

S O F I T E L
LUXURY HOTELS

SOFITEL PRESSPACK



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RE-INVENTING FRENCH ELEGANCE IN LUXURY HOTELS



Sofitel Water Tower Chicago



Sofitel Saint James London

LIFE IS MAGNIFIQUE

The French have a history rich in tradition, a legacy of uncompromising quality in the culinary arts and 'art de vivre'. Sofitel draws on this tradition, combining the luxurious *art de recevoir* and noble *hotellerie savoir faire*, to create unique luxury hotels in the world's most attractive destinations, blending its French origins with the very best of local cultures. Sofitel believes that human relations are at the heart of luxury. Changing trends show that tomorrow's luxury will be based more on experience than material possession. Sophisticated travelers will search for even more unique sensations and pleasures, guided by their own needs and desires. In the world of hotels, this luxury will mean delivering memorable moments. A chance for guests to savor the intensity and texture of every passing instant. Relations are at the heart of this vision, and it is here that the *art de recevoir à la française* succeeds in interweaving the intangible links between our senses and our emotions.

Sofitel's values are imbedded in a passion for excellence, in creating an essence of plaisir and a spirit of openness.

Passion for excellence: our ambition and pleasure is to constantly strive for one more step towards perfection, to excel in what we do and always be able to push ourselves a little further.

Essence of *plaisir*: to create a harmonious balance between the pleasure of feeling at home, and the exquisite feeling of being elsewhere.

Sprit of openness: in our eyes, difference is a source of wealth. We have a taste for cultural mix and a thirst for everything new.

We transform every detail and every moment into a re-encharnted instant of pure *plaisir*, elegance and *bien-etre*.



L'ART DE RECEVOIR AT SOFITEL

Six fundamental dimensions make up *l'Art de Recevoir* at Sofitel:

Create an ambiance of well-being and *sensorialité*: at Sofitel, senses are opened wide through creative French chill out music; lighting monitored by day mood; and floral decoration combining nature and sophistication, intertwined in a harmony of sheer simplicity.

Personalized service: Sofitel forges a privileged bond between its staff of devoted service professionals and its cosmopolitan guests who can enjoy services such as: a pillow menu; the MyBed turndown experience; and a butler to unpack bags in the executive suites.

French *mise en scène* with the best of local culture: this is the bridge that closes the gap between worlds linking places and people. The French touch is expressed in the greetings, through the French designer uniforms for hotel staff, in the display of iconic French objects, in the art and design, and can be found through objects and luxury brand toiletries in guests' rooms.

French rituals for food & wine: French cuisine in itself is an art cultivated and perfected throughout centuries, and is synonymous with the French art de vivre. Guests are invited to a delectable feast of the senses. The emotions evoked by a basket of freshly baked bread, savoring this and the best breakfast pastries in town, the elegantly mannered cheese ritual, and the wine experience.

Designed technology to uplift experience: high tech wizardry awakens the senses; each room is equipped with the most up to date technology.

Places where life is *magnifique*: Sofitel brings guests the best bars in town, and organizes French related events such as celebrating the French national holiday Bastille Day in the four corners of the world.

SOFITEL HOTEL KEY ELEMENTS

There is not one Sofitel hotel alike in the world. Each of one of them possesses its very own personality, showcasing the uniqueness of its cultural and historical heritage, region, city or neighborhoods. They are all bound together by the thread of French spirit, revealed through an elegant *décor* and an attention to detail.

Stylish facades invite guests to enter the portal of iconic lobbies into a universe distinct in French inspired style and luxury, an all encompassing experience that appeals to all their senses, a genuine haven of peace, a soothing experience of well being beyond their wildest expectations.

Sofitel well-being bedrooms are made up of a bathroom or *salle de bien*, a sleeping area with MYBED, and a lounge. The rooms are designed to be home from home for travelers, offering a luxurious experience of comfort, an oasis of freedom and a peaceful haven.

Sleep is both a universal and a deeply personal matter. Sofitel's MYBED concept, an all feather bed and extra light down duvet, invites the traveler to a sleeping experience they will never forget; a unity of elements designed to provide the most unforgettable sleeping



WELL BEING AT SOFITEL

SPA PHILOSOPHY

Far from the hustle and bustle of the outside world, Sofitel Spas offer a welcome respite, a moment of blissful relaxation for guests to restore their energy levels, and their inner sense of calm.

