GRAND MERCURE

HOTELS AND RESORTS

## *Universally local*

Around the world, Grand Mercure revisits the singularity of each culture with a new eye, surprising and inspiring our guests to rediscover the uniqueness of a culture. Tailored by the locals, each of our hotel invites to a curated and contemporary local immersion in the country they are located, whilst guaranteeing premium international standards.

**grandmercure.com**

**FIND YOUR LOCAL DEVELOPER CONTACT ON GROUP.ACCOR.COM/HOTELDEVELOPMENT**

AUGUST 2020 - PHOTOS © ACCOR PHOTO LIBRARY

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ GREET \ JO&JOE \ HOTELF1

GRAND MERCURE
HOTELS AND RESORTS

CLASSIC - PREMIUM
INTERNATIONAL 4 STARS

**STRONG**
**LOCAL BRANDS**
MEI JUE IN CHINA
MAJLIS IN MIDDLE-EAST...

**91%**
GRAND MERCURE CUSTOMERS SATISFIED OR VERY SATISFIED BY THEIR EXPERIENCE

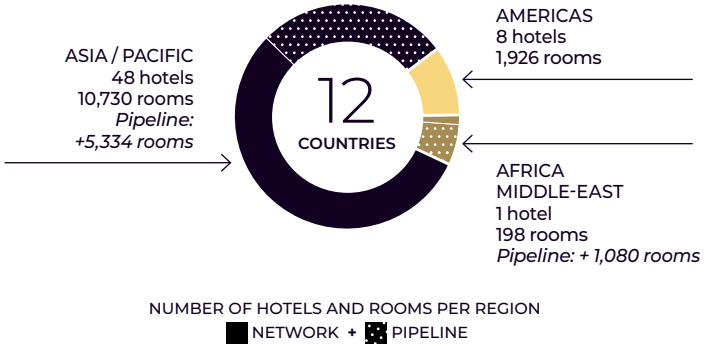
**€48**
BRAND AVERAGE RATE PREMIUM VERSUS INDEPENDENT HOTELS

## Network

**57 HOTELS & 12,864 ROOMS**

## Pipeline

**28 HOTELS & 6,414 ROOMS**




NUMBER OF HOTELS AND ROOMS PER REGION
NETWORK + PIPELINE

## Development

| New Built & Conversion | PRIME LOCATIONS | SECONDARY LOCATIONS | AIRPORTS SUBURBS |
|---|---|---|---|
| CAPITALS, KEY CITIES & RESORT DESTINATIONS | ● | ● | ● |
| MAJOR DOMESTIC DESTINATIONS | ● | | |
| OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS | ● | | |

## Upcoming openings

São Paulo Itaim, Brazil (2020)
Dubai Airport, U.A.E., 361 rooms (2020)
Hanoi, Vietnam, 179 rooms (2020)
Khao Lak Bangsak, Thailand, 198 rooms (2020)
Xi'an Xixian, China, 416 rooms (2022)

## Top 3 unique selling propositions

**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.

## Passions

**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.

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

**Revived rituals.**
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.

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

## Programming

| ROOMS | ● URBAN | ● RESORTS |
|---|---|---|
| — Average number of rooms | ● 150 and + | ● 150 and + |
| — Room average size (1) (sqm) | ● 28-36 | ● 30-40 + balcony |
| — Total Gross Floor Area (1) (sqm) | ● 80-90 | ● 80-110 |
| FOOD & BEVERAGE | 1 all day dining<br>1 specialty restaurant (2)<br>1 lobby bar | |
| WELL-BEING | Bespoke Spa market driven<br>Fitness centre<br>Swimming pool | |
| MEETINGS, EVENTS & OTHERS | Meeting rooms<br>Ballroom<br>Business centre | Executive Club<br>Kids Club (2) |

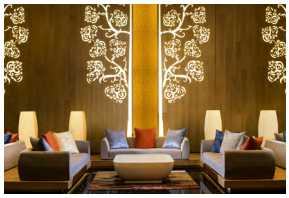
(1) For AAA ultra city center, historic conversion, the room size and areas can go down by 15-20% (2) Based on market demand

## Customer profile

| | | | |
|---|---|---|---|
| BUSINESS | 57% | 43% | LEISURE |
| DOMESTIC | 71% | 29% | INTERNATIONAL |

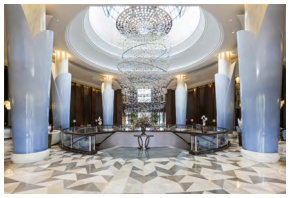
## Top 5 flagships to visit

**JAKARTA KEMAYORAN**
INDONESIA



**PHUKET PATONG**
THAILAND

**ZHENGZHOU WEST**
CHINA



**MYSORE**
INDIA

**SÃO PAULO VILA OLIMPIA**
BRAZIL

All figures as of end June 2020