



## PRESS RELEASE

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### \$60,000 MEETING@NOVOTEL INCENTIVE LAUNCHED AT AIME

#### Novotel leads by example to inspire the meetings and events market

Need another reason to look local for your next conference, meeting or incentive 2009?

The Novotel network in Australia has launched an inspiring new 'cash' incentive at the AIME conference in Melbourne today, encouraging PCOs and meetings planners to consider one of its 22 hotels and resorts domestically for their next event.

Novotel is offering events organisers the chance to 'kick start' their next Meeting@Novotel, launching a \$60,000 incentive to inspire conference confidence in 2009.

The incentive provides anyone who books a meeting or conference at a participating Novotel hotel or resort in Australia with the chance to win a \$60,000 credit to use towards the cost of their next Novotel event.\*

To be eligible, organisers must book and hold a conference or event with a minimum spend of \$10,000 before 30 December 2009.

Accor's National Director of Sales & Distribution Australia Kerrie Hannaford says with a challenging year ahead, it is important for nationally recognised brands like Novotel to lead by example and motivate the conference market to book in advance where possible.

"Initiating positive initiatives that inspire is a priority for Novotel," says Ms Hannaford. "At present we're facing a dynamic economic landscape, so it's essential for market leaders to be proactive and offer solutions and incentives to drive consumer confidence."

The incentive offer is designed to support the many individual event and incentive offers that are being offered by various Novotel hotels and resorts across the country.

Whether you're by the beach, visiting wine country, seeking resort destinations or staying inner-city, Novotel offers consistent quality with a comprehensive network of more than 22 hotels and resorts across Australia. Destinations include:

Brisbane • Barossa Valley • Cairns • Canberra • Coffs Harbour • Creswick • Darwin  
Palm Cove • Perth • Sunshine Coast • Snowy Mountains • Sydney • Melbourne • Wollongong

The Novotel brand offers one of the most prominent networks of meetings, incentives, and exhibition and conference venues in the world and its network provides a seamless collection of outstanding facilities supported by award-winning conference and incentive professionals.

The Meeting@Novotel concept was launched at AIME in 2006, and extends six consistent brand commitments, including the promise of a detailed proposal returned within two hours of receiving an enquiry. Novotel not only offers the nations largest network of meeting spaces, but provides planners with increased convenience and peace of mind. Most importantly, Novotel's years of experience ensure consistent quality, faultless organisation and expert advice to make your meeting a success.

For more information, please visit the Meeting@Novotel team at the Accor Hotels AIME stand #1802, click on [www.meetingatnovotel.com.au](http://www.meetingatnovotel.com.au) or contact the Novotel hotel of your choice for more details.

\*At participating Novotel hotels and resorts only. For full terms and conditions go to [www.meetingatnovotel.com.au](http://www.meetingatnovotel.com.au). Open to Australian residents over 18 years of age. Promotion starts 17/02/09 and closes midnight AEST

***Novotel** - Over 400 hotels and resorts across the world, designed to help the traveller feel naturally at ease. Information on Novotel hotels is available at the [Novotel.com](http://Novotel.com) website and accessible from the [Accorhotels.com](http://Accorhotels.com) site.*

***Accor**, world group and European leader in the hotel industry, world leader in services to businesses and public authorities, is present in almost 100 countries and has 170,000 employees. Its customers benefit from the know-how it has gained for over 40 years in its two main sectors:*

*- **the hotel industry**, with the **Sofitel, Pullman, Novotel, Mercure, Suitehotel, Ibis, All Seasons, Etap Hotel, Formule 1 and Motel 6 brands**, representing over 4,000 hotels and almost 500,000 bedrooms in 90 countries, as well as its complementary activities, especially **Lenôtre**;*

*- **the service industry**: 23 million people in nearly 40 countries benefit from **Accor Services** (human resources, marketing services, expense account management).*

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