



GRAND MERCURE  
HOTELS AND RESORTS

# WHY INVEST IN GRAND MERCURE

ACCOR GLOBAL DEVELOPMENT  
FEBRUARY 2019







GRAND MERCURE  
HOTELS AND RESORTS

## Bringing Stories to Life

---

Around the world, Grand Mercure revisits the singularity of each culture with a modern premium flair, surprising and inspiring guests to rediscover the uniqueness of a culture.

Tailored by the locals for the locals, each hotel captures the essence of the country's culture to recreate experiences tailored to the local way of life, whilst guaranteeing premium international standards.

SINCERE   POURD   LOCALLY TAILORED  
CONTEMPORARILY REINTERPRETED

# Grand Mercure Top 3 USPs

---

## A BRAND TAILORED TO THE LOCAL MARKET

- Brand tailored in each market, by the locals for the locals
- A design & atmosphere that resonates with the locals, with great cultural sensitivity
- A service offering adapted to the local market
- Relevance for both domestic market as well as the international visitors seeking authentic local experiences



## INTERNATIONAL BRAND POWER

- Guarantee of Consistent Premium International service standards, answering needs & reassuring locals and international travellers alike
- International brand power with associated distribution eco-system, awareness and prestige perception
- Modern service & perception relevant to today's traveller seeking simple yet innovative and premium experiences



## FLEXIBILITY & AFFORDABLE COMPETITIVENESS

- Flexible space brand programming and local providers usually enabling lower development costs
- Great for conversion of existing building/hotels
- Great for development from Tier 1-3 cities

