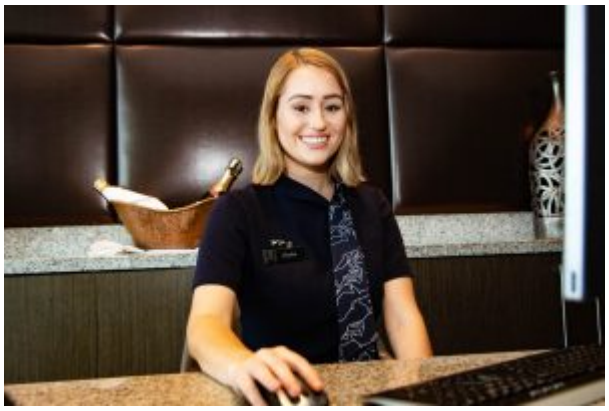
Accor’s ‘Work Your Way’ program revolutionises recruitment in the tourism sector

ACCOR, AUSTRALIA & NEW ZEALAND’S LARGEST HOTEL OPERATOR, FACES A CRITICAL SHORTAGE OF WORKERS AS TOURISM BEGINS TO BOUNCE BACK

ACCOR LAUNCHES ‘WORK YOUR WAY’ PROGRAM TO LURE TOP TALENT TO TAKE UP OVER 1,200 JOBS AVAILABLE ACROSS AUSTRALIA & NEW ZEALAND



With Australia and New Zealand on the cusp of reopening to the world, and in readiness for the tourism rebound, Accor has launched a new talent attraction program, *Work Your Way*, to lure great talent to its workforce that will enrich the tourism industry’s future.



Accor is forecasting that over the coming months it will need to bolster its current workforce of 18,000 team members across Australia and New Zealand by up to 15%, whether that's for a gap year or a career, as lockdowns end and borders reopen.

Accor's *Work Your Way* program revolutionises recruitment in the tourism sector through:

1. **Same day hire**: Accor has introduced a new same day hire process for frontline roles, such as food and beverage attendants, receptionists and housekeeping attendants to simplify and fast track the hiring process. Put simply, a candidate can walk or phone in, be hired, and start working all on the very same day.
2. **Personalised benefits**: Accor's already generous team member benefits have been bolstered with each hotel now offering a selection of additional perks personalised by their location and team preference, including travel allowances, birthday leave and sabbaticals.
3. **Open pathways to travel and work around the Pacific**: Future and current team members now have greater opportunity to work and travel their way around Accor properties in the Pacific region than ever before.
4. **Advanced career development**: A rewarding career is for everyone at Accor. Accor's industry-leading training academy, Accor Academy, supports every team member's career development with easy access to qualifications, practical skills and leadership programs.
5. **Flexible working for all**: Accor believes every role, from housekeeping to management, should have flexibility so it has implemented new policy to ensure greater flexibility is available to all employees.

Accor Pacific CEO, Simon McGrath, said: *"The hospitality*

industry has an exciting future ahead, and our guests are telling us that they cannot wait to start travelling again. As domestic, and soon international tourists, flock back to hotels and restaurants across Australia and New Zealand, the industry needs talented individuals who wish to build a rewarding career. I could never give back to the industry what it has given me in terms of career development and learning opportunities. I have worked for Accor for a long time, because you can be yourself and take your career wherever you want. Our teams bring diversity, experiences and stories to our culture, which makes Accor a community for all to excel. If you are passionate about caring for guests and doing your best, you will go far in our business."

Accor's *Work Your Way* program is about meeting people where they're at. It's about doing what matters in every part of a team member's life – whether that's finding time for 8am swimming lessons, 3pm school pick-ups, or facilitating their dream of working in outback Australia or the snowfields of the South Island.

Accor Pacific Senior Vice President Talent & Culture, Sarah Derry, said: *"Lives and dreams don't always fit neatly around working hours and current roles – that's why we've introduced Work Your Way at Accor. This program will create dramatic positive change by attracting great talent that will enrich our industry's future. We recognise that greater flexibility in the workplace creates a fulfilling and inclusive team member experience where our team can contribute in a healthy, stimulating and productive way, while advancing their career with the largest hotel operator in Australia and New Zealand."*

Accor is currently recruiting for more than 1,200 new career opportunities at most of its 400 hotels in Australia and New Zealand. Anyone interested in career opportunities at Accor should visit Accor's global career page **Accor Careers**.