From Fez to Hua Hin, the essence of Sofitel's French origins is alive in all of its spas through the quality of its signature treatments inspired by French beauty.

Sofitel's spa philosophy translates into six dimensions:

Tradition: each spa is deeply inspired by the culture of its host country from the treatment techniques, the products selected, to the architectural style and design. **Beauty:** French beauty expertise links all Sofitel Spas, through partnerships with the Decleor brand for the aromatherapy and essential oils, and with Lancôme for exclusive poly-sensorial cabin treatments that awaken all senses. **Expertise:** Sofitel Spas have protocols to guarantee high levels of expertise throughout the world, along with superb technical skills and safety standards. Sofitel has called upon internationally renowned experts such as Galya Ortega to develop unique signature treatments for the brand and its spas. **Attention:** guests are the centre of attention, from the smallest detail to the essential factors: reception, service, personalized treatment programs ... **Sensation:** wakening and awakening of the senses. Everything that will delight, soothe or invigorate the senses is found at Sofitel Spas. **Privacy:** The spas are a delightful place designed to encourage privacy: private areas; a unique atmosphere; maximum comfort; a place where guests exist by themselves.



Sofitel Bayerpost Munich Germany

The Sofitel Spa offer meets the diversity of guests' needs and responds to changing trends. Guests can find: heat and wet experiences through the different amenities available (steam room, sauna etc...) and exclusive treatment rooms with The Spa Suites where massages and ceremonials can indulge the guest in an exquisite environment. Each Sofitel Spa offers a range of treatments catering for the needs of the guests, whether face, body or hair treatments; massages, baths or wraps.



The network offers distinct type of spas tailored to the need of clients: urban spas dedicated to relaxation and revitalization like that of the Sofitel Scribe in Paris; more leisure oriented spas like that of the Sofitel El Gezira in Cairo where taking the time to indulge yourself is part of the experience; and iconic spas in legendary hotels like the Santa Clara

Sofitel Palais Jamai Fez Morocco



FITNESS PHILOSOPHY

Sofitel has created fitness rooms, which work around the busy traveller's hectic schedule.

All Sofitel fitness rooms offer a blend of performance and freedom of use bringing the latest exercise technology: treadmills, exercise bikes, cross trainers, rowing machines, multi-gyms, etc. Attentive service enable guests to get the most out of their session.

Sofitel Los Angeles USA

THE PHILOSOPHY



Sofitel El Gezira Cairo



ART OF GASTRONOMY

Sofitel turns the art of gastronomy into an essential component of its new positioning and *art de recevoir à la française*. At Sofitel, guests are invited to a delectable feast of the senses, where Food & Beverage is fully part of the Sofitel experience. What inspires Sofitel in its food and beverage is the movement between the past and the present, French inspired and drawing on the best of local cultures.

The brand benefits from a long-standing partnership with some renowned chefs, and is proud of its partnership with Lenôtre where chefs from Lenôtre share their know-how with chefs at Sofitel. At the newly opened Sofitel Wanda in Beijing, the hotel boasts a Pré Lenôtre restaurant.

There are just as many types of Sofitel cuisine as there are Sofitel hotels: some of the newest are at the Sofitel Los Angeles where Chef Kerry Simon offers a contemporary and distinctly American menu, and Latitude 16 and the Wakaba Bora Bora at the Sofitel Bora Bora Beach Resort which offer, respectively, a blended menu of local, French and international cuisine. Whether Sofitel is reveling in local produce or tempting its guests to visit far off culinary horizons, Sofitel always offers creative and contemporary cuisine. Sofitel cuisine is continually reinventing itself to adapt to new tastes and evolving trends. Four values drive Food & Beverage at Sofitel:

Quality, the quest for the best
Simplicity, the will to make the guest experience accessible and friendly
Authenticity, the use of the best local products
Connectivity, where the Sofitel experts transmit some of their expertise to guests and allow for sharing *savoir-faire* as an integral part of the Food & Beverage experience.

SOFITEL RITUALS FOR FOOD & WINE

Sofitel, the ambassador of French taste, knows better than anyone that food is a universal language. Through a number of food rituals, Sofitel

will introduce guests to a number of experiences, surprise them and awaken their senses. These rituals will unleash emotion, create a link between Sofitel and its guests – that of good taste.