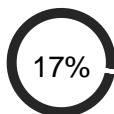
# Network & Pipeline



Geographical split

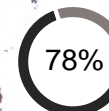
## Americas

Network  
8 Hotels  
2,069 Rooms



## Asia Pacific

Network  
43 Hotels  
9,530 Rooms

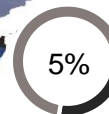


Pipeline  
19 Hotels  
4,678 Rooms

## Africa – Middle East

Network  
2 Hotels  
552 Rooms

Pipeline  
7 Hotels  
1,675 Rooms



## OPERATING MODE

80%  
Managed

20%  
Franchised

53

HOTELS

12,151

ROOMS

13

COUNTRIES IN 2018

26

NEW HOTELS BY 2023

6,353

NEW ROOMS BY 2023

Official figures as of end 2018

WHY INVEST IN GRAND MERCURE | NETWORK & PIPELINE | 4



**Mysore**  
**India**  
**146 Rooms**

---



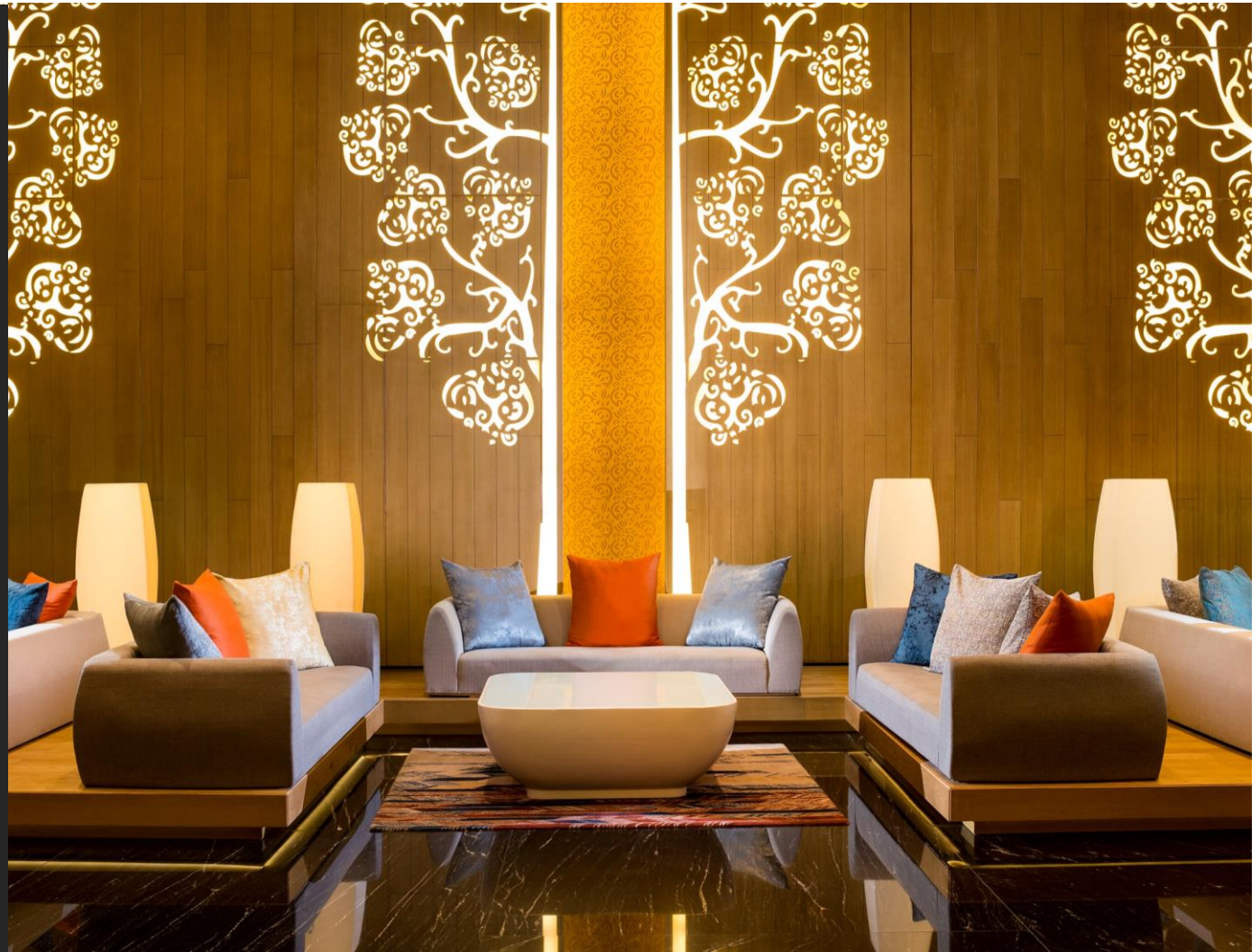
**Zhengzhou West  
China  
180 Rooms**

---





**Jakarta Kemayoran  
Indonesia  
483 Rooms**



**Phuket Patong  
Thailand  
314 Rooms**

---





**Sao Paulo  
Vila Olimpia,  
Brazil  
213 Rooms**

---



**Yangon  
Golden Empire,  
Myanmar  
175 Rooms  
June 2018**

---





**Foshan Jinsha  
China  
219 Rooms  
October 2018**

---



## AFRICA – MIDDLE EAST

GRAND MERCURE ABUJA, NIGERIA 105 ROOMS, JULY 2020  
GRAND MERCURE MAJLIS MUSCAT GHALA, OMAN 150 ROOMS, JANUARY 2021  
GRAND MERCURE MAJLIS DOHA C-RING ROAD, QATAR 283 ROOMS, JANUARY 2020  
GRAND MERCURE MAJLIS JEDDAH, SAUDI ARABIA 250 ROOMS, JANUARY 2021  
GRAND MERCURE DUBAI SHEIKH ZAYED ROAD, UNITED ARAB EMIRATES 364 ROOMS, JANUARY 2020  
GRAND MERCURE AL GARHOUD, UNITED ARAB EMIRATES 357 ROOMS, JUNE 2020  
GRAND MERCURE DUBAI JUMEIRAH TRIANGLE, UNITED ARAB EMIRATES 166 ROOMS, JUNE 2020

## ASIA – PACIFIC

GRAND MERCURE KHAO LAK BANGSAK, THAILAND 198 ROOMS, FEBRUARY 2020  
GRAND MERCURE GUANGZHOU NEW TOWN, CHINA 225 ROOMS, APRIL 2019  
GRAND MERCURE PANJIN, CHINA 250 ROOMS, OCTOBER 2019  
GRAND MERCURE ANHUI TAIHE, CHINA 300 ROOMS, DECEMBER 2020  
GRAND MERCURE NANCHANG AN'YI, CHINA 280 ROOMS, DECEMBER 2020  
GRAND MERCURE WUHAN AIRPORT, CHINA 240 ROOMS, DECEMBER 2020  
GRAND MERCURE WUHAN OPTICS VALLEY, CHINA 110 ROOMS, DECEMBER 2020  
GRAND MERCURE XI'AN XIXIAN, CHINA 416 ROOMS, DECEMBER 2020  
GRAND MERCURE SANYA GUANGWU, CHINA 350 ROOMS, DECEMBER 2021  
GRAND MERCURE ANSHAN, CHINA 242 ROOMS, DECEMBER 2022  
GRAND MERCURE GUIYANG JINYANG, CHINA 268 ROOMS, DECEMBER 2022  
GRAND MERCURE SHIYAN, CHINA 200 ROOMS, DECEMBER 2022  
GRAND MERCURE MAHA CIPTA PALEMBANG, INDONESIA 220 ROOMS, JANUARY 2024  
GRAND MERCURE MAHA CIPTA MIRAMA MALANG, INDONESIA 240 ROOMS, SEPTEMBER 2021  
GRAND MERCURE MAHA CIPTA BALI LEGIAN RESORT, INDONESIA 268 ROOMS, MAY 2021  
GRAND MERCURE MAHA CIPTA SURABYA MARGOREJO, INDONESIA 241 ROOMS, DECEMBER 2019  
GRAND MERCURE BENGALURU AT GOPALAN MALL, INDIA 206 ROOMS, JANUARY 2020