Earlier this year, Accor launched its Accor Internship

Program, which works with 22 hospitality institutions across Australia and New Zealand to provide fully paid on the job training for 100 students. And, for two decades, the Accor Indigenous Programs have been a talent initiative playing a key role in empowering indigenous success within Australia's hospitality industry.

Across all workplaces and spaces, there is one thing that binds the Accor team together – Heartist culture – which is their shared and unwavering obsession with the joys of human connection. Every Accor team member is trained in Heartist culture and its guiding principles. It is these principles that help the team to make all people feel valued and welcome.

Accor brands across the Pacific region include SO/, Sofitel, MGallery, Art Series, Pullman, Swissôtel, Mövenpick, Grand Mercure, Peppers, The Sebel, Mantra, Novotel, Mercure, Tribe, BreakFree, ibis, ibis Styles and ibis budget.



For the third time, LOT ranks the best airline in Eastern Europe according the ranking

of Global Traveler USA

Warsaw, 12th December 2019 – LOT Polish Airlines has once again won the title of 'Best Airline in Eastern Europe' awarded by the American Global Traveler magazine. The prestigious award is a proof of the international recognition of the LOT brand and appreciation of the development of the airline in this part of Europe.

Global Traveler is an American magazine for managers who travel frequently in the USA and around the world. These are the Global Traveler readers who, together with experts, choose best hotels, airlines and loyalty programs every year. During a gala event held in Los Angeles, prizes were awarded in 38 different air industry categories. For the third time in a row, LOT has proved to be the leader of air transport in the region.

– The award, granted for the third time in a row by the American Global Traveler magazine, is a proof of the growing popularity of LOT not only in Europe but also in the United States. Over the past four years, we have more than doubled in growth, launching more than 70 new destinations and acquiring 40 aircraft. We are constantly improving our product and increasing the offer of available connections, including to the USA. Last year we had 8.9 million passengers travelling with us, and this year we will break the record of 10 million

passengers carried onboard our aircraft. This is yet another token of LOT's ability to leverage the region's potential through the development of two hubs in Warsaw and Budapest and to become the leader in Central and Eastern European transport – says **Rafał Milczarski, LOT Polish Airlines CEO.**

The LOT offer comprises as many as **110 scheduled flights all over the globe**. Since the beginning of 2016, the Polish carrier has announced the launch of **more than 70 direct flights**, including **from Warsaw** to Miami, Los Angeles, Newark, Seoul, Tokyo and Singapore, **from Cracow** to Chicago and New York, and **from Rzeszow** to Newark. In 2020, LOT is going to launch a number of new connections, including, inter alia, from Warsaw. The already announced destinations include: Beijing-Daxing from 15th January and San Francisco from 5th August.

Today, LOT operates flights **from Budapest** to New York, Seoul, London-City airport, Warsaw and Cracow. Next year, as part of the development of the hub in the capital of Hungary, passengers from Hungary will be able to choose from a total of 13 connections, including, inter alia, to: Brussels, Belgrade, Stuttgart, Bucharest, Prague, Sofia, Dubrovnik and Varna. Moreover, the number of flights to Seoul will also be increased from 3 to 4 per week, and flights to New York will be operated at a frequency of 7 flights per week, which is an excellent option for passengers travelling for tourism and business.

Council’s latest major report reveals North America contributes 25% to global Travel & Tourism GDP

- Cancun and Las Vegas lead the way in city GDP contribution
- Top 10 largest cities for direct Travel & Tourism GDP include Orlando, New York and Mexico City
- International visitors to Toronto spent nine times more than domestic travellers

The World Travel & Tourism Council [WTTC], which represents the global Travel & Tourism private sector, today released its comprehensive Cities Report for 2019, which reveals North America contributes $686.6 billion (25%) to the global Travel & Tourism GDP.

