Accor / Ecpat Partnership:
Fighting Child Sex Tourism
WTO Task Force - ITB, Berlin 12 March 2005
Accor : European Leader and Worldwide Group in Hotels and Services

4,000 hotels (463,427 rooms) in 92 countries
• From economy to luxury (business and leisure)

To corporate clients and public institutions
• 14 million users per year in 34 countries

▸ Meet life essentials

▸ Improve performance

▸ Enhance well-being

Accor Corporate Communications and External Relations – March 2005
Other Accor Businesses: Travel, Tourism and Leisure
Accor Hotels: 4,000 hotels, 460,000 rooms in 92 countries

North America
1,257 hotels
29% of total rooms

Latin America
158 hotels
5% of total rooms

France
1,319 hotels
26% of total rooms

Europe (except France)
879 hotels
26% of total rooms

Africa / Middle East
135 hotels
5% of total rooms

Asia-Pacific
225 hotels
9% of total rooms
Accor Services: 300 corporate clients, 14 million users in 34 countries
Accor’s Sustainable Development Policy

- Combating child-sex tourism is part of Accor’s Commitment to Sustainability, placed under the responsibility of a member of the Management Board.

- Human Resources
- Combat Child Sex Tourism
- Quality and Safety
- Environment
- Purchasing
- Humanitarian Programs

- This commitment is featured in Accor’s annual report and website.
Accor and Ecpat Partnership

Objectives

Undertake projects alongside ECPAT illustrating the Group’s commitment to promote responsible and ethical tourism.

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

- In inbound and outbound countries
- Through support programs adapted to Accor businesses and brands
Accor and Ecpat Partnership

▶ Joint activities with ECPAT

1. Commitment to Code of Conduct,
2. Information campaigns,
3. Training and awareness programs,
4. Fund-raising events,
5. In-kind contributions.

▶ Countries involved

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

▶ Accor brands involved

Sofitel, Novotel, Mercure, Ibis, Carlson Wagonlit Travel, Parthenon.
1. Commitment to Code of Conduct

- Accor in Asia - 2003
- Carlson Companies in North America - 2004
1. Commitment to Code of Conduct

- Establish an ethical policy regarding commercial sexual exploitation of children,
- 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 travelers by means of catalogues, brochures, web-sites, posters, etc
- Provide information to local « 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
1. Commitment to Code of Conduct

► Carlson Wagonlit Travel

Global leader in business travel management with operations in more than 140 countries

► communicates its commitment through a statement featuring on the 5 million tickets jackets worldwide,
2. Information and Awareness Campaigns

- France 2001
- Thailand 2002
- France 2003
- Brazil 2004
2. Information and Awareness Campaigns

- 2005: Accor Hotels strengthens campaign in Brazil
  - Ethical Charter
  - Bar & Restaurant Display
  - Lobby Display

- To be launched in all Novotel, Mercure and Parthenon Hotels in partnership with ECPAT
3. Training and Awareness Programs

- How to detect suspicious behaviors and what must be done

- Over 5000 staff members trained since 2002
- 45 hotels
- Thailand, Laos, Cambodia, Indonesia, Dominican Republic, French Guyana, Mexico
- 2005 – training sessions to be implemented in:
  Senegal, Romania, Brazil

Accor Corporate Communications and External Relations – March 2005
4. Fund-raising events

- **Annual Accor/ Ecpat Charity Walk, Bangkok**
  - 6 500 USD raised in 2004 to support Ecpat’s Volunteer Group for Child Development Project in Northern Thailand
  - Over 800 tickets were sold and almost 400 walkers joined
  - Air France and Accor sponsored top prize round-trip to Paris and 5 nights at Accor hotel
5. In-kind contributions

▶ Free of Charge accommodation

▶ To ECPAT staff members during General Assemblies or other major meetings

▶ As prizes to winners of contests organized by ECPAT, such as « Concours Dire Non » and Walk for Children
Other Joint Actions and Good Practices

► **Donation envelops and boxes**
Novotel Bangna, in Bangkok to support Ecpat projects.

► **Stickers**
Displayed in 427 rooms of Novotel Bangkok on Siam Square.

► **Awards**
June 2003: **PATA Gold Award** in the Education and Training category for its work with ECPAT in Thailand to fight sexual exploitation of children.

January 2005: “**2005 Ethics and Governance Award**” from **EDC** in France, for its actions in sustainable development including the fight against child sexual tourism.

February 2005, Accor was awarded « **Empresa Socialmente Responsible** » in Mexico.
Accor and Ecpat Partnership

Perspectives:

Accor will extend its partnership with ECPAT by progressively signing the « Code of Conduct » in each country.

- 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.