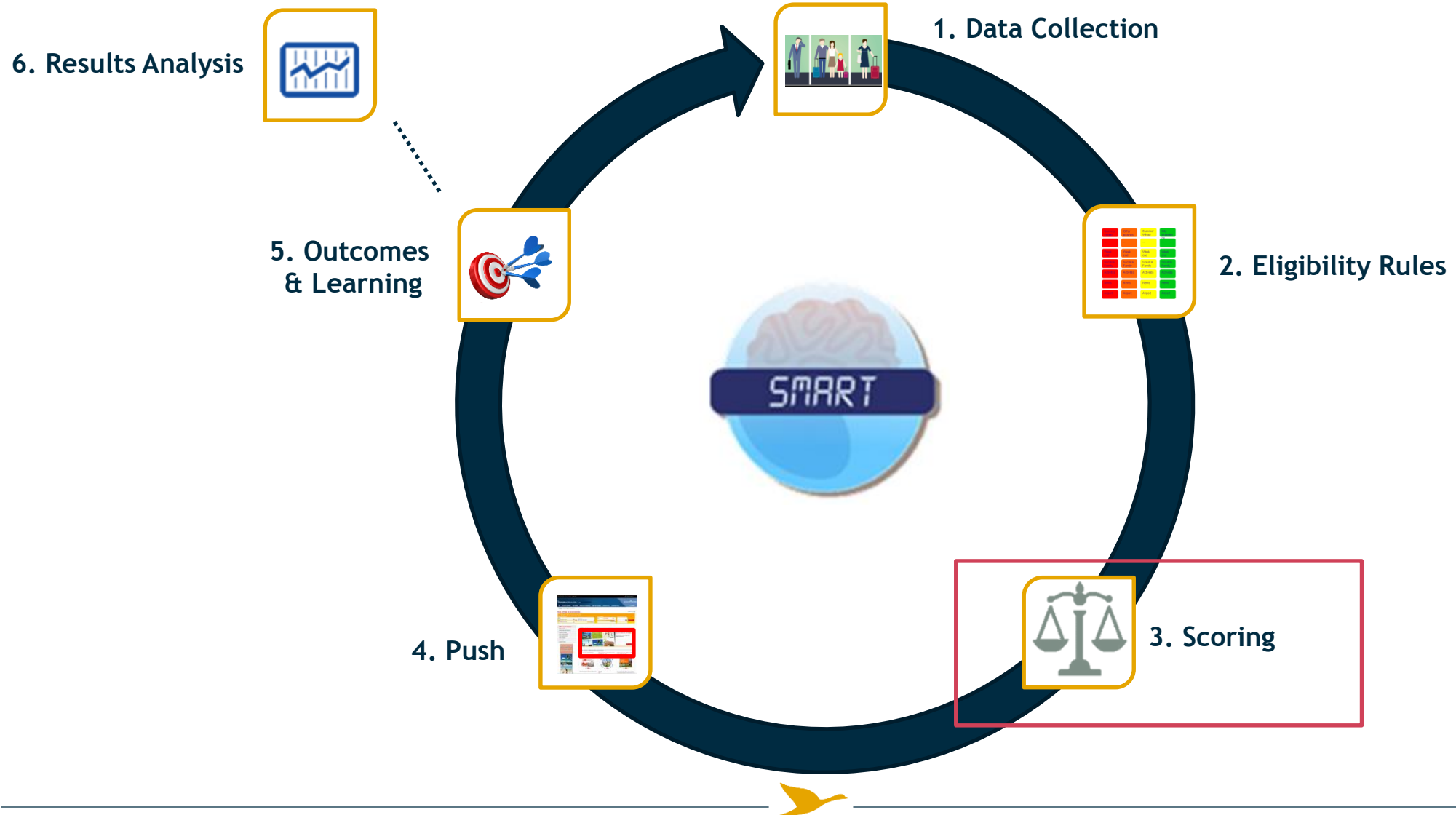