



Aparthotels Adagio Press Release

Adagio launches in the UK

- European leader in aparthotels launch first British property in Liverpool –
- Aparthotels Adagio is part of a joint venture between the Pierre & Vacances Centre Parcs Group and Accor -

Aparthotels Adagio has today announced the arrival of the European market-leading aparthotel brand in the UK. Aparthotels Adagio, part of a joint venture between Pierre & Vacances Center Parcs Group and Accor, will open its first British aparthotel in Liverpool this week. Following the launch of the brand this year, the UK is set to become one of the key growth territories in Europe, besides France and Germany.



An upper-midscale brand, Aparthotels Adagio offer comfortable and spacious apartments in urban locations, with fully equipped kitchen and hotels services (24/7 reception, free internet access, housekeeping, etc.) for extended stays based on attractive tiered pricing from fourth night onwards.



Responding to the growing demand for extended stays, Pierre & Vacances Center Parcs* established a joint-venture partnership with Accor, the world's leading hotel operator, to create and launch the Aparthotels Adagio brand in 2007. There are now more than 10,000 apartments in 90 properties across six European countries, with the first UAE and Latin American properties launching in Abu Dhabi, and Brazil in the Autumn.



The 126-apartment Adagio Liverpool City Centre opens this week in the iconic Lewis's building in Liverpool city centre. The aparthotel offers studios and one-bedroom apartments, with the majority of its business expected to come from domestic and international stays between 4 and 90 nights.

Commenting on the UK launch, Vangelis Porikis, Aparthotels Adagio Director Central & Northern Europe, said: "We are delighted to announce the launch of Adagio in the UK, a market that will play a key role in the growth and development of the network in the coming years. The Liverpool opening is particularly exciting as we open in the iconic grade II listed Lewis Building in the heart of the city. Liverpool is an internationally renowned city of business and leisure, with investment and opportunities flooding into the city since its transformation as 2008 Capital of Culture. The continued development in the region provides an interesting demand for both corporate and leisure clients from the UK and around the world."

Adagio Liverpool City Centre represents a key part of the £26 million development of the former Lewis's department store, which is one phase in a wider £160 million scheme called Central Village being developed by Merepark.

Press Contact:
Mason Williams

sarah.wilson@mason-williams.com
Dir. 0203 1786209 / Tel. 0845 0941 007

Thomas Dubaere, Managing Director Accor UK & Ireland, added: "We are pleased to welcome our extended stay brand Adagio, in the UK. Adagio is the third Accor brand to launch in Britain in the last two years, following closely from MGallery and Pullman and marks another step in Accor UK's growth plan. Liverpool is an ideal location for the unique proposition that Adagio offers and we look forward to seeing the success of this aparthotel concept in the UK."

Vangelis Porikis added: "The European aparthotel market is an exciting one. Aparthotels Adagio aims to grow the network to 150 properties by 2016 and become the European reference and a global leader in aparthotels: an ambitious and exciting growth plan of which the UK plays an essential part. After the opening of Liverpool, the brand plans to open Birmingham in 2014 and has major projects in the pipeline in London, Edinburgh, Manchester, Glasgow for both, Adagio and Adagio access."

Aparthotels Adagio caters for both business and leisure guests, delivering price, prime location, quality and autonomy. The Aparthotels Adagio concept enables guests a feel free guest experience: in the heart of the city, at their own pace.

Each apartment is fully equipped for guests featuring a living room/bedroom area, kitchen and bathroom, and offering dishwasher, hairdryer, heated towel rack, television with international channels, private safe, iron and ironing board, vacuum cleaner, air conditioning, telephone and Internet access.

Aparthotels Adagio are located in France, Germany, UK, Belgium, Austria, Switzerland and Italy.

-ENDS-

About Aparthotels Adagio:

The Aparthotels Adagio, N°1 in Europe, offer comfortable and spacious apartments in urban locations, with fully equipped kitchen and hotels services for extended stays based on attractive tiered pricing from fourth night onwards. Created in partnership with Accor and Pierre & Vacances Center Parcs Groups, the brand provides 2 product ranges:

- Adagio, the upper midscale aparthotels in the heart of Europe's leading cities;
- Adagio access, economic range, aparthotels located on cities' doorstep.

The network has 90 aparthotels and 10,000 apartments in Europe, targeting 150 aparthotels and 19,000 apartments in the world by 2016.

Further information concerning the Aparthotels Adagio is available on www.adagio-city.com

About Pierre & Vacances Center Parcs*:

Created in 1967, the Pierre & Vacances-Center Parcs Group is the European leader in local tourism. It has built its growth on an original business model of synergies between its two businesses: property development and tourism. Today, with its five complementary tourism brands – Pierre & Vacances and its two Premium and Villages Clubs labels, Maeva, Center Parcs, Sunparks, Aparthotels Adagio – the Group operates a tourism network of more than 50,000 apartments and homes, located in almost 300 sites in Europe. In 2011/2012, the Group welcomed 7.5 million European clients and generated turnover of €1.419bn.


About Accor

Accor, the world's leading hotel operator and market leader in Europe, is present in 92 countries with more than 3,500 hotels and 450,000 rooms. Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Aparthotels Adagio, ibis, ibis Styles, ibis budget and hotelF1 - provide an extensive offer from luxury to budget. With more than 160,000 employees in Accor brand hotels worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

www.accor.com | www.accorhotels.com

Press Contact:
Mason Williams

sarah.wilson@mason-williams.com
Dir. 0203 1786209 / Tel. 0845 0941 007



About Adagio Liverpool City Centre:

Address: 1 Fairclough Street
Liverpool
L1 1FS

Contact: Tel : 0151 703 7400

Details: Fax : 0151 7003 7410
Email : H7332@adagio-city.com

Website: www.adagio-city.com

Services: Fully-equipped kitchen
Modern Wall-folding bed concept in the studios
Double sofa bed in the 1-bedroom apartment
Living-room in the 1-bedroom apartment
Bathroom.
Modular table and equipped desk
Plenty of storage space
Flat screen television
Living-room, bathroom
Numerous storage spaces
Desk with private phone line
Flat-screen TV, free WIFI internet access in the apartments and public areas
Air-conditioning/air-cooling system
Modular equipment: bedroom/living room/office (queen-size bed, sofa)
Different apartment types: studio, one-bedroom apartments and two-bedroom apartments

Apartments: Studio Apartment: All rooms vary in size, the studios are normally 25sm
1-bedroom Apartment: All rooms vary in from 40sm.

Pricing: Tiered pricing – the more you stay, the less you pay.
Long-stay: rates from £57.00 per night on stays of 90+ nights for a studio apartment
Short-stay: 1-3 nights studio apartment start @ £70.00, one bedroom from £90.00

Press Contact:
Mason Williams

sarah.wilson@mason-williams.com
Dir. 0203 1786209 / Tel. 0845 0941 007