## Upcoming Opening

---

**Abuja  
Nigéria  
105 Rooms  
July 2020**

---



# Grand Mercure Passions

Shared around the world, tailored locally with integrity, revisited with a modern premium brand flair



Passion F&B  
**TASTE OF PLACE**



Passion Design  
**SENSORIAL IMMERSION**



Passion Entertainment  
**REVIVED RITUALS**



Passion Wellbeing  
**LOCAL WAY OF BEING WELL**





PASSION FOR RECREATING

## A Taste of Place

---

All dimensions of the local food culture are showcased: exciting Signature dishes or brews, reinvented street food, and traditional welcome delights...a revisited and inspiring local taste, endorsed by the locals.



A PASSION FOR RECREATING

## Sensorial Immersion

---

Grand Mercure harmoniously combines and reinterprets local attitudes, atmospheres and settings to awaken all senses.





A PASSION FOR RECREATING

## Revived Ritual

---

Each hotel embraces & revives selected fundamentals shaping a culture: important celebrations, a sense of etiquette & daily rituals to (re)discover, moments of conviviality & quality family time associated to cultural values...integrated into curated brand experiences.



A PASSION FOR RECREATING

A local way of being well

---

Every country of the world has its own conception of well-being. In its hotels, Grand Mercure embraces each of them accordingly to nurture its guests beyond the doors of the gym and the spa.



# Grand Mercure Concept

## Memories of Home Cooking\*

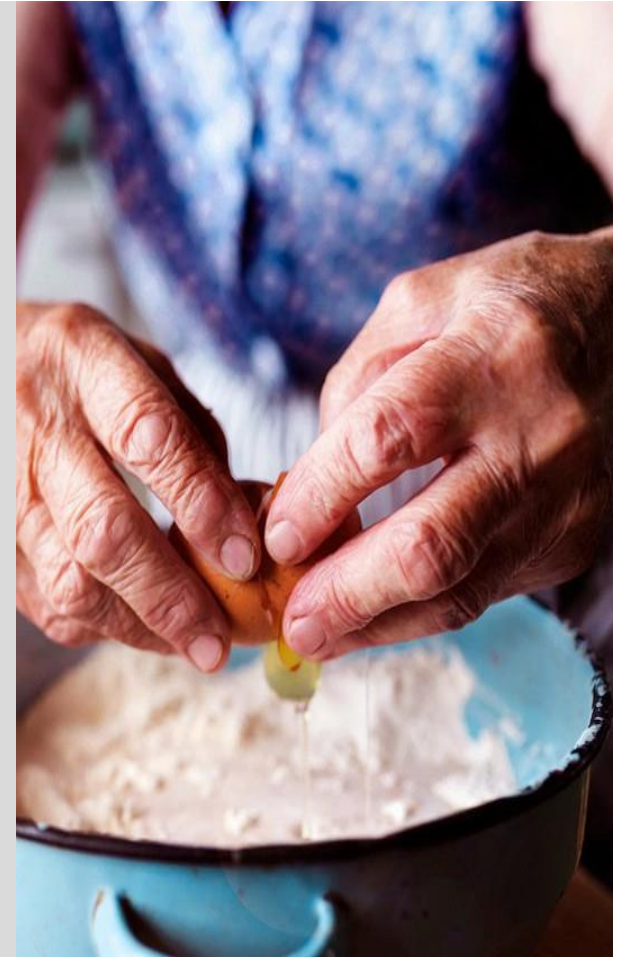


Every culture holds collective memories and behaviors around home-cooked food & rituals.

Every culture holds collective memories and behaviors around home-cooked food & rituals. Grand Mercure revives these memories through flavors, scents and textures, re-introducing them in an engaging way to a contemporary audience.

