

The background of the entire image is a dark blue field with a repeating pattern of stylized, overlapping leaf or feather shapes in a slightly lighter shade of blue, creating a textured, geometric effect.

WINTERVENTION

DESTINATION UNKNOWN



Accor Worldwide

Leading the hospitality revolution

26%

Europe

1,340 hotels
189,600 rooms

21%

France

1,635 hotels
147,000 rooms

31%

Asia-Pacific

1,135 hotels
219,600 rooms

9%

Africa,
Middle East

280 hotels
61,600 rooms

8%

Latin america
And caribbean

385 hotels
60,300 rooms

5%

North America

120 hotels
39,200 rooms

Almost 4,900 properties
720,000 rooms
in 110 countries
280,000 employees

1 hotel opened every
29 hours!

* As a percentage of total number of rooms of Accor managed and franchised hotels, as of June 30, 2019.



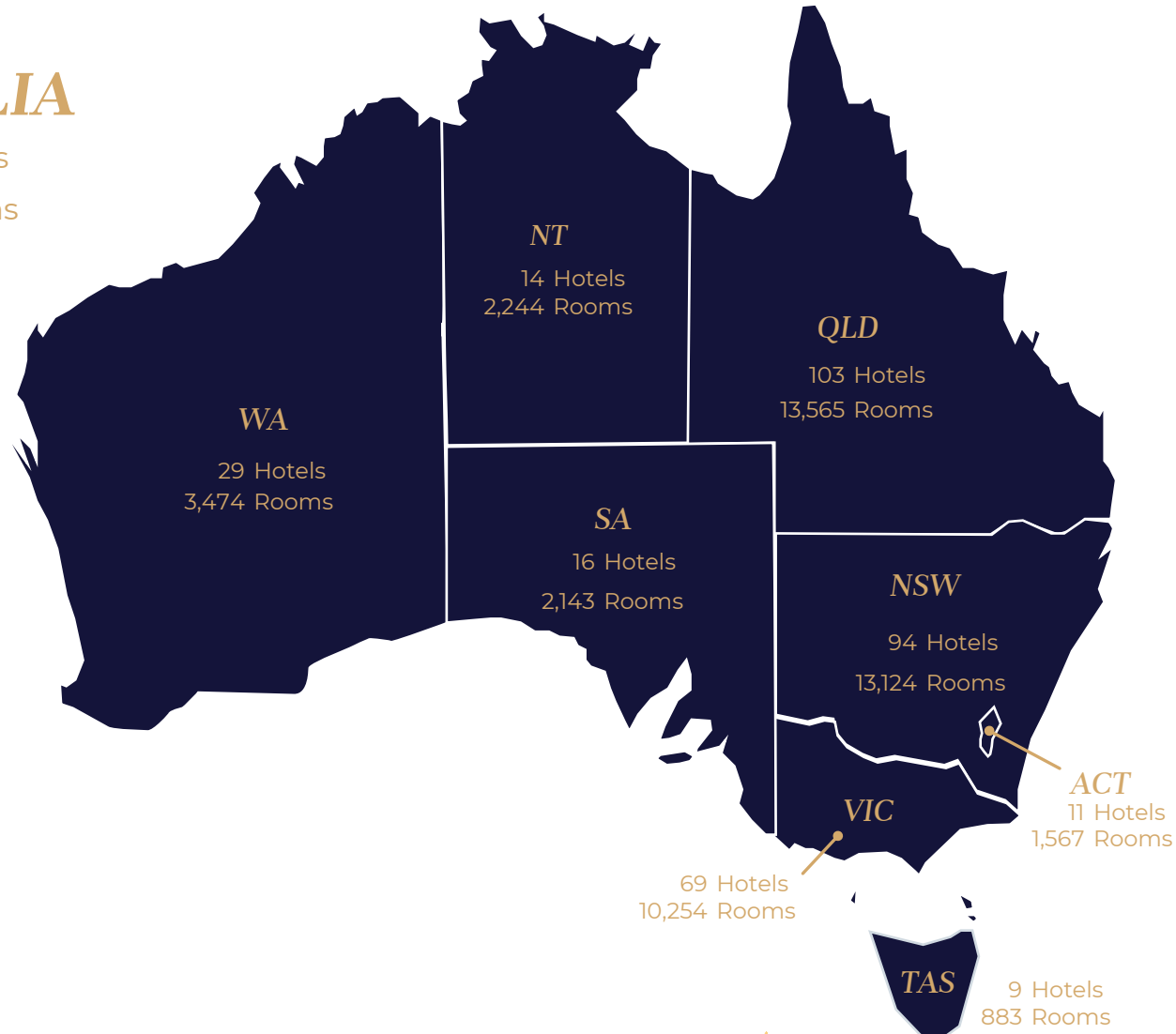
Accor Australia

Largest accommodation provider

AUSTRALIA

345 Hotels

47,254 Rooms



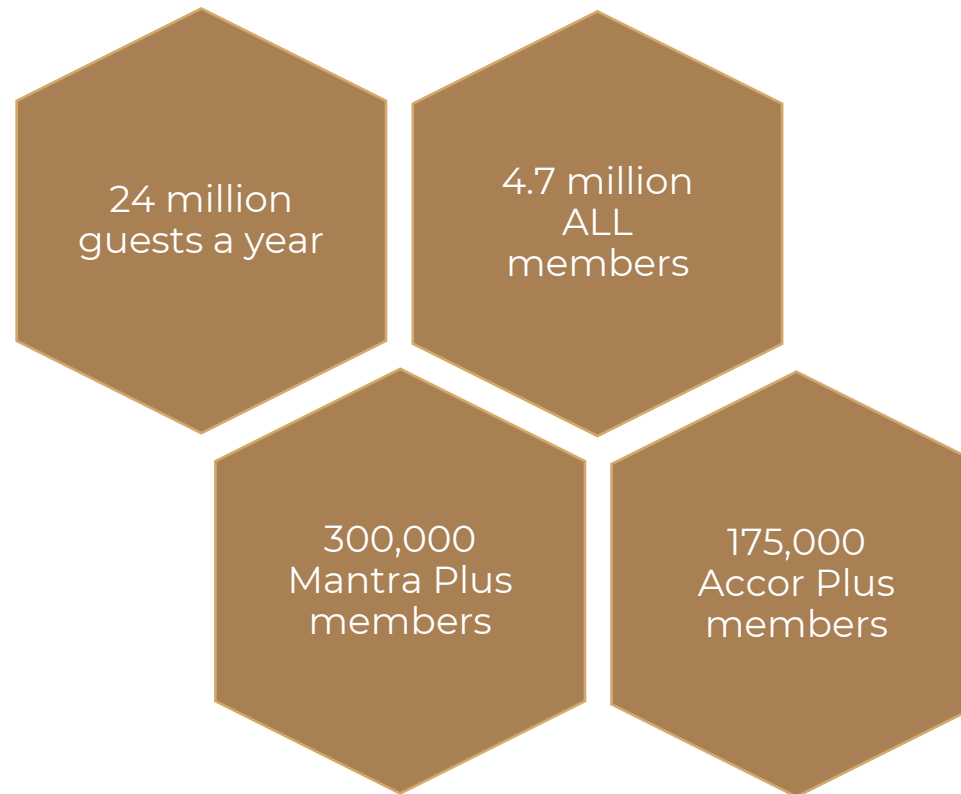
of Hotels By Brand

SOFITEL	6	mantra	75
	11	NOVOTEL	31
 Art Series	9	Mercure	47
 pullman	17	TRIBE	1
swissôtel	1	BreakFree	21
GRAND MERCURE	8	ibis	17
PEPPERS	22	ibis styles	25
THE SEBEL	27	ibis budget	20
OTHERS	7		

Source: Accor, Jan 2020



Accor has a large and growing reach across its channels in the Pacific



Accor Winter Campaign

Every winter, Accor manages a **full 360° campaign** to support our hotels during the season. The campaign includes investment in paid TV and digital media and utilisation of Accor's extensive network of owned channels.

