

# MERCURE

## HOTELS

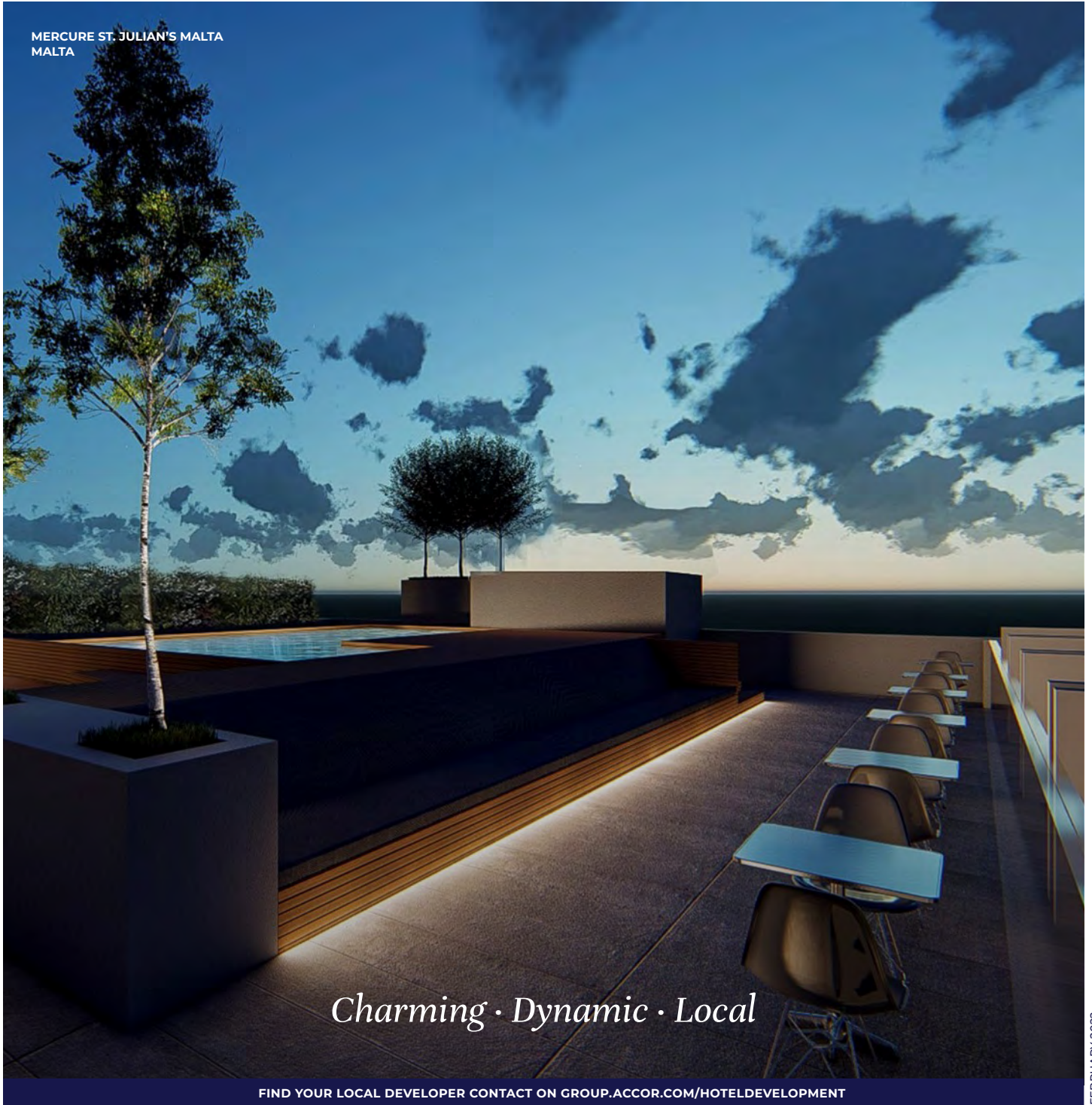
### *Locally inspired hotels*

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](https://www.mercure.com)