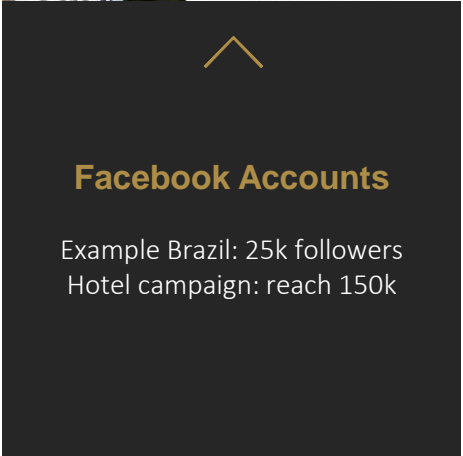
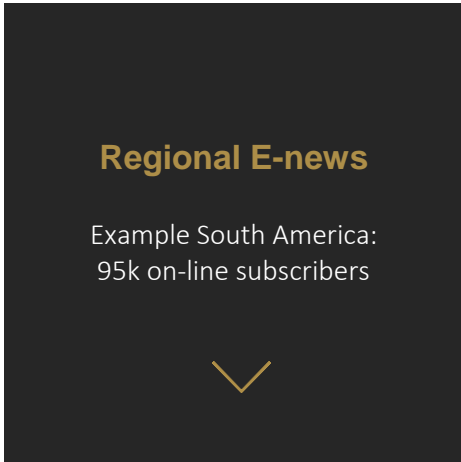
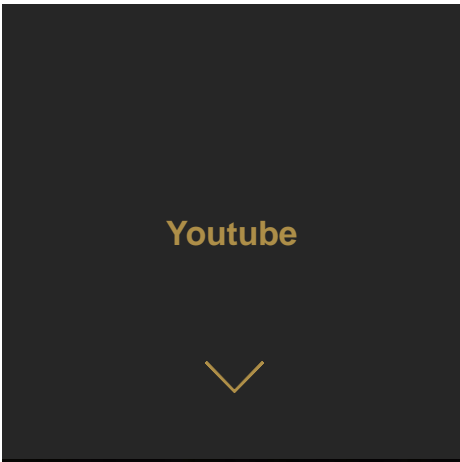
Spanning the entire guest journey, from restaurants to brews, snacks, minibars, and breakfasts, Grand Mercure shapes experiences inspiring guests to reconnect with their cultural roots in a refreshing new way.

*\* Concept currently under definition*



# Social Media

A regional activation for enhanced relevance & reach (examples)





# PR, Events & Partnerships

Local Partnerships & Activation to increase Brand Awareness & Nourish Brand Passions (examples)



**Opening of the Grand Mercure  
Vila Olímpia Sao Paulo**  
More than 500 people attendance



**'Traces of Brasilidade'  
Talk Show**  
Nearly 1 million people impacted



**Brand Partnerships  
in Brazil**  
L'Occitane au Brésil & Orfeu Coffee

## Brand Awareness

Awareness among affluent travelers around 40 % in 5 key markets

- Australia 72%
- Brazil 59%
- Singapore 58%
- UAE/S. Arabia 42%

Our objective is to raise awareness in Key markets for the brand (China, Indonesia, Brazil) and maintain it throughout the network.

Source : BEAM by end of 2018

## Brand Perception

Grand Mercure has a local positioning in each property

- 49% customers think the brand embodies the essence of each local culture
- 47% feel Grand Mercure is a locally rooted elegant hotel

Our objective is to further drive perception of the brand both as a Premium and Locally rooted.

Source : BEAM by end of 2017

## Brand Margin

€45,3

Our objective is to raise brand margin in key markets: China, Indonesia and Brazil.

