



Locally inspired

Every Mercure is a portal to a destination. Its staff are genuinely knowledgeable about the city and every detail of the decor tells a story about the location and its cultural heritage. While every Mercure hotel is unique, all share the same passion for high-quality services. So from the moment our guests step inside a Mercure – be it in Paris, Rio or Bangkok – they are immersed in their destination. Mercure, Locally inspired hotels.

mercure.com



*Most authentic experience · Locally inspired decoration
Genuine & enthusiastic people*

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

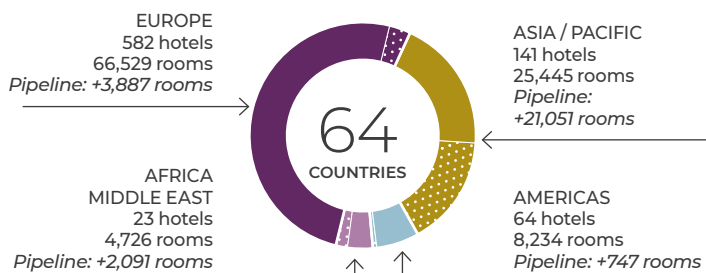
RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFTEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFTEL \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL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

Network

810 HOTELS & 104,969 ROOMS

Pipeline

175 HOTELS & 28,435 ROOMS



Development

New Built & Conversion

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

Top 5 latest openings

Sohar, Oman, 152 rooms
Kooddoo, Maldives, 68 rooms
Sukhumvit 11 Bangkok, Thailand, 232 rooms
Singapore On Stevens, Singapore, 518 rooms
Lyon Genas Eurexpo, France, 84 rooms

Top 3 unique selling propositions

KNOWN & TRUSTED GLOBAL BRAND

Largest midscale global brand network worldwide with > 800 hotels in > 60 countries
High price brand premium perception in its segment
Balanced client mix: business vs. leisure & domestic vs. international
Provides feeling of "high status" better than other brands in category

+ LOCALLY INSPIRED BRAND

Local design rooted in authentic values, elegance and culture
Local products through all F&B outlets
Discover Local: in-hotel animations showcasing food, beverage & craftsmanship

+ AUTHENTIC AND PASSIONATE TEAMS

Sense Of Hospitality: Great perception of "genuinely pleasant staff" and Highest scores of "feeling of high status"
Local Stories: Collection of unexpected stories of the destination told by the teams and shared in-hotel

Key programs

Locally Inspired. Each hotel has its own style and personality. Locally rooted, the design and decor of each hotel tells an authentic & inspiring story. Blending classic decoration with a modern twist or contemporary design & heritage, with a new bedding offer, Mercure hotels are a promise of an inspiring escape.

Local wine & beverage concept. Offer of quality wines or beverage with a story to tell, locally produced or selectively distributed by demanding producers, at attractive prices anyway.

Local Stories. Mercure reveals local stories and secrets that only true locals know about. These unusual stories can be discovered on mercure.com, through talking directly to our messenger bot and, of course, by our hosts during your Mercure experience.

Brand Wall. It is an invitation to dive into the destination upon arrival! Highly visible in the lobby, the brand wall is an artistic project that invites guests to feel immediately in harmony with the place. Made of burlap bags, vegetation, stones, bricks... it raises the guests curiosity and contributes to create an immersive experience.

Programming

(1) For AAA ultra city center, historic conversion, the room size and areas can go down by 15-20%
(2) Based on market demand (3) Nice to have

ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 125 and +	● 150 and +
— Room average size ⁽¹⁾ (sqm)	● 24-30	● 26-33 + balcony
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 52-75	● 56-82
FOOD & BEVERAGE	Breakfast room and/or restaurant 1 bar	
WELL BEING	Fitness center ⁽²⁾ Swimming pool ⁽³⁾ Spa ⁽²⁾	
MEETINGS, EVENTS & OTHERS	Meeting room "Ready to work by Mercure" ⁽²⁾ Web corner	

Customer profile

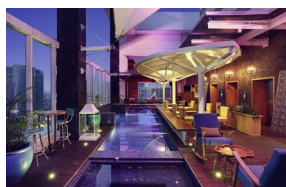
BUSINESS	60%	40%	LEISURE
DOMESTIC	65%	35%	INTERNATIONAL

Top 5 flagships to visit

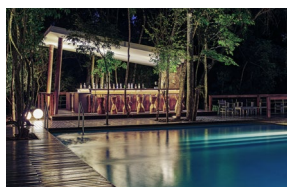
MOSCOW ARBAT
RUSSIA



JAKARTA SIMATUPANG
INDONESIA



IGUAZU HOTEL IRU
ARGENTINA



RESORT QUEENSTOWN
NEW ZEALAND



BERLIN WITTENBERGPLATZ
GERMANY