The bread ritual: No meal is complete without it, and nothing is more symbolically French than the Baguette. Every bakery basket at Sofitel will feature the best classic Baguette along with local breads.

The breakfast ritual: Sofitel guests can enjoy croissants for breakfast. So symbolic of France, although arguably not French in origin, croissants have developed over time with French flair and have become more than the “cakey” pastry that started in Vienna in the mid-nineteenth century. In each Sofitel, local breakfast specialities perfectly compliment this French tradition.

The patisserie ritual: A tray of Parisian Pastries is offered to each Sofitel guest after the main course. It is believed that patisserie originated in Vienna with Marie Antoinette or in Poland, with Maria Leszczynska. Whatever the case, it is the French who have made patisserie one of the world’s favorite sweet treats.

The wine ritual: Sofitel wine lists showcase French wines and the best of its host country. The Sofitel Wentworth Sydney thus offers Australian and New Zealand wines alongside imported French wines. In France, the French touch is about finding unknown wines from Petit Terroirs, which have in themselves a story to tell.

The cheese ritual: All Sofitel restaurants except speciality ones have a cheese board with at least three French cheeses and a choice of local items.

SOFITEL RESTAURANTS AND BARS

Sofitel hotels all feature several restaurants, offering guests the choice of unique dining adventures. Bars offer the very best wines, champagnes, cocktails and spirits.



INNOVATION AND DESIGN



THE SOFITEL SIGNATURE



Sofitel Water Tower Chicago

INNOVATION

Innovation is a priority for Sofitel whether it is anticipating long term space evolution, creating new materials and technologies or taking into account the environment. Sofitel worked on the modularity and flexibility of its rooms in a context of maximizing space and increasing open space. Sofitel developed a unique well-being bedroom concept with an innovative layout:

A MYBED area, which represents 25% of total room area as the bed has become a fundamental part of the overall experience and is no longer for sleeping only but

becomes also a living area to work and get connected;

A Bathroom or *Salle de Bien*, with a focus on *bien-être* rather than purely hygiene, with a surface representing 35% of the total room area.

A lounge area with a sofa and table, taking up 40% of total room area.

ARCHITECTURE & DESIGN

Architecture and design are at the heart of Sofitel's project, each hotel being unique, and with its own signature. The most prestigious architects and designers work with Sofitel, from Jean-Paul Viguier to Pierre-Yves Rochon, incarnating the French touch. The world-renowned architect Jean Nouvel, famous for the Torre Agbar in Barcelona and the recent Quai Branly Museum in Paris, is the latest to work with Sofitel on a new property in Vienna, due to open in 2009.

FOCUS ON THE SOFITEL CHICAGO WATER TOWER & JEAN-PAUL VIGUIER

The hotel is a 32-floor prism of glass embracing modern design and rich architectural legacy. Architect Jean-Paul Viguier, creator of the headquarters of France Télévision in Paris, decided to play with light by selecting an ultra-white silkscreen glass and light panoramic windows for a contrasting effect, and to distinguish the Sofitel Chicago Water Tower from the nearby buildings. The building has an elliptical base, with an esplanade open to the passers-by who, looking upward, discover a 32-story shining white tower that dynamically projects its shadow onto the street, and which like the prow of a ship, becomes ever so slender at the top.



Sofitel Bayerpost Munich Germany

FOCUS ON SOFITEL & PIERRE-YVES ROCHON

An interior designer and a discrete, erudite figure in the world of large-scale decoration, Pierre-Yves Rochon settled in Paris in 1979, and has designed numerous interiors for great hotels and palaces throughout the world. A contemporary French-style artist, he draws his elegance from a subtle fusion of the "belles époques", from the 18th century to the 1930s. Sofitel is privileged to have worked with Pierre-Yves Rochon, who designed Le Faubourg in Paris, the St James in London, the Lafayette Square in Washington DC, the Chicago Water Tower and the Sofitels in New York, Tokyo, Buenos Aires and Cairo and the newly opened Sofitel El Gezira in Cairo. A highly skilled expert with a proponent of a level of excellence that is appreciated throughout the world and the elegant advocate for a new French "art de vivre".



SO BY SOFITEL

STYLE & SOUL

SO BY SOFITEL

Sofitel is creating a new brand portfolio under the name So by Sofitel dedicated to trend conscious consumers.