Source : BEAM by end of 2018

## Reputation Performance Score

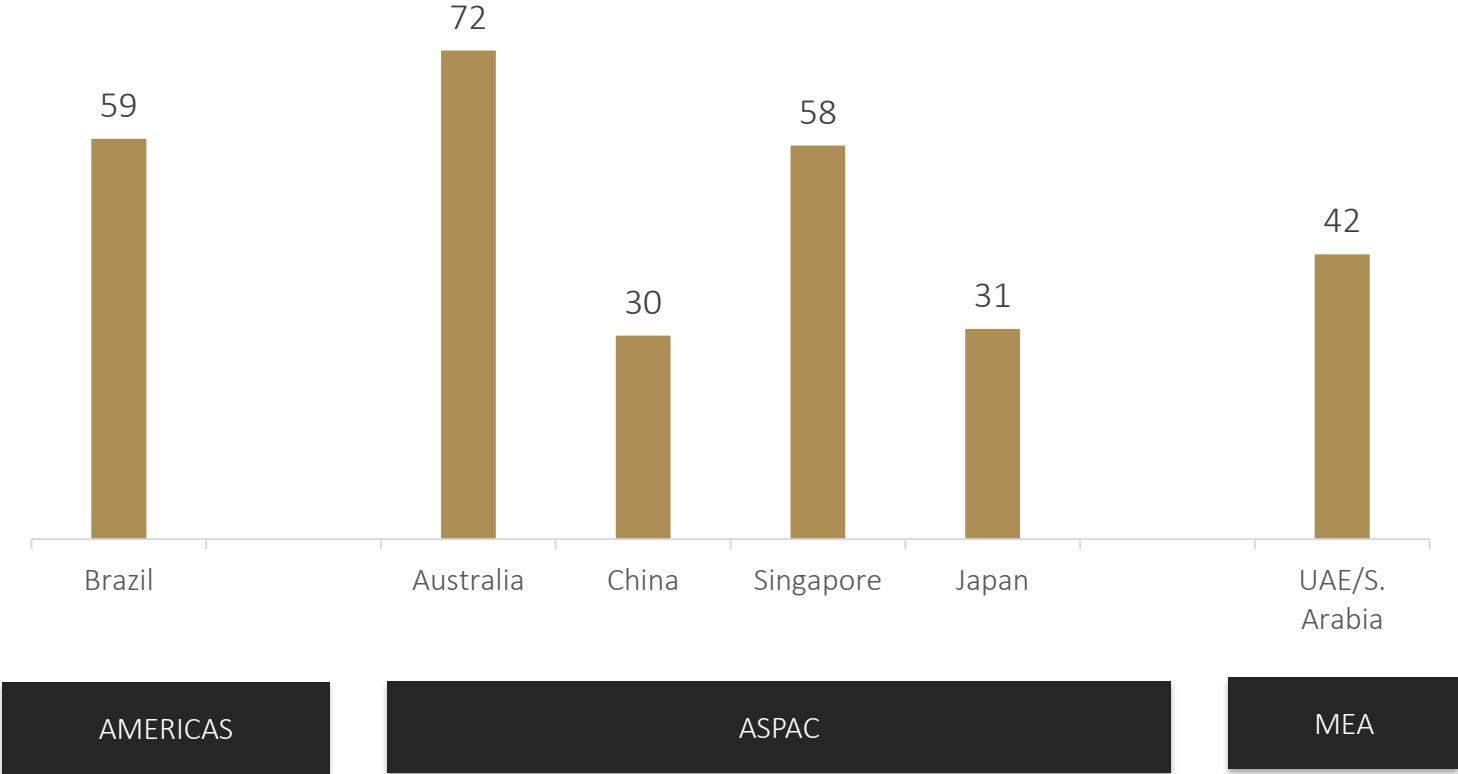
86,7 %

Our objective is to reach 89 by 2021.