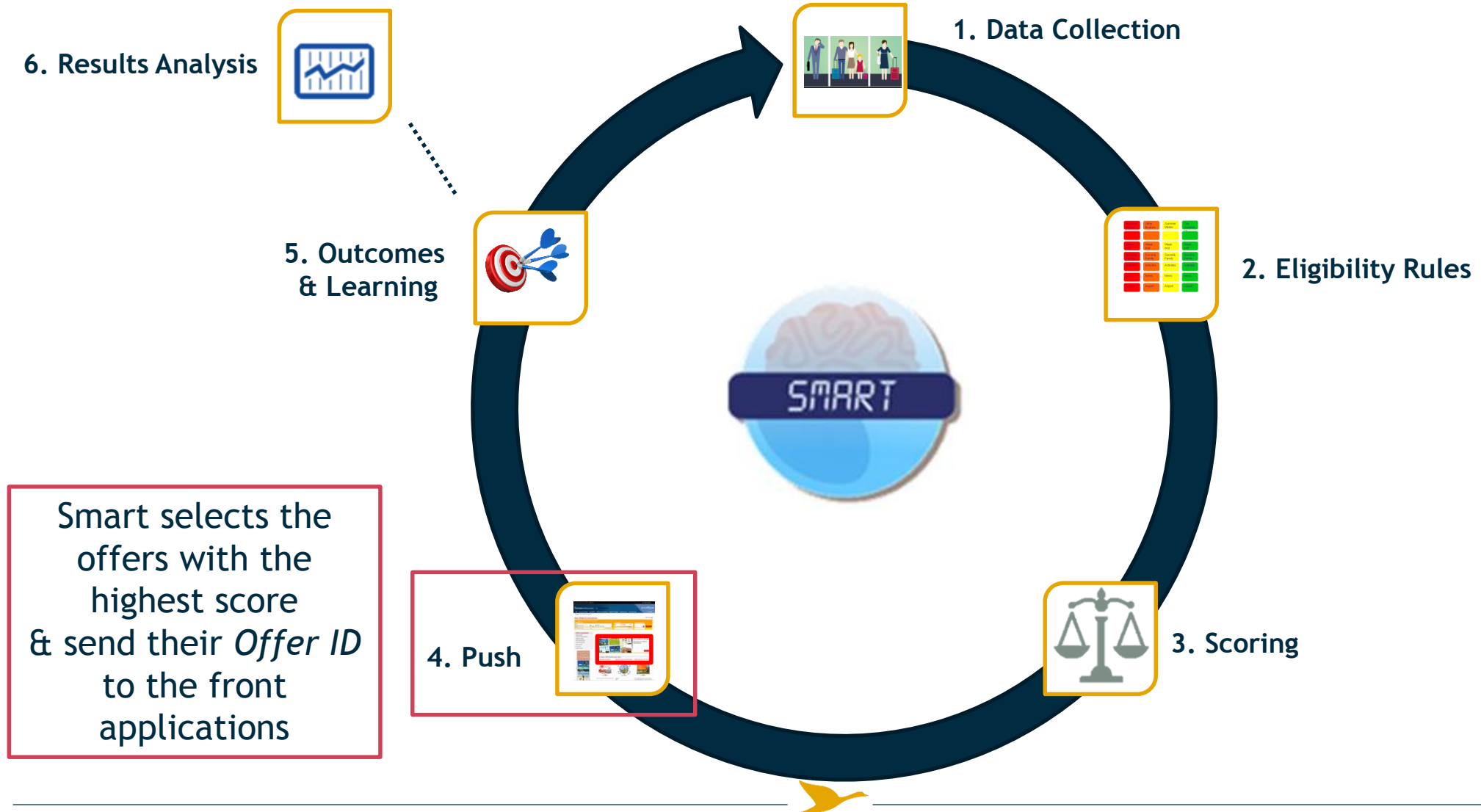
Smart Virtous Spiral