Focusing on 73 major tourism city destinations, the report provides estimates of the GDP and employment directly generated by the Travel & Tourism sector, and highlights successful initiatives, strategies and policies that have been implemented.

The report reveals many cities across North America make a significant contribution to the city's overall GDP, with Cancun's Travel & Tourism sector contributing almost half (46.8%), and Las Vegas contributing more than a quarter (27.4%).

Of the top 10 cities in this category, Las Vegas is followed by Orlando, which directly contributes 19.8% to the city's overall GDP.

The Cities Report shows these 73 cities account for $691 billion in direct Travel & Tourism GDP, which represents 25% of the sector's direct global GDP and accounts for over 17 million jobs. Additionally, in 2018, direct Travel & Tourism GDP across the cities, grew by 3.6%, above the overall city economy growth of 3.0%. The top 10 largest cities for direct Travel & Tourism contribution to city GDP include Orlando ($26.3BN), New York ($26BN) and Mexico City ($24.6BN).

International visitor spending is usually more important to cities than it is to countries as a whole. Two out of the top 10 cities for international visitor spending were in North America, with international visitors to New York spending $21BN and those to Miami spending $17BN.

Infrastructure development and prioritisation of tourism has been a key driver of Travel & Tourism growth. Revenues from international visitors will in some cases pay for city infrastructure projects, the provision of public workers and services that improve the quality of life for residents. For example, the international visitor spend in New York last year was 3.8 times higher than the costs of the NYPD, and nearly twice the budget for city schools.

Notably, four out of the top 10 cities for domestic visitor

spending are in the region, with Orlando taking the third spot at $40.7BN and Las Vegas in sixth place with $29.3BN. Sitting in eighth position, domestic spending in New York reached $25.3BN, whilst in Mexico City hit $16BN.

However, when considering domestic spend by percentage, domestic tourism in Chicago represents the greatest share of North American cities analysed in the report at 88.3%, directly followed by Mexico City at 87.2%.

Cities with an overreliance on domestic or international demand can be more exposed to economic and geopolitical crises. For example, large cities which are highly reliant on domestic demand could be exposed to changes in the domestic economy. On the other hand, cities which are more reliant on international demand and/or particular source markets may be vulnerable to external disruptions. The report highlights several cities which demonstrate a more balanced split between domestic and international demand, this includes two North American cities: San Francisco and New York. In contrast, North American cities such as Orlando and Las Vegas have a skewed divide, with over 85% of spending coming from domestic visitors in both cities.

The Global Picture

With over half (55%) of the world’s population living in urban areas – this is due to increase to 68% over the next 30 years – cities have become the hubs for global economic growth and innovation, while also attracting more people who want to live and do business there.

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Travel & Tourism contribution in 2018 offer diverse geographic representation, with cities such Shanghai, Paris, and Orlando all sitting in the top five.

WTTC President & CEO, Gloria Guevara said:

“The North American cities featured in this report are wholly representative of the region, with major cities across the US, Mexico and Canada showing the critical importance the Travel & Tourism sector has on communities and offers further examples in areas such as best practices for sustainable growth, resilience and destination stewardship .”

“Achieving sustainable growth in cities requires reaching far beyond the sector itself, and into the broader urban agenda. To drive true economic impact that can translate seamlessly into social benefits, a city must engage with all stakeholders, across the public and private sector, in order to establish the cities of the future.”

Experiencing Europe with the Austrian Airlines Flight Pass



Copyright: Austrian Airlines

- **Passengers can choose between Europe Pass and City Pass**
- **Both options are also available as CO_2-neutral versions**
- **Developed in cooperation with the Lufthansa Innovation Hub**

From now on, Austrian Airlines is offering a new product for everyone who frequently and gladly travels. The Flight Pass composes of ten flights within Europe departing from Vienna. Travelers can choose between two options: the Europe Pass enables passengers to discover the diversity of Europe. The City Pass is ideal for passengers who regularly commute to a European city. The City Pass is available starting at EUR 449, whereas the Europe Pass begins at EUR 799. The price is oriented to the desired booking deadlines and travel times. Passengers decide in advance whether they also want to fly at peak times (Christmas and Easter) and select how far in advance they would like to book their flights. They can choose between 60, 21 and 7 days. Both passes can also be obtained including CO_2 compensation. The flight coupons are valid for a period of one year after purchase.

