Accor / Ecpat Partnership:
for the Protection of Children from Sexual Exploitation in Tourism
European Leader and Worldwide Group in Hotels and Services

- 4,000 hotels (450,000 rooms)
- 90 countries
- From economy to luxury
- Business and leisure

- 34 countries
- 300,000 corporate customers
- 14 million users
Other Businesses

Leisure and Tourism

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

Travel

Business and leisure Travel agencies
140 countries

Air travel
1,000 destinations

Entertainment

21 casinos
8 million customers
4 countries

Restaurants, Food Services and Onboard Train Services

40 boutiques,
6 restaurants
9 countries

24.5 million snacks and meals served
3.5 million travelers
4 000 Hotels, 450 000 Rooms in 90 Countries

North America 30%
Latin America 5%
Europe 51%
Africa / Middle-East 5%
Asia-Pacific 9%
Accor and Ecpat Partnership

Objectives

Undertake projects alongside ECPAT illustrating the Group’s commitment to sustainable, equitable and responsible tourism.

Develop activities to raise awareness and educate clients as well as employees

- In inbound and outbound countries making use of Accor’s worldwide network.

- Through different types of support programs adapted to Accor businesses and brands.
Joint activities with ECPAT

Information campaigns,

Commitment to Code of Conduct,

Training and awareness programs,

Fund-raising events,

In-kind contributions,

Participation to WTO task force meetings, and various CSR conventions and group projects in Europe, North-America, Asia.

Countries involved

France, United-Kingdom, Thailand, Cambodia, Laos, Indonesia, Dominican Republic, French Guyana, Mexico, Senegal.

Brands involved

Accor, Sofitel, Novotel, Mercure, Ibis, Carlson Wagonlit Travel
2001: Accor participates to Ecpat’s NO CHILD SEX TOURISM campaign targeted at public opinion and tourists in France.

500 000 leaflets distributed with travel tickets supplied through Accor Travel agencies (over 260) and posters are displayed within 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.

2002: Information poster’s on Accor’s commitment to ECPAT and Tourism Office of Thailand

Posters displayed in the lobbies and staff areas of all Sofitel, Novotel and Mercure hotels in Thailand.

2003: Accor participates to ECPAT’s new campaign targeted at both travelers and tourist industry professionals.

325 Accor travel agencies distribute a total of 500 000 flyers.

Information on campaign and ECPAT given to agency directors and staff members.
2003 : Accor in Asia is the first hotel group to sign ECPAT’s Code of Conduct Protecting Children from sexual exploitation.

2004 : Carlson Companies is the first North American company in the tourist industry to sign the pledge.

Carlson Wagonlit Travel communicates its commitment through a statement featuring on the 5 million travel tickets to be issued worldwide.

The Code’s effort to stop the sexual exploitation of children is also on CWT Associate website.
By signing the Code of Conduct, Carlson operations in 140 nations worldwide and Accor Asia commit to the codes principles:

- 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

The first annual report on the implementation of Code of Conduct for Accor in Asia has been established in June 2004.
Training and Awareness Programs

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

- **2002**: Training and awareness program implemented with ECPAT and Childwise in all Accor hotels in Thailand, Laos and Cambodia:
  - 3000 staff members from 18 hotels
- **2003**: The program is extended to hotels in Indonesia:
  - 1885 staff members from 19 hotels
- **2004**: Training program elaborated with UNICEF was given in Dominican Republic:
  - 100 staff members from 3 hotels
  - Training program launched in French Guyana:
    - 40 staff members from 1 hotel
  - Training currently on-going in 1 pilot hotel in Mexico:
    - 100 staff members from 1 hotel to be extended to 3 other hotels in 2005:
  - Training is setting-up in 1 pilot hotel in Senegal.
Accor’s responsibility to protecting children from sexual exploitation in not only an internal commitment but also a pledge to assist vulnerable children outside the hotels

- **2003**: Charity Fashion Show held at Novotel Bangkok Siam Square & Charity Walk held in Lumpini Park, Bangkok

  Total funds from events, 6,000 USD, were given to ECPAT’s educational program in Northern Thailand which 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.

- **2004**: Charity Walk renewed in Bangkok, October 30th

  400 people joined the walk and 800 tickets were sold (vs. total of 200 people and 500 tickets in 2003).

These events draw good media attention and thereby raise the profile of child rights protection endeavors in Bangkok as well as create awareness amongst tourists, staff and local population to the issue of commercial sexual exploitation of children in tourism.
In-kind contributions & Participation to Task force meetings

In-kind contributions

Free of charge accommodation and meeting rooms in Accor hotels are allocated to ECPAT staff members during General Assemblies, other major meetings or allocated as prizes/awards.

Participation to task force meetings, CSR work shops, government group projects

Accor participates regularly to these types of gatherings in order to:

- learn more about what is being done for the protection of children from sexual exploitation in tourism,
- get ideas for new projects,
- report on programs implemented by Accor as examples of what can be done.
Good Practices

Donation envelopes and boxes

Donation envelopes and boxes are set-up at Novotel Bangna, in Bangkok to support Ecpat projects.

This good practice will be extended to all hotels in Thailand, Laos and Cambodia

Stickers

Stickers displayed in 427 rooms of Novotel Bangkok on Siam Square, further to which the hotel has issued a policy and specific procedure on how to handle difficult situations for the front line staff.

Pata Gold Award

June 2003, Accor was awarded the prestigious PATA Gold Award in the Education and Training category for its work with ECPAT to fight sexual exploitation of children.

The conferring of this award has become a point of pride in the Accor-ECPAT relationship and it underlines the depth of the Group’s commitment to tackling child sex tourism and ability to work in partnership throughout this endeavor.
Accor and Ecpat Partnership

Perspectives:

Reinforce our support to this combat by:

- Extending commitment to other group brands,
- Implementing training programs more widely throughout our hotels,
- Relaying awareness campaigns through Accor network,
- Setting-up joint programs with other companies in the tourism industry.