



# ACCOR French Polynesia Appoints Inetasia Solutions As Its Digital Marketing Partner

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*Accor French Polynesia has appointed leading Asian independent Internet consultancy Inetasia Solutions Limited as its digital marketing partner to help raise its online profile and manage online advertising initiatives.*

PR9.NET August 28, 2007 - Tahiti, French Polynesia - Accor French Polynesia, the French Polynesian division of Accor, the world's largest hotel and tourism group, has appointed leading Asian independent Internet consultancy Inetasia Solutions Limited as its digital marketing partner.

Inetasia's specialist digital marketing division will provide Search Engine Optimization and press release and content syndication services to help Accor French Polynesia promote its recently launched portal at [http://www.accorhotels.pf?DCSext.dept=2&WT.mc\\_id=100034](http://www.accorhotels.pf?DCSext.dept=2&WT.mc_id=100034). The goal of this activity is a long-term increase in Accor French Polynesia's listings on the major Search Engines (Google, Yahoo and MSN) for high-value keyphrases used by vacationers and honeymooners to find luxury accommodation. Inetasia targets placements in the top 30 positions on Google, Yahoo and MSN, which covers approximately 85% of web search traffic. The company uses safe ("white hat") link-building, Web 2.0 and content syndication techniques to draw more high-quality traffic to client websites. Inetasia will additionally provide Pay-Per-Click and banner campaign planning, design and management services.

"Inetasia has worked with Accor on numerous digital marketing, web analytics and website development projects in Asia," said Mr. Gregory Smyth, CEO of Inetasia. "We are delighted to extend our relationship and to be given the opportunity to work with Accor French Polynesia."

French Polynesia is one of the world's most breathtaking and romantic vacation and honeymoon destinations, encompassing the popular resort islands of Tahiti, Moorea, Bora Bora and Rangiroa. The islands of French Polynesia offer stunning scenery, with crystal blue lagoons, lush vegetation and an abundance of marine life. Polynesian culture is relaxed and welcoming, with numerous colourful festivals throughout the year.

Accor's six exclusive resorts in French Polynesia offer the perfect base from which to explore this beautiful destination. Guests can choose from Sofitel Tahiti Resort, Sofitel Moorea, Sofitel Bora Bora Resort, Sofitel Motu Bora Bora a private island paradise, Novotel Bora Bora Beach Resort and Novotel Rangiroa Lagoon Resort. All resorts offer outstanding natural beauty, sparkling turquoise waters, and all the romance of the South Seas to travelers, divers and honeymooners in search of the ultimate paradise island experience.

Inetasia's ongoing digital marketing services will help promote French Polynesia as a travel destination, and will encourage visitors to choose accommodation at an Accor property for their luxury vacation or honeymoon.

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## About Inetasia Solutions Ltd.

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