One pass, ten flights, one price

The Austrian Airlines Flight Pass was developed in cooperation with the Lufthansa Innovation Hub, which made a decisive contribution towards designing the new product. It is now available at https://austrian-flightpass.com/. Passengers can choose between the Europe Pass and City Pass on the website. The Europe Pass gives Austrian Airlines passengers access to more than 60 destinations. The pass applies to ten one-way flights or five round trip journeys. A passenger can fly to one specific destination no more than two times when using the pass. The City Pass functions like a book of ten tickets for flights between Vienna and a European destination of the passenger’s choice.



CO_2 compensation directly possible during the booking process

The Flight Pass is also available in a CO_2-neutral version. CO_2 emissions generated by the flight can already be compensated during the booking process. For this purpose, passengers only need to choose the option "CO_2 compensation" in order to make an important contribution to more sustainable flying. The compensation amount will be invested in non-profit reforestation projects in Nicaragua as well as in the use of sustainable aviation fuels (SAF) via Compensaid, which is also a product of the Lufthansa Innovation Hub.

The Lufthansa Innovation Hub is the innovation unit for new digital business models within the Lufthansa Group. This business unit initiates strategic partnerships between the Group airlines and external digital companies, amongst other activities, and also develops new digital services and products itself. The Lufthansa Innovation Hub is headquartered in Berlin and opened up offices in Singapore and Shanghai, China in 2019.

L’Afrique, une nouvelle donne pour le tourisme haut de gamme

Le tourisme « de luxe » va bien au-delà du voyage personnalisé, un créneau sur lequel beaucoup d’agences se sont déjà lancées. Le voyage « très haut de gamme », spécialement destinée à une clientèle d’ultrariches, exige rareté, originalité, insolite, et un service sans faille, mais qui peut aussi rechercher des vacances enrichissantes sur le plan personnel. C’est donc l’affaire de spécialistes, qui ont compris la spécificité d’une clientèle qui accepte de payer le prix fort, mais dicte ses conditions particulières et exige un service vraiment personnalisé et discret.

Bruno Van den Bossche et Patrick Crépin ont été à l’origine de l’aventure de Quinoa, un tour-opérateur de niche en parfaite adéquation avec cette demande, mais dont la marque disparaîtra au 31 décembre. Inspiration Africa prendra la relève, avec une offre focalisée sur l’Afrique, où le luxe ne s’affiche pas toujours en étoiles classiques, mais s’appuie sur une exceptionnelle richesse d’expériences, grâce à un réseau de partenaires locaux de confiance, tissé depuis de nombreuses années.
Quelques points qui seront sûrement abordés:
– savoir-faire et investissement: local ou importé?

disponibilités, facilités, partenariats
– quelle durabilité économique pour le tourisme exclusif?
– conservation et traditions ou pollution touristique?
L’Afrique, une nouvelle donne pour le tourisme haut de gamme : ce sera l’objet du prochain dîner-débat organisé par le Skål Club de Bruxelles
le mercredi 18 décembre àpd 18 :30 h

Hôtel Ramada Woluwe

Dîner à 20.30 h en compagnie des conférenciers et poursuite de contacts informels dans l’ambiance du Skål International. (www.skal.org)

Infos : skalbru@skynet.be – l’inscription est nécessaire ! – Conditions :voir document en annexe –

Inspiration Africa couvre le Botswana, le Kenya, le Malawi, le Mozambique, la Namibie, le Rwanda, l’Afrique du sud, la Tanzanie, l’Ouganda, la Zambie et le Zimbabwe, avec des bureaux opérationnels à Johannesburg, Lusaka, Nairobi, et aux Chutes Victoria, et des agents commerciaux en Europe et Amérique du Nord.