So by Sofitel is a re-interpretation of boutique hotels, expressing the essence of the city – style along with a strong creative theme – soul. So by Sofitel reconciles design and pleasure for community oriented trend conscious consumers.

Each So by Sofitel property will be of intimate size, with 80 to 200 rooms, strongly expressing the destination, with a “signature” from renowned designers or artists and a clear focus on a highly trendy bar.

NETWORK & PERSPECTIVES

The first So by Sofitel will open its doors in 2009 in Paris, replacing the current Sofitel Arc de Triomphe property, followed by So Berlin, which will replace the existing Sofitel Gendarmenmarkt.

So Paris will bring together Parisian chic, the city style, and food attraction, the hotel soul.

Each hotel will be a chapter of a global story -So Berlin, So Shanghai, So Amsterdam and So on – with an overall objective of 20 hotels.



SOFITEL LEGEND

THE TREASURES OF SOFITEL

Sofitel is creating a new brand portfolio under the name Sofitel Legend to regroup the legendary properties, already the unique treasures of the network. These hotels include palaces, city palaces and destination hotels and resorts.

Each one of the existing properties is among the best in the destination, where guests will be indulged in luxury-class service such as personal Butler Services and the best chefs, *pâtissiers* and sommeliers in the world. Each Sofitel Legend will be resplendent in atmosphere and will be distinguished by rich décor and surroundings, fine dining restaurants, legendary bars, iconic spas and exceptional suites.



Sofitel Metropole Hanoi Vietnam

NETWORK AND PERSPECTIVES

Approximately seven Sofitel hotels will become Sofitel Legend properties over the next two years: the Grand in Amsterdam, Netherlands; the Palais Jamaï in Fez, Morocco; the Winter Palace in Luxor, Egypt; the Old Cataract in Aswan, Egypt; the Santa Clara in Cartagena, Colombia; the Hua Hin resort in Thailand; and the Metropole in Hanoi, Vietnam, which will be the first hotel to open under the Sofitel Legend ensign in mid-2008

SPONSORSHIP AND PATRONAGE



BRAND TERRITORY OF EXPRESSION

Sofitel has chosen two complementary axis of sponsoring and culture patronage, which reflect the brand's positioning and values. Sofitel's commitment to Golf and to Cinema enables the brand to be associated with major international events.



SOFITEL & 'LE' GOLF

As an advocate of a certain way of life, Sofitel shares golfing values: passion for precision, a spirit of conviviality and the quest for perfection.

In 2007, for the second year in a row, Sofitel sponsored the Evian Masters, in France. The Sofitel "Swing & Chic" prize, especially created for this major international women's golf competition, honors these women, who are great travelers, proven competitors, modern in the game and in life.

Sofitel also participates in many events throughout the world such as the Omega China Tour, the Asian Tour, the Sofitel Golf Challenge (PGA-Germany), and the Sofitel Biarritz Cup...

From Marrakech to Angkor, from China to Mauritius, Sofitel invites amateurs of swing to privileged addresses throughout the world, to singular encounters between unique places and exceptional greens. Golf is an original means of discovering fabulous destinations and enjoying the Sofitel experience differently.

SOFITEL & 'LE' CINEMA

Emotion, evasion and culture are values Sofitel shares with cinema.

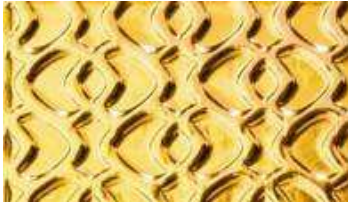
Luxury hotels have always inspired and welcomed the greatest filmmakers. And so it was, that the Sofitel Old Cataract in Aswan, Egypt was chosen to film "Death on the Nile," based on the novel by Agatha Christie. The link between Sofitel and the 7th Art goes back to the origins of cinema. The Lumiere brothers' first public cinema projection was organized at the Sofitel Scribe, in Paris, France, in 1895!

For those reasons, Sofitel has chosen cinema as a strategic orientation for international communication and signed in 2007 a patronage agreement with Unifrance, an association that promotes French cinema around the world.

Concurrent with its patronage initiative, Sofitel will actively support Unifrance during major international gatherings dedicated to cinema by creating highlight moments with events in Venice, Beijing, Toronto, Zurich, Cannes, etc.

This commitment is the first international initiative of the brand in favor of the 7th Art.