Source : TrustYou by end of 2018

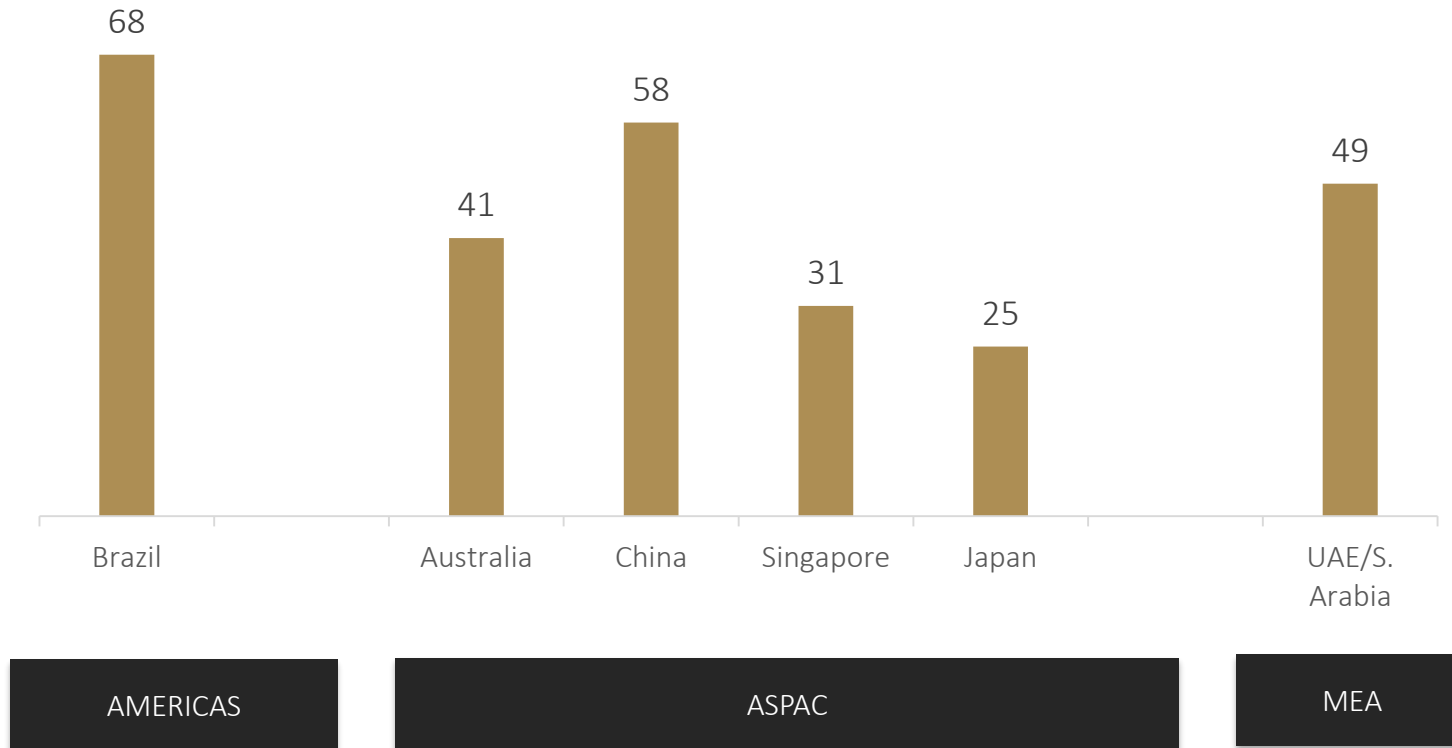


# Brand Awareness (%)



Source: BEAM - Brand Equity & Awareness Monitoring December 2018 |  
Base: Affluent & Luxury hotel users = users having spent at least 1 stay in a luxury hotel over the last 12 months, 6 nights + in any type of paid-for accommodation, top 30% income within country

## Brand Margin (€)



## Brand Margin® in €

Brand Margin® measures the financial premium which the brand name adds to the intrinsic value of the same hotel stay with an unbranded alternative. A Brand Margin® of 10€ means that « Consumers think it is worth paying on average 10€ more per night to stay with brand X compared to an unbranded equivalent ». Base: people having stayed in paid-for accommodation in the last 12 months and somewhat/very familiar with the brand

