



# Le Club Accorhotels program presentation

April 2015



LE CLUB  ACCOR  
HOTELS



YOU ARE AT  
THE HEART OF IT

A WORLDWIDE LOYALTY  
PROGRAM WITH ALREADY MORE

THAN **18 MLN**  
MEMBERS

A POWERFUL  
PROGRAM

YOU ARE  
*welcome*  
HERE

13  
BRANDS

92  
COUNTRIES

2800  
HOTELS



A POWERFUL  
PROGRAM

LE CLUB ACCOR  
HOTELS



FOR ALL ACCOR BRANDS  
FROM LUXURY TO ECONOMY

SOFITEL  
LUXURY HOTELS

pullman



GRAND MERCURE

THE  
SEBEL

NOVOTEL

*Suite* NOVOTEL

*Mercure*

adagio

ibis

ibis  
STYLES

adagio  
access

Thalassa  
SEA & SPA

# A POWERFUL PROGRAM

100%  
FREE

YOU ARE  
*welcome*  
HERE

LECLUB ACCOR  
HOTELS  
PRIORITY DESK

LECLUB ACCOR  
HOTELS  
PRIORITY DESK



# USP'S PROGRAM



**5%**

of the value  
of your stay  
in points

**PRIORITY  
WELCOME**

For a swift  
check-in

**-40%**

Advance access,  
participating hotels  
only

# 4 STATUS



# EARN

## 1 POINTS SCHEME

## 2 EXCLUSIVE OFFERS

Local and central  
bonus points offers

## 3 PARTNERS OFFERS

The points that you earn vary depending on the brand and your card status

	 CLASSIC	 SILVER	 GOLD	 PLATINUM
	As soon as you join	Reach Silver status after just 10 nights or 2,500 points	Reach Gold status after 30 nights or 10,000 points	Reach Platinum status after 60 nights or 25,000 points
Sofitel, Pullman, MGallery, Grand Mercure, The SEBEL, Novotel, Suite Novotel, Mercure	€10 = 25 points	€10 = 31 points	€10 = 37 points	€10 = 44 points
ibis ibis styles	€10 = 12,5 points	€10 = 15,5 points	€10 = 18,5 points	€10 = 22 points
Adagio	€10 = 10 points	€10 = 12,5 points	€10 = 15 points	€10 = 17,5 points
Adagio Access	€10 = 5 points	€10 = 6,25 points	€10 = 7,5 points	€10 = 8,75 points





## REMINDER : HOW TO EARN POINTS !

### Stays booked via the Accor distribution channels

- Accor internet sites
- Accor reservations centre
- Hotels
- Travel agencies using GDS connected Accor reservation centre

Eligible **booking rates** include : **all public, corporate and promotional rates**

### Eligible expenditures :

- expenditure by the Member on up to **two rooms** in a hotel where the Member is staying, provided the member is staying in one of those rooms;
- expenditure on **various services**, including the minibar, telephone, room service, pay television, hotel restaurant and hotel bar
- expenditure on **thalassotherapy and balneotherapy (...)**



Points earned with every stay booked through our direct channels in Accor hotels participating in the program:

- On Accorhotels.com
- At all sites of Accor hotels participating in the program
- Via our call centers

⊕ Corporate rates through other channels (Consortia, GDS, other web,...)

2.000 pts = 1<sup>st</sup> reward

40€

**BURN**

**BOOKING  
WITH  
POINTS**

**DREAM  
STAY**

**YOU ARE  
HERE**  
*privileged*

**HOTELS &  
PARTNERS  
VOUCHERS**

**VIP  
EVENTS**

**BURN IN  
HOTEL**





























**MEMBERS  
ONLY...**

# SOFT BENEFITS

## SOFT BENEFITS' PROGRAM

YOU ARE  
*indulged*  
HERE

### Membership Benefits

	Classic	Silver	Gold	Platinum
Le Club Accorhotels Customer Care				
Priority Check-in				
Free Internet Access				
Welcome Drink				
VIP Status				
Late Check-Out				
Early Check-In				
Guaranteed Room when booked 2-3 days in advance				
Room Upgrade				
Access to Executive Floor / Executive Lounge / Premier Lounge				

Some benefits vary by brands. Please see [accorhotels.com/leclub](http://accorhotels.com/leclub) for more details