VISUAL IDENTITY AND WEBSITE



A NEW LOGO & SYMBOL

A NEW VISUAL IDENTITY FOR A BRAND REINVENTED

Sofitel's new logo embodies the new brand using a contemporary, pure and simple typography. Powerful and innovative, the logo announces the positioning by adding "luxury hotels" below the core brand name.

Inspired by the codes of French luxury, Sofitel desired a strong symbol to better illustrate the new positioning. The symbol came from the "O" in the brand's name, which represents a world, Sofitel's world. Two O's together tell the whole story: two links of a chain linking two worlds, connecting cultures, employees and guests. This symbol -the link -works like a seal.

With this symbol, and everything it represents, Sofitel created a pattern that weaves together the links into a subtle mesh of elegance and excellence. As part of the brand's whole language of signs, it becomes a décor or is used as part of a discreet detail, such as the lining of a tailored piece of clothing.

The roll out of the new visual identity has already begun with newly opened properties, and is expected to be completed by end of 2008.

THE NEW SOFITEL.COM

Sofitel invites guests to a journey of initiation on Sofitel's brand new website www.sofitel.com, with the new visual identity, eye-catching visuals, and new reservation features. Browsing is more intuitive, with a more visible search engine and new entries by theme.

Each hotel has its own page, with full details on the venues: rooms; suites; restaurants; spa and meeting rooms. Guests can also find information on each of the destinations.

The website also has an area dedicated to special offers and packages, to meet all travelers desires and needs. Guests can book offers such as "An air de romance" where flowers and chocolates are arranged in the room to create an element of surprise and romance, or "On the fairways" where special golf related treats await guests.

Companies can make an online request for a meeting room, access the corporate offers and get an immediate quote. Events such as weddings can also be reserved.

The new Sofitel.com is the first step of an unforgettable experience... and also an important tool in the distribution plan.



HISTORY OF SOFITEL



Sofitel Saint James London England



Sofitel Water Tower Chicago US

FROM 1964 TO TODAY

1964: First Sofitel opens in Strasbourg: the hotel belongs to a subsidiary of Parisian and Dutch banks.

1974: First Sofitel in the United States, in Minneapolis.

1979: Sofitel merges with UTH hotels (part of UTA airline), introduction of Sofitel Maeva, Sofitel Moorea, hotels in Africa, etc.

1983: Creation of the Accor group

1991: Sofitel merges with 72 Pullman hotels (Arc de Triomphe, Sofitel Roma, Sofitel Madrid Plaza de Espana, etc)

1995: The Sofitel network has 100 hotels, 18,472 rooms, 12,500 employees, throughout the world in 40 countries 1997: Sofitel enters the organization of the multi-brand Accor group 2000:

Opening of the Sofitel Philadelphia and the Sofitel New York. 2002: International development dynamic: opening of hotels in Europe (London, Marseille, Cologne), Africa (Marrakech), North America (Chicago, Washington, Montreal), South America (Quito), and Asia (Shanghai, Bangkok).

2004: Sofitel opens 31 hotels, of which 20 are Dorint hotels, in Germany, Austria, the Netherlands and Spain.

2005: Sofitel continues its development in Asia, Australia, New Zealand, the Fiji Islands, Tunisia, the United Kingdom and Spain.

2006: Sofitel makes further developments in Belgium, Brazil, Poland, Saudi Arabia, and Thailand and opens eight new hotels in China. At the same time, the brand carries out important renovation works within its network, in the style of the Sofitel Los Angeles (United States) or the Sofitel Scribe (France).

2007: Sofitel announces worldwide brand repositioning and its strategic plan to elevate the brand into the premium-end of the international luxury hotel market.

Sofitel becomes an independent business within the Accor group.

SOFITEL BUSINESS OFFERS



ADDED VALUE TO MEETING ORGANIZATION

INSPIREDMEETINGS

Because each meeting is different, Sofitel has created its "InspiredMeetings" offer, bringing real added value to traditional meeting structures. Sofitel proposes tailor-made solutions for the needs of each and every company, from a small committee meeting to the organization of prestigious events.

An "InspiredMeetings" planner leverages three core goals – connecting, stimulating and impassioning people – to turn every meeting into an inspiring moment. Sofitel's "InspiredMeetings Tool" combines six key criteria for personalization: customized meeting rooms; cutting-edge technology; fine banqueting; tailored activities; custom-arranged rooms; and on-demand services.