Brand Margin® in €. Traveller representative  
Figures as of end 2018



# Reputation Performance Score

High Reputation Score in Constant Progression Across the Network

GRAND  
MERCURE  
AVERAGE RPS

86,74%

South  
America  
85%

Asia Pacific  
87%

Africa –  
Middle East  
84%

# Revpar as of end 2018





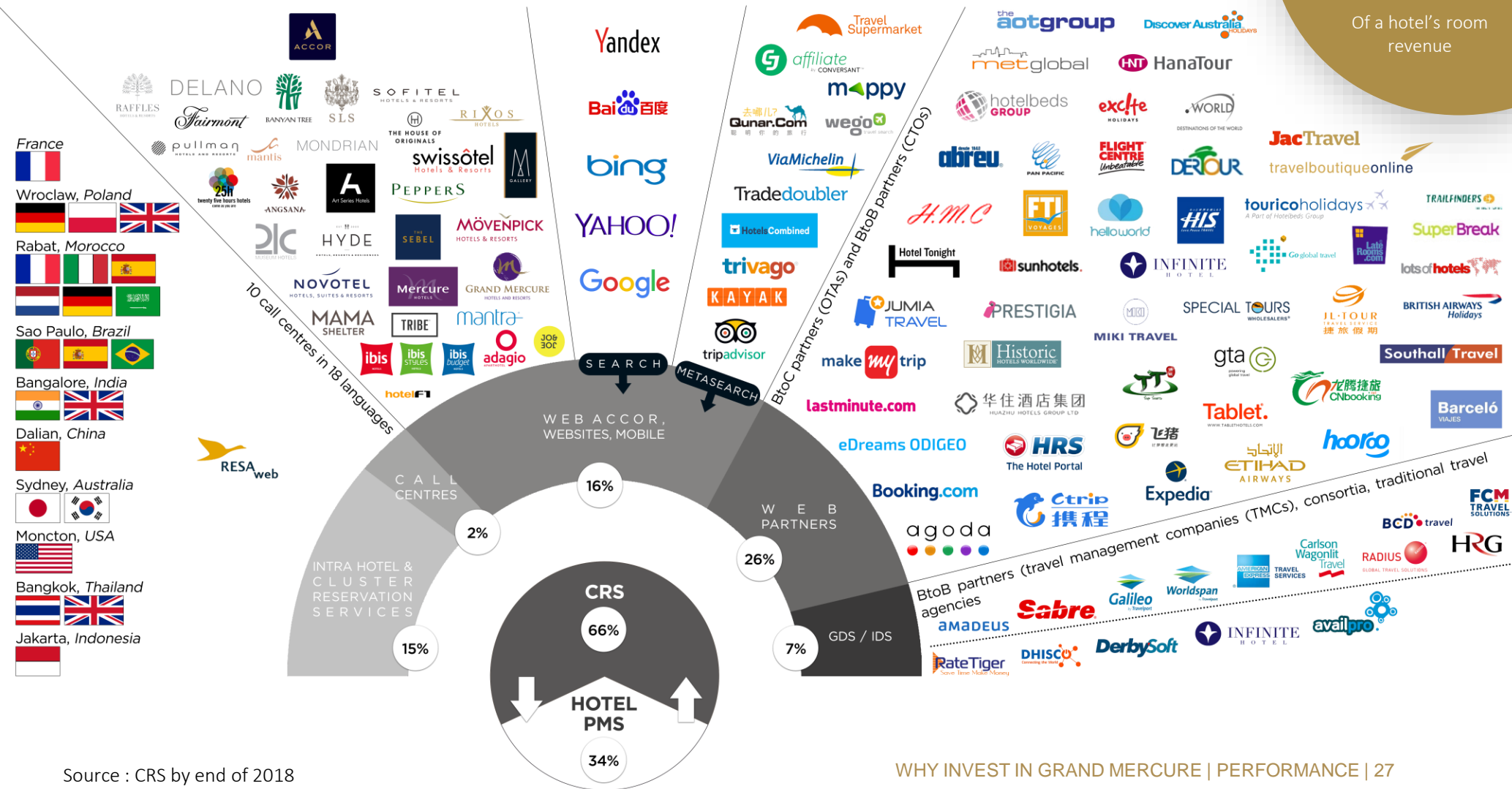
# Accor Distribution Solution

Accor offers > 110 global distribution channels at best market conditions

The central Reservation System (CRS) generates on average

66%

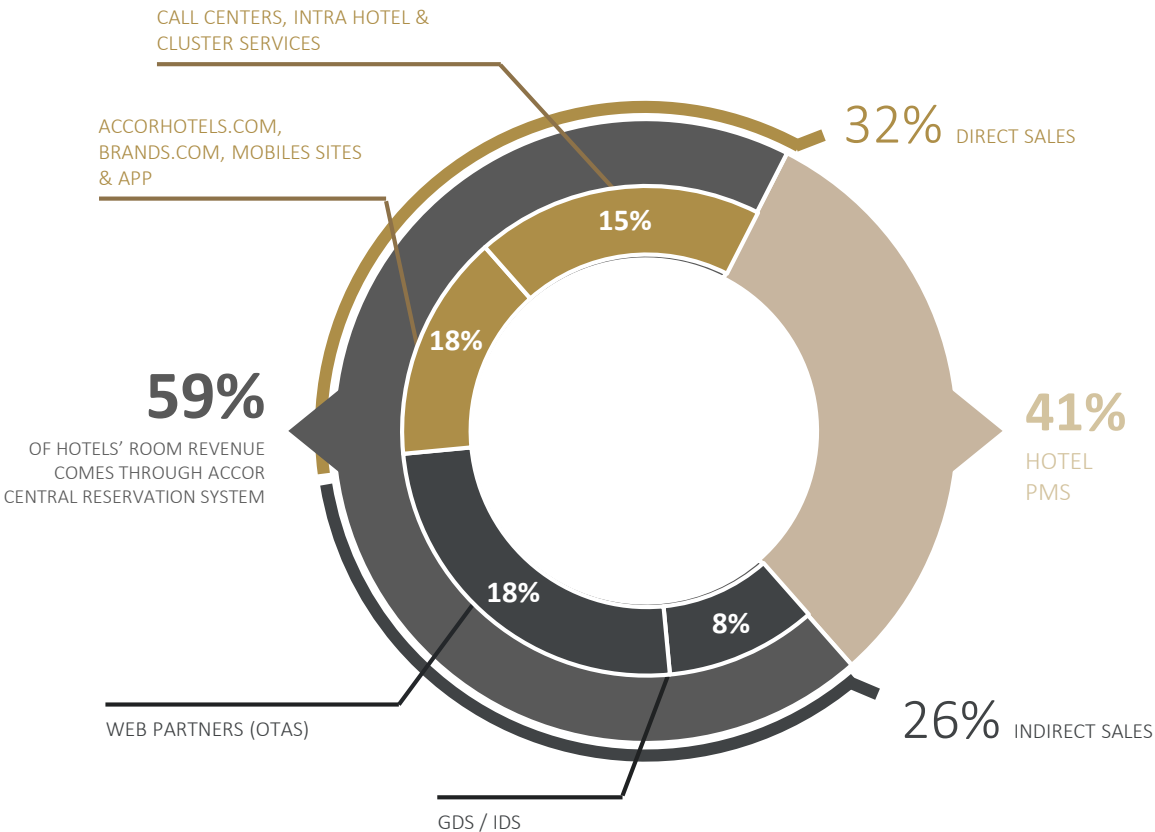
Of a hotel's room revenue



Source : CRS by end of 2018

# Grand Mercure Distribution Performance Powered by Accor

For Luxury & Premium Brands



**FOCUS ON WEB**

**49k**

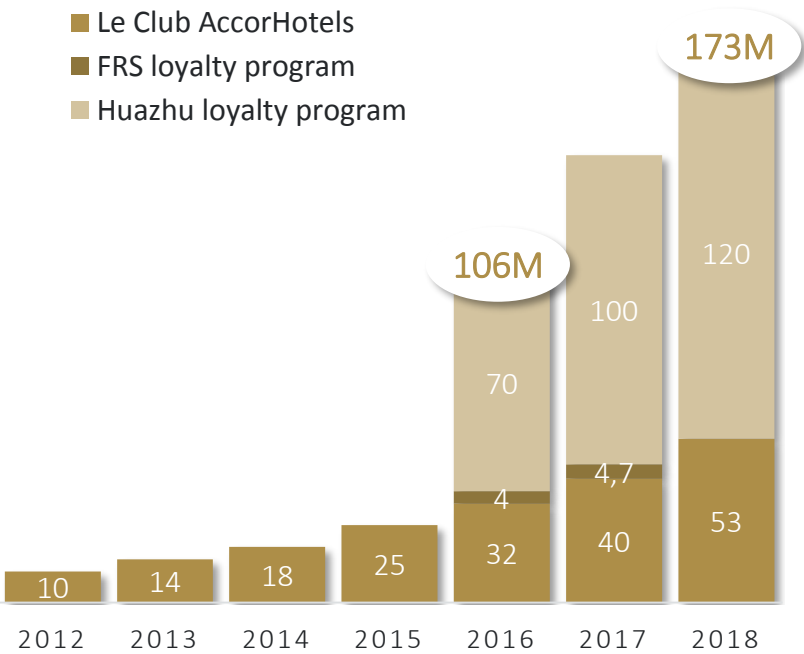
Grand Mercure room revenue



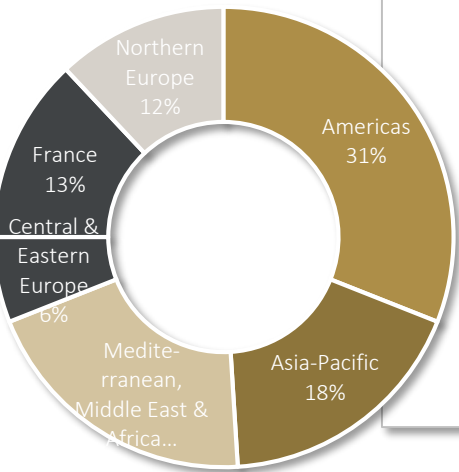
# Accor Loyalty Program

Accor owns the most international and fast growing loyalty program

## Loyalty members worldwide



## Guest origin



## A worldwide program

- 20 brands
- 3,500 hotels in 100 countries
- Free enrollment