\*In Asia only

# A POWERFUL PROGRAM

100%  
ONLINE

Bienvenue dans votre compte, Alice Benony

ACCORHOTELS.COM Pays

LE CLUB ACCOR HOTELS

Accéder

Bonjour Alice Benony

Suivez-nous sur

**TROUVER UN HÔTEL**

Destination :  
Ville / Pays / Code Hôtel

Date d'arrivée : Date de départ :

Chambre(s) : Adulte(s) : Enfant(s) :

1 1 0

Rechercher

Mes réservations

**Membre Le Club Accorhotels Classic**

CARTE N° 3081031652567729

POINTS ACQUIS 0

Validés jusqu'au: 27/06/2014

0 séjours 0 nuits

CLASSIC SILVER GOLD PLATINUM

Vous êtes à seulement 10 nuits ou 2 500 points du statut Silver

Plus d'infos sur les statuts

**MES RÉCOMPENSES**

Découvrez tous les cadeaux dont vous pouvez profiter avec vos Points

» En savoir plus

**NOUVEAUTÉ !**

Depuis juillet, le programme de fidélité Le Club Accorhotels devient encore plus généreux

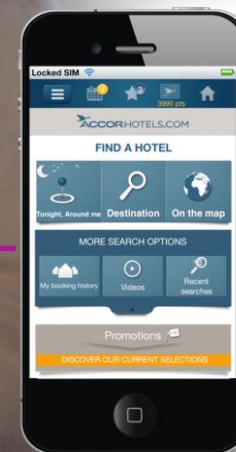
Découvrir mes avantages

**ASTUCES**

Gagnez des Points sur vos check-ins avec Facebook Places by Le Club Accorhotels !

» En savoir plus

Customer account  
Reservations  
Exclusive offers...  
Dematerialized card





**A CUSTOMER CENTRIC  
PROGRAM**

**A DEDICATED CUSTOMER  
CARE TEAM**

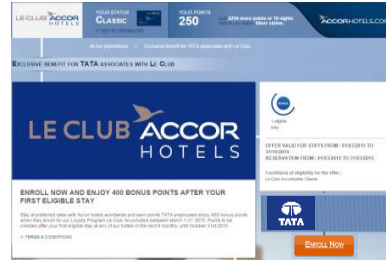
# PROPOSAL FOR COOPERATION CORPORATE CLIENTS

Special welcome  
bonus  
for new  
enrollments

+ 500  
points



# Proposal for enrollment and recruitment mechanics



## 1. Communication of the offer

Offer displayed on the company own communication channel and/or the client receives an internal email from his company promoting the offer



## 2. Landing page

1. The client is redirected to an offer page (no booking engine) explaining the offer with a link to the enrollment page
2. Client is redirected to the enrollment page of our website

## 3. Enrollment

The client is now enrolled



## 5. Bonus points credit

Points credit upon checkout after 1st eligible stay.



## 4. Booking

The member books its company contracted rate via the web, call center or GDS (not hotel direct) and inputs his/her card number.



LE CLUB ACCOR HOTELS

YOUR STATUS  
**CLASSIC**

n°3081031066884280

YOUR POINTS  
**250**

Just 2250 more points or 10 nights before you reach Silver status.

ACCOR

All our promotions >> Exclusive benefit for TATA associates with Le Club

**EXCLUSIVE BENEFIT FOR TATA ASSOCIATES WITH LE CLUB**

**LE CLUB ACCOR HOTELS**

**ENROLL NOW AND ENJOY 400 BONUS POINTS AFTER YOUR FIRST ELIGIBLE STAY**

Stay at preferred rates with Accor hotels worldwide and earn points. TATA employees enjoy 400 bonus points when they enroll for our Loyalty Program Le Club Accorhotels between March 1-31 2015. Points to be credited after your first eligible stay at any of our hotels in the next 8 months, until October 31st 2015.

>> [TERMS & CONDITIONS](#)

**BONUS**

1 eligible stay

OFFER VALID FOR STAYS FROM : 01/03/2015 TO 31/10/2015  
RESERVATION FROM : 01/03/2015 TO 31/03/2015

Conditions of eligibility for the offer :  
Le Club Accorhotels Classic

**TATA**

**ENROLL NOW**

Co-branded landing page on our web site to guide the clients in the enrollment process

Thank  
You

Please contact your  
corporate account for  
joining this offer!