Last year, we went one step further and staged a massive PR event to create talkability and increased brand exposure.



In 2019, Accor sought to inspire Australians to take a break from their dreary winter routines and make the most of the season.

Enter



We encouraged the country to get out of their slump and show them just how great winter can be with Accor.

*Last year, we flew the whole town of Waratah
on a holiday to the Gold Coast*

In 2020, we're giving the regions of
Australia the chance to enjoy a

AWINTERVENTION

Wintervention Ambition

To encourage more people across Australia to
holiday here this year

In 2019, the campaign delivered an incremental
110,000 room nights.

Introducing

WINTERVENTION

DESTINATION UNKNOWN

 All
ACCOR
LIVE
LIMITLESS

This year we're going to give unsuspecting morning commuters a spontaneous experience of a lifetime by turning mundane cab rides into instant holidays.

Partnering with Sunrise, we'll take to the streets with an undercover cab driver who will surprise passengers with the ultimate question...

"Would you be willing to ditch wherever you're heading, for a holiday, if you had to leave right now?"



How It Works

WINTERVENTION STUNT



Live on the streets from major cities around Australia we will have Sam Mac and a team of celebrity cab drivers surprising passengers with spontaneous Winterventions.



If they say yes they will be driven straight home to pack their bags, then straight to the airport to catch a flight. If their answer is no they'll be taken to their original intended destination.



We will give away Winterventions throughout the course of Winter going to different destinations all over Australia. To create fantastic content, we will follow 7 families/passengers as they embark on their Wintervention.



Campaign Phasing

WINTERVENTION

PILLAR	ESTABLISH	PRE-LAUNCH	LAUNCH	MAINTAIN
ROLE	FOCUS ON WINTER DREARINESS TO SPUR DEMAND FOR A WINTERVENTION	BUILD ANTICIPATION FOR A WINTER FULL OF SURPRISE	HOOK ATTENTION WITH WINTERVENTION BRAND EXPERIENCES	KEEP WINTERVENTION TOP OF MIND WITH ENGAGING CONTENT
MESSAGING	SNAP OUT OF THE WINTER BLUES ESCAPE MID-YEAR DREAR	WOULD YOU DROP EVERYTHING FOR A ONCE IN A LIFETIME EXPERIENCE THIS WINTER?	ARE YOU READY FOR A WINTERVENTION?	BOOK YOUR WINTERVENTION TODAY
ROLE OF CREATIVE	OFFER INSPIRATION TO BOOK A WINTERVENTION	BUILD CHATTER	SPONTANEOUS BRAND ACT THAT HIGHLIGHTS THE NEED FOR A WINTERVENTION	CONSTANT CONTEXTUAL REMINDERS THAT IT'S WINTERVENTION SEASON
CHANNELS	DIGITAL SOCIAL TV CRM OWNED	SUNRISE INFLUENCER DIGITAL SOCIAL CRM PR OWNED	SUNRISE INFLUENCER STUNT DIGITAL SOCIAL CRM EARNED OWNED	TV DIGITAL SOCIAL CRM OWNED
TIMINGS	20TH APRIL - 23RD MAY	23RD MAY - 1ST JUNE	1ST JUNE	JULY - AUGUST



Tactical

WINTERVENTION ACTIVATION



10,000 Winterventions

TACTICAL

We will keep the Winterventions going by giving cab drivers around Australia instant coupon Winterventions to offer passengers. Offers, discounts and trips will be offered to passengers, the only catch is they have to be willing to spontaneously accept it for that very afternoon/night.