MERCURE ST. JULIAN'S MALTA  
MALTA



*Charming · Dynamic · Local*

FIND YOUR LOCAL DEVELOPER CONTACT ON [GROUP.ACCOR.COM/HOTELDEVELOPMENT](https://www.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  
ENNISMORE 21C MUSEUM HOTEL \ 25HOURS \ DELANO \ GLENEAGLES \ HYDE \ JO&JOE \ MAMA SHELTER \ MONDRIAN \ MORGANS ORIGINALS  
SLS \ SO \ THE HOXTON \ TRIBE \ WORKING FROM

# MERCURE HOTELS

CLASSIC - MIDSCALE  
INTERNATIONAL 3/4 STARS

# #1

HIGHEST PREMIUM PERCEPTION  
OF THE LARGEST MID BRANDS  
WORLDWIDE

# €24

BRAND AVERAGE RATE PREMIUM  
VERSUS  
INDEPENDANT HOTELS

# 40%

OF WEB BOOKING

## Global footprint of 1,105 hotels OPEN + PIPELINE

NETWORK → 899 HOTELS  
119,007 ROOMS

PIPELINE → 206 HOTELS  
35,805 ROOMS

61 COUNTRIES	HOTELS NETWORK	ROOMS NETWORK	+PIPELINE
South America	60	7%	8,086 +710
Northern Europe	277	31%	36,590 +6,578
Southern Europe	308	25%	30,038 +1,797
India, Middle East & Africa	31	5%	5,601 +2,094
Greater China	113	17%	20,049 +12,829
South East Asia	61	10%	12,779 +9,318
Pacific	49	5%	5,864 +2,479

## 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

Rio Boutique Copacabana, Brazil - 219 rooms (July 2021)  
Trabzon, Turkey - 213 rooms (July 2021)  
Krakow Fabryczna city, Poland - 192 rooms (October 2021)  
Changshu Riverside, China - 144 rooms (November 2021)  
Benidorm, Spain - 186 rooms (April 2022)  
Dalat Resort, Vietnam - 130 rooms (April 2022)

## Top 3 unique selling propositions

### KNOWN & TRUSTED GLOBAL BRAND

2<sup>nd</sup> largest global player (WW excl. North America) with +880 hotels across +60 countries

The highest price premium in its segment

A highly considered brand in its segment with +40% of conversion from awareness to consideration.

### + LOCALLY INSPIRED BRAND

A decorative design rooted in authentic values, elegance and local culture

Local products and specialties highlighted throughout the F&B guest experience

A brand programme, "Discover Local", that brings the passion for local Food and Beverage discoveries to life in-hotels.

### + AUTHENTIC AND PASSIONATE TEAMS

A true sense of hospitality

A great perception of "genuinely pleasant staff"

A staff highly knowledgeable and passionate about its locality

## Passion

### Discover local

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.

## 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 <sup>(1)</sup> (sqm)	● 24-30	● 26-33 + balcony
— Total Gross Floor Area <sup>(1)</sup> (sqm)	● 52-75	● 56-82
FOOD & BEVERAGE	Breakfast room and/or restaurant 1 bar	
WELL-BEING	Fitness center <sup>(2)</sup> Swimming pool <sup>(3)</sup> Spa <sup>(2)</sup>	
MEETINGS, EVENTS & OTHERS	Meeting room "Ready to work by Mercure" <sup>(2)</sup> Web corner	

## Customer profile

BUSINESS	LEISURE
61%	39%
DOMESTIC	INTERNATIONAL
66%	34%

## Operating mode\*

71%	29%
FRANCHISE	MANAGEMENT

## Top 5 flagships to visit

BOURNEMOUTH QUEENS  
HOTEL & SPA U.K.



KYOTO STATION  
JAPAN



SYDNEY ROUSE HILL  
AUSTRALIA



PARIS MONTPARNASSE  
PASTEUR FRANCE



MALDIVES KOODDOO RESORT  
MALDIVES

