



Press Release

OCTOBER, 12TH, 2021

Accor and Groups360 launch Instant Booking Solution for Groups

GROUPSYNC ENGAGE WILL OFFER REAL-TIME RATES AND AVAILABILITY FOR GROUP GUEST ROOMS AND MEETING SPACE AT ACCOR PROPERTIES WORLDWIDE

Accor and Groups360 announced the international launch of GroupSync, Groups360's cloud-based technology solution for meetings and events, to provide instant online booking for groups, a simplified RFP process, and housing solutions across Accor's global portfolio.

"Accor takes pride in our commitment to strategic innovation, as well as our leadership at the forefront of technological adoption," said Markus Keller, Senior Vice President, Sales and Distribution, Accor. *"We are delighted to partner with Groups360 on launching technology that will instigate a significant paradigm shift in the meetings and events industry toward more seamless bookings and unforgettable experiences for meeting professionals and their guests."*

GroupSync will become the new engine that powers the current digital RFP process on Accor's private-label website, meetings.accor.com, before end of 2021. Accor's launch of GroupSync Engage, which will be live in beginning of 2022, represents the brand's commitment to offer customers instant booking of meeting space directly from the hotel's website, with plans to also integrate instant booking of group rooms in the following months.

"GroupSync Engage will empower Accor to better serve its global markets by allowing planners to book not only meeting space but also group room blocks, F&B and audio-visual services in the same online transaction," said Kemp Gallineau, CEO Groups360. *"Since Accor is a global brand with a significant number of properties outside the U.S., their launch of this instant group booking technology will speed its adoption across the globe."*

Accor will offer the instant online booking solution for group rooms on GroupSync to the majority of their more than 5,200 properties worldwide. Accor properties are also



showcased in the GroupSync Marketplace for streamlined digital RFPs and instant group bookings.

Accor goes further by giving its properties the opportunity to choose GroupSync Optimize for room-block management solutions and housing packages. GroupSync Optimize will also power voucher and gift certificate packages for Accor brands in select markets. Early adopters who have used GroupSync Optimize for housing and voucher sales have seen a 25 percent increase in revenue with little to no extra effort.

ABOUT ACCOR

Accor is a world leading hospitality group consisting of more than 5,200 properties and 10,000 food and beverage venues throughout 110 countries. The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing more than 40 luxury, premium, midscale and economy hotel brands, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor's unmatched position in lifestyle hospitality – one of the fastest growing categories in the industry – is led by Ennismore, a creative hospitality company with a global portfolio of entrepreneurial and founder-built brands with purpose at their heart. Accor boasts an unrivalled portfolio of distinctive brands and approximately 260,000 team members worldwide. 68 million members benefit from the company's comprehensive loyalty program – ALL - Accor Live Limitless – a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 – Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the Group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information visit group.accor.com, or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#).

ABOUT GROUPS360

Groups360 was created with a singular goal – to empower meeting planners by bringing innovation, transparency and simplicity to the decades-old problem of booking groups. The company's integrated technology solution, GroupSync™, enables suppliers to distribute inventory, engage with planners, and optimize group revenue. GroupSync also equips planners to search and shop hotels worldwide and to book rooms and space directly, online



or through a simplified RFP process. GroupSync is the first distribution channel to offer online booking for both group hotel rooms and meeting space.

Thanks to rapid adoption of GroupSync Engage across a growing list of hotel brands, approximately 20,000 of the nearly 200,000 RFP-connected properties in GroupSync will be equipped to offer online group booking by the end of 2021. Groups360 will also offer 24/7 support in English, Spanish, French and German to accommodate international hotel and planner customers.

Groups360 has offices in Nashville, London and Singapore. Learn more at groups360.com.

Contacts relation presse

Accor

Line Crieloue

Corporate Executive Director
Group External Communications
T. +33 1 45 38 18 11
line.crieloue@accor.com

Angélique Cambon

Communication manager
T. +33 (0) 1 45 38 15 24
angelique.cambon@accor.com

Groups360

Hal Hassall

Vice President, Marketing Groups360
Tél. +1 615-972-5119
hal.hassall@groups360.com