- 100% web based program
- Partnerships with major airline loyalty programmes: Skyteam, One World, Star Alliance...

>53 MILLION

MEMBERS WORLDWIDE

+27,700

MEMBERS EVERY DAY

LE CLUB ACCORHOTELS  
REPRESENTS

34.6%

OF ALL ROOMNIGHTS

# Development Criteria

HOTEL	RECOMMENDED NUMBER OF ROOMS	AAA ultra city center location, historic conversion	WORLDWIDE
		150 keys and +	150 keys and +
		24 – 32 sqm	28 – 36 sqm
RESORT	TGFA / ROOM	60 – 70 sqm	80 – 90 sqm
		120 keys and +	150 keys and +
		28 – 36 sqm + balcony	30 – 40 sqm + balcony
FOOD & BEVERAGE	TGFA / ROOM	80 – 90 sqm	80 – 110 sqm
		1 All day dining Specialty restaurant <sup>(1)</sup> 1 lobby bar	
		Bespoke Spa market driven Fitness centre Swimming pool	
MEETINGS & OTHERS		Meeting rooms Ballroom Business centre available Executive Club Kids Club <sup>(1)</sup>	

(1) Based on market demand

	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
INTERNATIONAL CAPITALS	●	●	●
KEY CITIES & RESORTS			
MAJOR DOMESTIC DESTINATIONS	●		
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS	●		





GRAND MERCURE  
HOTELS AND RESORTS

THANK YOU