Hotel Winterventions

TACTICAL

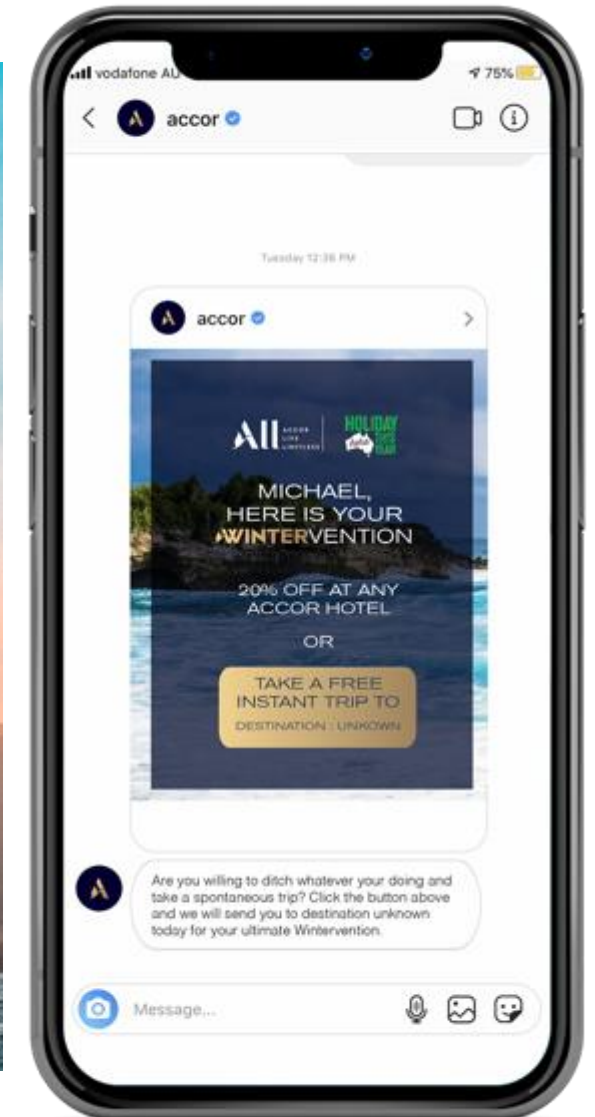
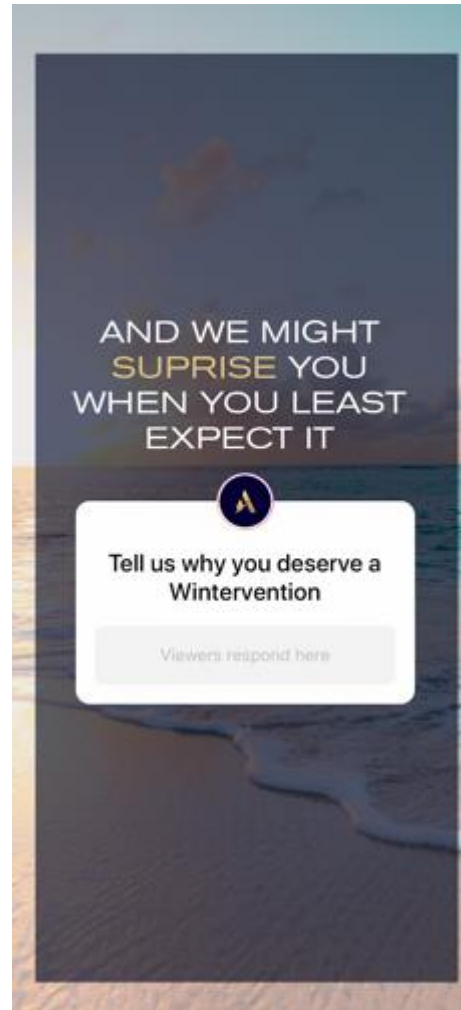
Across all of our Accor hotels, guests upon check in will be given tickets to games and events as instant redeemable coupons. Tickets to the AFL or NRL will be available but only if they are willing to go that afternoon/night.



Instagram Instant Winterventions

TACTICAL

On social media like Instagram we will run instant Instagram Winterventions. Using stories we can ask the question 'why you deserve a Wintervention' gathering responses from across Australia. Selected responders will be given offers and discounts that can only be redeemed if they take the trip that day.





RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ JO&JOE \ HOTELF1