BRINGING STORIES TO LIFE

Each Grand Mercure is a touchstone deep rooted in its destination that invites the discovery of authentic cultures and traditions. Rich narratives from our warm and engaging staff bring stories to life, while always delivering the universal sense of elegant hospitality.

grandmercure.com
**STRONG LOCAL BRANDS**

- MEI JUE in China
- MAJLIS in Middle East
- ETC.

**91%**

Grand Mercure customers satisfied or very satisfied by their experience

**€39**

Brand average rate premium versus independent hotels

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**NETWORK**

<table>
<thead>
<tr>
<th>48 HOTELS</th>
<th>11,086 ROOMS</th>
</tr>
</thead>
</table>

**PIPELINE**

<table>
<thead>
<tr>
<th>26 HOTELS</th>
<th>6,185 ROOMS</th>
</tr>
</thead>
</table>

- ASIA / PACIFIC
  - 39 hotels
  - 8,678 rooms
  - Pipeline: +4,372 rooms
- AFRICA
  - MIDDLE EAST
    - 2 hotels
    - 552 rooms
    - Pipeline: +1,813 rooms
- AMERICAS
  - 7 hotels
  - 1,856 rooms

**DEVELOPMENT**

<table>
<thead>
<tr>
<th>INTERNATIONAL CAPITALS</th>
<th>KEY CITIES &amp; RESORTS</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

- MAJOR DOMESTIC DESTINATIONS
- OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS

**LATEST OPENINGS**

<table>
<thead>
<tr>
<th>TOP 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>RIO DE JANEIRO COPACABANA, BRAZIL</td>
</tr>
<tr>
<td>RECIFE BOA VIAGEM, BRAZIL</td>
</tr>
<tr>
<td>AMBASSADOR SEOUL YONGSAN, SOUTH KOREA</td>
</tr>
<tr>
<td>VADODARA SURYA PALACE, INDIA</td>
</tr>
<tr>
<td>SHANGHAI CENTURY PARK, CHINA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BUSINESS 57%</th>
<th>LEISURE 43%</th>
</tr>
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<tr>
<td>DOMESTIC 71%</td>
<td>INTERNATIONAL 29%</td>
</tr>
</tbody>
</table>

**POSINGIONING**

**RATING SEGMENT**

- Locally-rooted Upper Upscale Regional 4 & 5 stars
- Upper Upscale

**CUSTOMER PROFILE**

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**KEY IDENTIFIERS**

Grand Mercure is a local brand deeply rooted in each destination.

- **The Sense of welcome**
  - Traditional greetings, local welcome gift, typical uniform.

- **The Sense of taste**
  - Traditional dishes & drinks.

- **The Sense of wellness**
  - Local amenities & wellness rituals.

- **The Sense of culture and discovery**
  - Interior design & inspired locally typical art.

**DISTRIBUTION**

- **CRS* CONTRIBUTION RATE**
  - Global AccorHotels LUXE brands’ room revenue via AccorHotels CRS*
- **WEB**
  - Grand Mercure online direct sales:
    - AccorHotels web sites and mobile
      - +128,000 Grand Mercure room nights
      - €13.8 M Grand Mercure room revenue
- **MOBILE GROWTH**
  - Grand Mercure room revenue via AccorHotels CRS*

**PROGRAMMING**

- **ROOMS**
  - Average number of rooms
  - Room average size(1) (sqm)
  - Total Gross Floor Area(1) (sqm)
  - 150 and +
  - 28-36
  - 80-90
  - 150 and +
  - 30-40 + balcony
  - 80-110

- **FOOD & BEVERAGE**
  - 1 all day dining
  - Specialty restaurant(2)
  - 1 lobby bar

- **WELL-BEING**
  - Spa(2)
  - Fitness centre
  - Swimming pool

- **MEETINGS, EVENTS & OTHERS**
  - Meeting rooms
  - Ballroom
  - Business centre

**TOP 5 FLAGSHIPS TO VISIT**

- JAKARTA KEMAYORAN, INDONESIA
- PHUKET PATONG, THAILAND
- ZHENGZHOU WEST, CHINA
- BEIJING DONGCHENG, CHINA
- RIO DE JANEIRO COPACABANA, BRAZIL

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

*Central Reservation System

**Figures as of end 2017**