

GRAND MERCURE

HOTELS AND RESORTS

Proudly local

At Grand Mercure, world-class standards are entwined with a uniquely local spirit. We set out to harness the mind, heart and soul of our locations, brought to life through a blend of rituals, customs, culture and sensations. We invite you to experience deeper, discover the unexpected and gain a fresh perspective on your world.

grandmercure.com



GRAND MERCURE DUBAI AIRPORT HOTEL
UNITED ARAB EMIRATES

Discerning · Cultured · Local

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

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ SOFITEL LEGEND \ FAIRMONT \ EMBLEMS \ SOFITEL \ RIXOS
ONEFINESTAY \ MANTIS \ MGALLERY \ ART SERIES \ PULLMAN \ SWISSÖTEL \ ANGSANA \ MÖVENPICK
GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO \ BREAKFREE \ IBIS
IBIS STYLES \ GREET \ IBIS BUDGET \ HOTELFI

ENVISSMORE 21C MUSEUM HOTEL \ 25HOURS \ DELANO \ GLENEAGLES \ HYDE \ JO&JOE \ MAMA SHELTER \ MONDRIAN \ MORGANS ORIGINALS
SLS \ SO \ THE HOXTON \ TRIBE \ WORKING FROM

Global footprint of 89 hotels OPEN + PIPELINE

NETWORK → 58 HOTELS
13,113 ROOMS

PIPELINE → 31 HOTELS
7,519 ROOMS

12 COUNTRIES	HOTELS NETWORK	ROOMS NETWORK	+PIPELINE %	
South America	8	14%		1,801 +159
India, Middle East & Africa	8	12%		1,590 +554
Greater China	17	34%		4,459 +3,174
South East Asia	15	36%		4,668 +3,472
Pacific	10	4%		595 -

Development

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

CONVERSION PREFERRED & NEW BUILT

Latest & upcoming openings

Khao Lak Bangsak, Thailand - 198 rooms (October 2021)
Bali Legian Resort, Indonesia - 269 rooms (March 2022)
Shanghai Linggang, China - 212 rooms
Ankara, Turkey
Phan Thiet Mui Ne, Vietnam - 241 rooms (March 2023)
Batam Center, Indonesia - 190 rooms (June 2023)

Top 3 unique selling propositions

A BRAND TAILORED TO THE LOCAL MARKET

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
55 hotels in network & 31 in pipeline

Passions

Taste of place.

All dimensions of the local food culture are revived with a modern premium flair: exciting Signature dishes or brews, reinvented street food, and traditional welcome delights and snacking...

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.

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

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

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 1 specialty restaurant ⁽²⁾ 1 lobby bar	
WELL-BEING	Bespoke Spa market driven Fitness centre Swimming pool	
MEETINGS, EVENTS & OTHERS	Meeting rooms Ballroom Business centre	Executive Club Kids Club ⁽²⁾

Customer profile

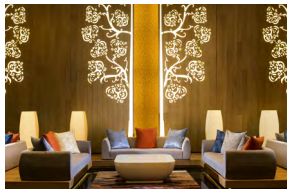
BUSINESS	57%	43%	LEISURE
DOMESTIC	71%	29%	INTERNATIONAL

Operating mode

NETWORK	40%	60%
	FRANCHISE	MANAGEMENT

Top 5 flagships to visit

JAKARTA KEMAYORAN
INDONESIA



PUKA PARK
NEW ZEALAND



DUBAI AIRPORT
U.A.E.



FOSHAN JINSHA
CHINA



SÃO PAULO VILA OLIMPIA
BRAZIL