6. Results Analysis
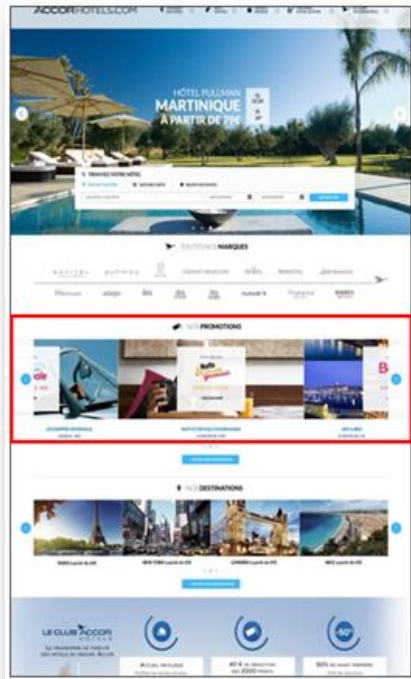
1. Data Collection

2. Eligibility Rules

3. Scoring

4. Push

5. Outcomes & Learning

Step 1

6. Results Analysis

5. Outcomes & Learning

4. Push

1. Data Collection

2. Eligibility Rules

3. Scoring

SMART

Step 2

1. Data Collection

2. Eligibility Rules

3. Scoring

4. Push

5. Outcomes & Learning

6. Results Analysis

Step 3

1. Data Collection

2. Eligibility Rules

3. Scoring

4. Push

5. Outcomes & Learning

6. Results Analysis

Step 4

1. Data Collection

2. Eligibility Rules

3. Scoring

4. Push

5. Outcomes & Learning

6. Results Analysis

SMART

Smart selects the offers with the highest score & send their *Offer ID* to the front applications

