Accor / Ecpat Partnership
European Leader and Worldwide Group in Hotels and Services

- 4,000 hotels (450,000 rooms)
- 90 countries
- From economy to luxury
- Business and leisure
- 120 million guests per year

- 32 countries
- 280,000 companies and public institutions
- 13 million users
Tourism & Leisure and Other Businesses

- **Tourism et Leisure**
  - Accor’s 200 resort hotels – 50,000 rooms (including 11 all-inclusive Coralia Club)
  - Accor’s fitness, health and wellness division
    - 25 spas – 7 countries
    - Seawater therapy, water therapy, beauty & spa, hot spring therapy
  - 19 casinos – 4 countries

- **Travel**
  - 2,360 agencies in 140 countries (including 660 leisure agencies)
  - No-frills flights specialist

- **Catering**
  - 39 boutiques, 2 restaurants
  - 8 countries

- **Onboard train services**
  - 23.3 million snacks and meals served on day trains
  - 4 million travelers cared for on night trains
4 000 Hotels, 450 000 Rooms in 90 Countries

North America
1 234 hotels
31 % of room total

Latin America
149 hotels
4 % of room total

France
1 276 hotels
26 % of room total

Europe (excluding France)
816 hotels
25 % of room total

Africa / Middle-East
153 hotels
5 % of room total

Asia-Pacific
201 hotels
8 % of room total
Accor and Ecpat Partnership

In 2001:

Accor supports Ecpat in France

Objective: to set up corporate projects illustrating the Group’s strategy to sustainable, equitable and responsible tourism.

Accor participates to Ecpat’s No Child Sex Tourism campaign targeted at public opinion and tourists in France.

500,000 leaflets are distributed with travel tickets supplied through Accor Travel agencies (over 260) and posters are displayed within these same agencies. Information on support given to the campaign is communicated within Accor through internal medias (print and intranet) and posters displayed in head offices.
In 2002:

Sofitel, Novotel and Mercure in Thailand partner with Ecpat International, based in Bangkok

Objective: Develop activities to raise awareness and educate guests as well as employees

Information posters on Accor’s commitments to Ecpat and the Tourism Office of Thailand are posted in lobbies and staff areas of all Group hotels.

A training and awareness program is implemented with Ecpat and Child Wise to develop capacity of hotel staff to prevent sexual exploitation of children.

A presentation kit is distributed to all Human Resources managers in order to train trainers on how to deliver child wise style of training to hotel staff.

How to detect suspicious behaviors and what must be done are the two main issues in the program.

Today, the training and awareness program is completed and 3000 staff members have been trained.
Accor and Ecpat Partnership

In 2003:

Accor signs ECPAT Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism

based on 6 criteria:

- Establish an ethical policy regarding commercial sexual exploitation of children,
- Provide information to travelers by means of catalogues, brochures, web-sites, posters, etc
- Train the personnel in the country of company activities,
- Introduce a clause in contracts with travel agents, tour operators and ground operators stating the common repudiation of commercial sexual exploitation of children,
- Provide information to local official «key persons» at the destination,
- Report annually

On April 14th 2003 in Bali, during the 52nd PATA (Pacific Asia Tourism Association) annual conference, Accor is awarded the PATA Gold Award in Education and Training category for its work with ECPAT to fight sexual exploitation of children.
Accor and Ecpat Partnership

In 2003:

Accor participates in France to ECPAT’s new campaign targeting both travelers and tourist industry professionals.

325 travel agencies within Accor network in France distribute a total of 500,000 flyers.

Accor Travel strengthened network participation by giving information on the campaign and ECPAT to agency directors and staff members through an internal, electronic newsletter.
In 2003:

Walk for Children " charity fundraising events are organized in Bangkok to further ECPAT’s educational program in Northern Thailand.

The program strives to increase children’s awareness about child prostitution, and help them develop the skills necessary to identify the risks and avoid being drawn into sex trade.

Total funds from events was about 6,000 USD
2004 Perspectives:

Accor Sustainable Development Committee has decided to increase support in fighting against sexual tourism and to ECPAT, in “inbound” as well as “outbound” countries.

- **In Europe**: awareness campaigns will be relayed more widely and extended to other countries.
- **In Asia**: training and awareness programs will be extended in Indonesia and Cambodia.
- **In Africa**: support and prevention actions to be set-up in Senegal.
- **In Central America and the Caribbean**: projects will be implemented in pilot hotels in Mexico and Santo Domingo.