Locally inspired hotels

Every Mercure is a portal to a destination. Our teams 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. 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
At Mercure, we are proud to be locally inspired. Our Mercure hotels are characterized by the individuality of the places we reside. We take heart and inspiration from local food treasures and beverage pleasures. We celebrate local people as the cornerstones of culture, reconnecting with the curiosity that lives within us all.

We can reignite the enjoyment of discovering authentic F&B, responsible, and truly local.

**Key programs**

**Social hub**
Mercure social hubs offer an all-day-dynamic with flexible places to eat, drink, socialize or work.

**Guest rooms**
The decoration and furnishing reflect the hotel’s local inspiration, in full coherence with overall hotel design.

**Food & Beverage**
Food & Beverage plays a key role for travelers looking for unique and authentic experiences to discover a destination, from breakfast to diner.

**Upcoming openings**
- Moscow Nagglynaya, Russia – 102 rooms (2023)
- Rio de Janeiro Copacabana, Brazil – 309 rooms (2021)
- Auckland Queen Street, New Zealand – 91 rooms (2021)
- Hefei Downtown, China – 160 rooms (2022)

**Development**

**PRIME LOCATIONS**
- Capitals, key cities & resort destinations
- Major domestic destinations
- Other cities & attractive touristic destinations

**SECONDARY LOCATIONS**
- New Built & Conversion

**AIRPORTS SUBURBS**
- Open + pipeline

**Global footprint of 1,067 hotels**

<table>
<thead>
<tr>
<th>61 COUNTRIES</th>
<th>HOTELS NETWORK</th>
<th>ROOMS NETWORK</th>
<th>PIPELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>South America</td>
<td>60 6%</td>
<td>7,945</td>
<td>+493</td>
</tr>
<tr>
<td>Northern Europe</td>
<td>280 27%</td>
<td>36,377</td>
<td>+4,488</td>
</tr>
<tr>
<td>Southern Europe</td>
<td>301 21%</td>
<td>29,487</td>
<td>+2,075</td>
</tr>
<tr>
<td>India, Middle East &amp; Africa</td>
<td>35 7%</td>
<td>6,548</td>
<td>+3,213</td>
</tr>
<tr>
<td>Greater China</td>
<td>87 19%</td>
<td>15,646</td>
<td>+13,161</td>
</tr>
<tr>
<td>South East Asia</td>
<td>61 15%</td>
<td>12,750</td>
<td>+9,312</td>
</tr>
<tr>
<td>Pacific</td>
<td>51 5%</td>
<td>6,173</td>
<td>+1,152</td>
</tr>
</tbody>
</table>

**Network**

- 875 Hotels
- 114,926 Rooms

**Pipeline**

- 192 Hotels
- 33,834 Rooms

**Passion**

Discover local
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We can reignite the enjoyment of discovering authentic F&B, responsible, and truly local.

**Top 5 flagships to visit**

- Moscow Arbat, Russia
- Jakarta Simatupang, Indonesia
- Iguazu Hotel Iru, Argentina
- Resort Queenstown, New Zealand
- Berlin Wittenbergrplatz, Germany

**Programming**

<table>
<thead>
<tr>
<th>ROOMS</th>
<th>URBAN</th>
<th>RESORTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average number of rooms</td>
<td>125 and +</td>
<td>150 and +</td>
</tr>
<tr>
<td>Room average size (sqm)</td>
<td>24-30</td>
<td>26-33 + balcony</td>
</tr>
<tr>
<td>Total Gross Floor Area (sqm)</td>
<td>52-75</td>
<td>56-82</td>
</tr>
</tbody>
</table>

- **FOOD & BEVERAGE**
  - Breakfast room and/or restaurant
  - Spa

- **WELL-BEING**
  - Fitness center
  - Swimming pool

- **MEETINGS, EVENTS & OTHERS**
  - Meeting room
  - Web corner

**Customer profile**

- Business
  - 60%
  - Domestic
  - 63%
- Leisure
  - 40%
  - International
  - 35%

**Operating mode**

- Franchise
- Management