Personalise Offers / Communication

Home Page
Ah.com

E mails

Brand Sites

Personal Space
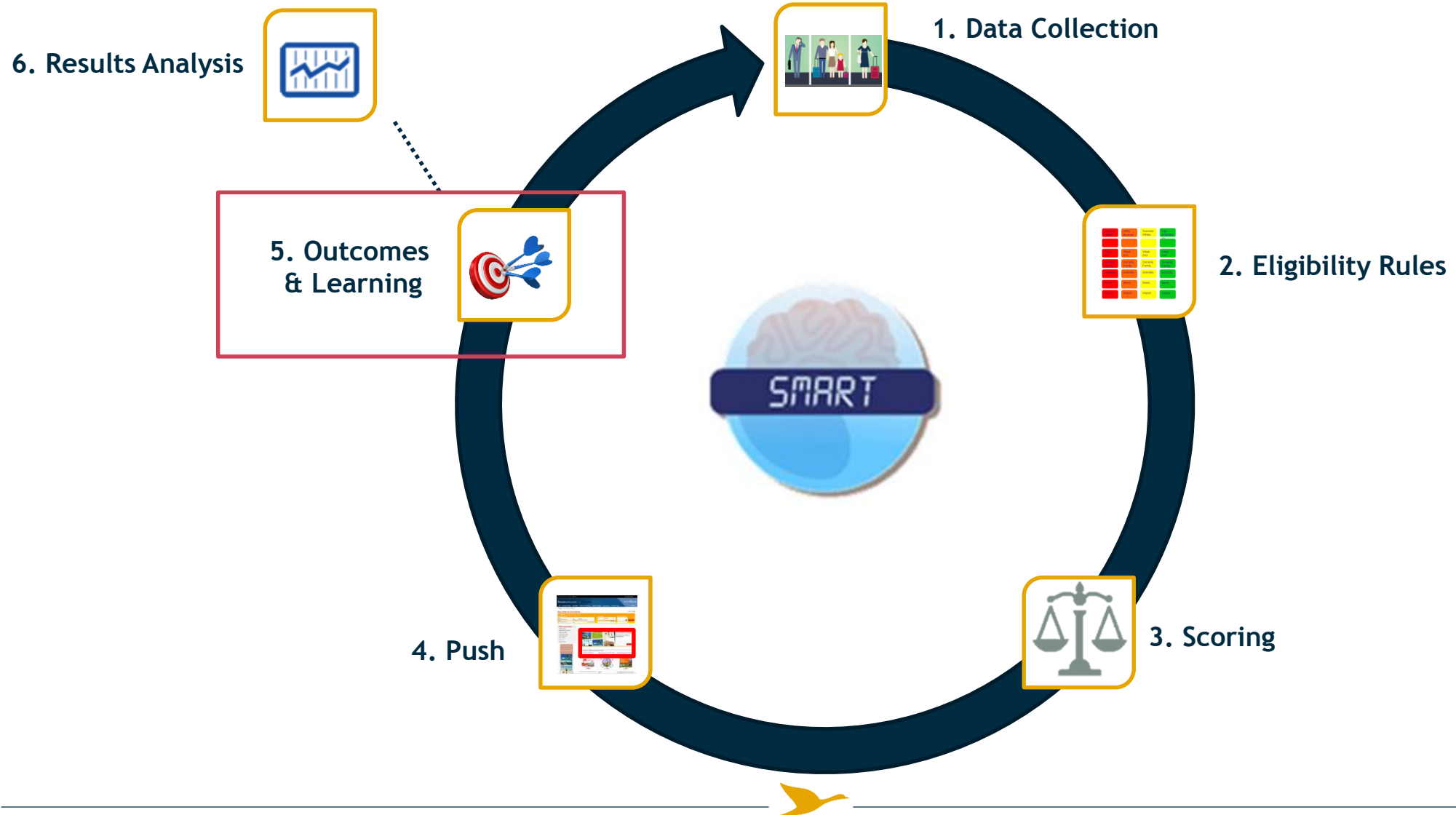
Call Center/Hotel

Step 5

6. Results Analysis

1. Data Collection

2. Eligibility Rules

3. Scoring

4. Push

5. Outcomes & Learning

SMART

Step 6

