

# Nor1 and Accor announce new worldwide partnership

*Nor1 and Accor announced a partnership to deploy Nor1's eStandby upselling product across the Accor portfolio of upscale and luxury hotels*

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/EINPresswire.com/ -- Nor1 and Accor announced a partnership to deploy Nor1's eStandby upselling product across the Accor portfolio of upscale and luxury hotels to help its properties drive ancillary revenue by offering its guests relevant and timely upsell offers. The partnership follows the successful pilot of eStandby across Accor properties in North America, Europe and Asia.

"Together, Nor1 and Accor are providing our properties with the tools to further delight their valued guests by providing upgrade opportunities to their hotels' premium inventory," said Agnès Roquefort, Accor's Senior Vice President of Global Revenue Management & Pricing. She concluded, "We are delighted to be working with Nor1 to further

enhance our hotels' revenue and operational performance on many levels."

Working with the Nor1 Merchandising Platform, and eStandby, Accor reinforces its capacity to reach guests with real-time personalized offers and recommendations based on variables and derived statistics relative to the unique traveler and his/ her trip.

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*Agnès Roquefort, Accor's  
Senior VP*

"We are tremendously excited to announce this partnership with Accor," said Jason Bryant, Nor1's Founder and CEO. He concluded, "We look forward to continuing to exceed all expectations for the eStandby product, and to expanding our partnership with this worldwide hospitality leader in the future." About Nor1, Inc.

Nor1, Inc. is the technology leader in travel merchandising. Headquartered in Silicon Valley, Nor1 provides data-driven pricing and merchandising solutions to maximize incremental revenues for hotels and resorts worldwide such as Hilton, Hyatt, IHG, and Carlson Rezidor. Nor1's patented, dynamic

decisions intelligence engine PRiME®, powers Nor1's Merchandising Platform including its signature eStandby Upgrade®, eReach, and eFDU products.

Nor1 is creating the fusion between technology and guest experience. It's that combination of expertise and skill that have set Nor1 apart and continues to attract technology's most distinguished investors such as Concur (CNQR), Goldman Sachs and Accel Partners. For more information, please visit [www.nor1.com](http://www.nor1.com).



## About Accor

Accor, is the world's leading hotel operator, with 470,000 rooms in 3,600 hotels across 14 trusted brands in 92 countries. The company is organized around two distinct divisions, HotelServices, which operates and franchises the hotels and HotelInvest, which is a hotel owner and investor. The Accor hotels sit in three segments from budget to luxury which are constantly reinventing their concept to satisfy the needs of business and leisure customers around the globe. Accor brands include in luxury-upscale; Sofitel, Pullman, MGallery and Grand Mercure, The Sebel, midscale; Novotel, Suite Novotel, Mercure and Adagio and economy; ibis, ibis Styles, ibis budget, adagio access and hotelF1. The Group boasts a powerful digital ecosystem, notably its booking portal [accorhotels.com](http://accorhotels.com), its brand websites and its loyalty program Le Club Accorhotels.

The Group's 170,000 employees benefit from working for a company that believes in progression and has an industry leading training program, the Accor Académie. Since its creation 45 years ago, Accor is making innovation and sustainable hospitality the focus of its strategic vision as well as of its customer-centric approach development and innovation process.

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