On the meeting day, an "InspiredMeetings" Concierge is dedicated to each client, to ensure that everything goes smoothly and as planned. Last-minute details are handled swiftly and efficiently, and even anticipated, for a fully successful event.

ON-LINE MEETING PLANNER

In order facilitate the organization of meetings; Sofitel has developed an on-line reservation service for all kinds of business events. Whether it is to book a meeting, a residential seminar or a perk, www.sofitel.com/meetings offers a fast, easy and efficient service. Clients can choose from a selection of Sofitel hotels, all in desirable locations, which are specially designed for the business world catering for every requirement, from the biggest to the smallest.

Three step reservation in a few clicks and a response within 24 hours:

Search for Sofitel hotels

Check out www.sofitel.com/meetings to search for the hotel that best suits your

Professional needs in Europe, America, Africa, the Middle East or Asia

Create an account or log in

Sofitel guests are recognized for all their meeting requests by creating an account or by entering their username and password.

Request a quote

Once you have made your selection, your quotation request is sent directly to the hotels. Sofitel commits to reply within 24 hours.

MEETING ROOMS

In every hotel, Sofitel has numerous meeting rooms dedicated to the business world, combining modularity and comfort, offering both maximum confidentiality and services. Sofitel meeting rooms feature top quality materials, warm decor, ergonomically designed furniture and the latest technology. Everything has been designed to offer the business traveler refined service and optimum efficiency.

Sofitel also provides business centers in each hotel. These private work areas offer all necessary office equipment, including a microcomputer with Internet access, laser printers, scanners, color copiers with sorting machine, etc.

BOARD ROOMS

Built into the more recent Sofitels, the Board Rooms provide the ideal conditions for organizing meetings and seminars with all the benefits of the latest technology and maximum confidentiality. Sofitel devotes these exclusive rooms to clients organizing meetings for 10 to 30 people who wish to benefit from a space that fulfils their comfort, communication and image requirements.

SOFITEL AWARD WINNERS HOTELS IN SOUTH AMERICA

Sofitel hotels in South America are winners of important tourism and gourmet awards

In 2007, hotels of the group consolidate the high standard of luxury-hotel brand Sofitel with prizes from magazines Condé Nast Traveler, Guia 4 Rodas, Gula and Caio awards

The hotels of luxury-hotel brand Sofitel, located in 12 places in South America, in cities of Argentina, Brazil, Colombia and Peru confirm the quality of its products and services with several awards received in 2007. The most recent award was given by the reputable American magazine Condé Nast Traveler to Sofitel Buenos Aires, elected as one of the best hotels in South America as a result of a survey with 500.000 readers. The same magazine has listed ten Sofitel hotels in its List: World's Best 700 Hotels, Resorts and Cruise Lines" special issue.

Another important award was conquered by Hotel Madero by Sofitel, located in the city of Buenos Aires, Argentina. Olivier Falchi, executive chef of this hotel, has won the Argentinean gourmet contest *Manos a las Ollas 2007* with an exclusive recipe prepared with his sous chef Alejandro Bontempo. They had also won the famous contest *Gran Concurso Culinario Azteca México 2007*, holding the first position in the contest selection of *Bocuse D'Or América Latina 2007*, so that they guarantee their participation in the prestigious international edition of the contest in Paris, in 2009.

In Brazil, Sofitel Rio de Janeiro was the highlight of "The Best of Guia Brasil 2008" award, by Guia 4 Rodas, as winner of "hotel of the year" and "chef of the year" for Roland Villard, responsible for the restaurant Le Pré Catalan.

The award of magazine Gula, focused in gastronomy issues, has also regarded Le Pré Catalan as the "best French restaurant" and "best restaurant in a hotel" in Rio de Janeiro. In São Paulo, the restaurant P. Verger, headed by the chef Patrick Ferry, was voted as the third "best restaurant in a hotel".

The main Brazilian award in corporate events, the Caio Awards, has listed three properties of the group as some of the best in the country: Sofitel Rio de Janeiro, Sofitel Florianópolis and Sofitel Jequitimar Guarujá.

Once again, Sofitel brand reassures its French identity with hotels which are synonym of sophistication, gourmet cuisine and privileged location, through the recognition of valuable publications and associations of key sectors to its business.