6. Results Analysis

1. Data Collection

2. Eligibility Rules

3. Scoring

4. Push

5. Outcomes & Learning
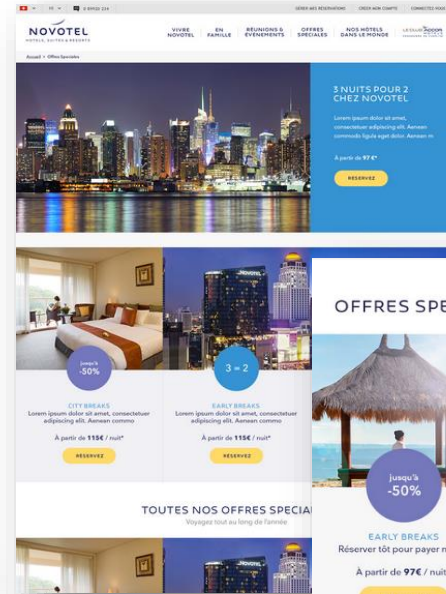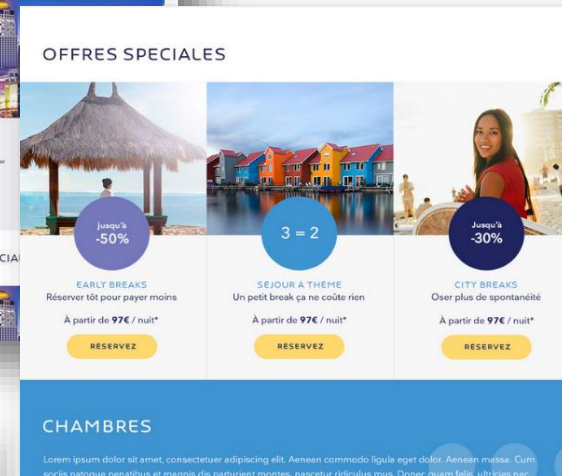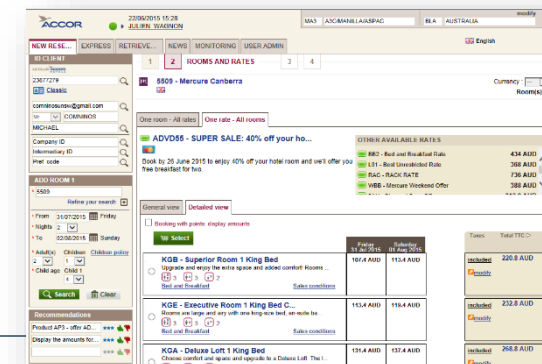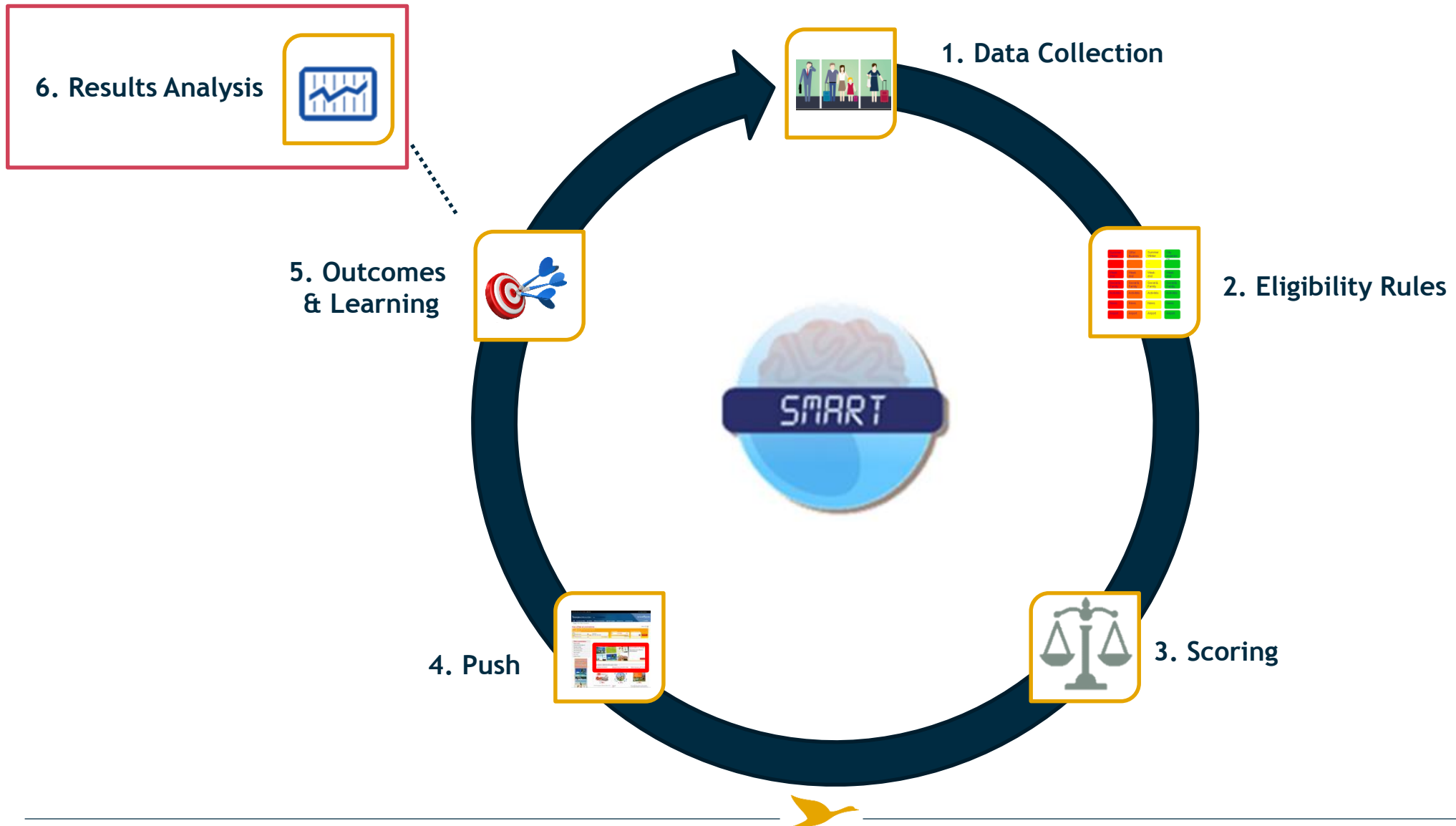
SMART

SMART:
2,5 MORE CLICKS ON BANNERS

WITH SMART — 1,26

WITHOUT SMART — 0,55

2,5 MORE CLICKS!
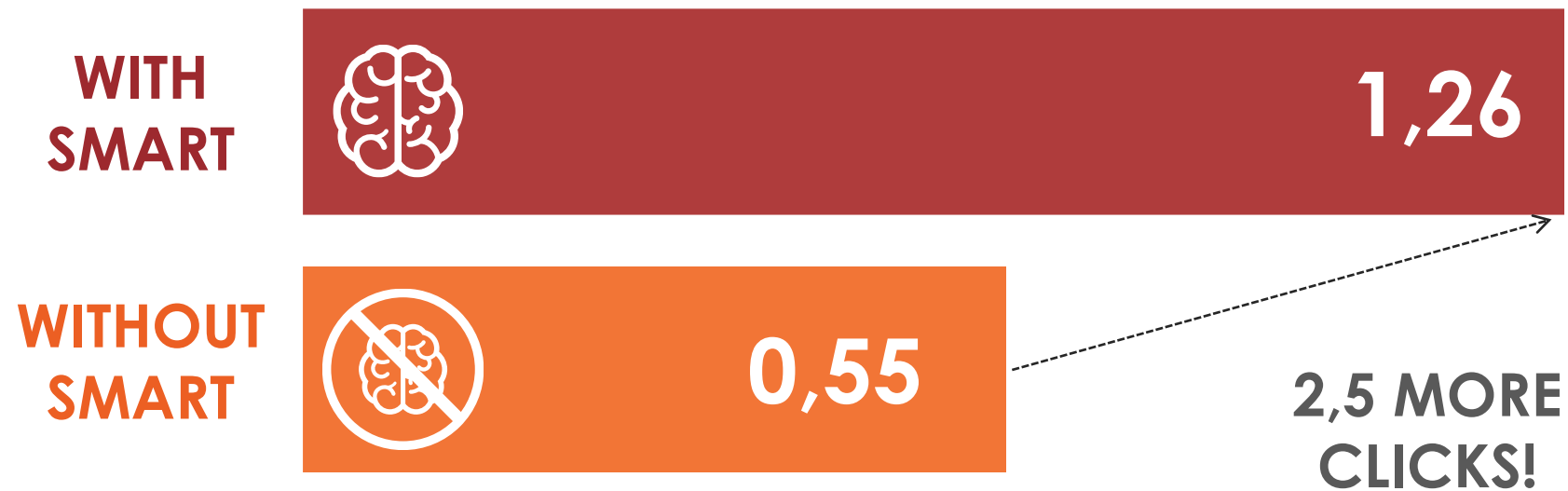
Feel Welcome

SOFITEL LEGEND · SO/ SOFITEL · SOFITEL · M GALLERY · pullman · NOVOTEL · Mercure · MAMA SHELTER · adagio · ibis · ibis STYLES · ibis budget