

April 26<sup>th</sup>, 2010

## *Accor opens its 400th hotel in Asia Pacific - Mercure Beijing Downtown*

**The opening of this strategically located hotel in central Beijing reaffirms Accor's position as the regions largest operator of hotels and reflects the international development of the Mercure network.**

### **A milestone achievement**

**The Mercure Beijing Downtown** joins a network of 670 Mercure hotels in nearly 50 countries and is one of the worlds largest brand networks. The hotel is the 99<sup>th</sup> Mercure in Asia Pacific and will be joined by additional Mercure hotels in Lavasa and Hyderabad in India during 2010. The hotel is the second Mercure hotel in China's capital.

At a ceremony to celebrate the opening of Mercure Beijing Downtown today, Michael Issenberg, Chairman and COO of Accor Asia Pacific proudly announced the milestone achievement of establishing 400 hotels throughout the Asia Pacific.

Michael says on the achievement "Accor commenced operations in the Asia Pacific region in Singapore in 1982 and has since extended the network throughout an additional 15 countries and to total almost 80,000 hotel rooms. The first 100 hotels took 18 years to achieve and since these early days, the momentum has accelerated significantly with 300 hotels being celebrated in late 2007 and now just two and a half years later the 400<sup>th</sup> hotel milestone."

Issenberg added "Contributing to this success in growth has been Accor's 'Asset Right' strategy, enabling a mix of management and selective investment, as well as establishing strong partnerships with strategic hotel owners and investors".

## Mercure Beijing Downtown

The newly built hotel is uniquely designed as a low rise development and with garden like ambiance, providing comfortable respite to business and leisure travellers in its **373 guest rooms**. Modern and individual, this international 4 star hotel epitomises the Mercure Brand Values, blending the best of the cities culture, with attentive services and contemporary facilities.



Mercure Beijing – China © Simon Tian

Mercure Beijing Downtown is **ideally located in the very heart of Beijing** within easy reach of surrounding office parks and tourist destinations such as Tiananmen Square, Temple of Heaven, National Centre for the Performing Arts and a ten minute walk to Dawang Road Metro Station on Subway Line 1.



One of the 6 private dining rooms at the Huateng restaurant  
Mercure Beijing © Simon Tian

The hotels food and beverage facilities include **La Vie Western restaurant** providing all day dining in a buffet style environment with international dishes and a Chinese restaurant **Huateng** blending Cantonese and Huaying cuisines. The hotel boasts a 600 square metre pillar-less ballroom for banquets, events and meetings.

Facilities at the hotel include a fully equipped gymnasium, indoor swimming pool, sauna and massage, helping health savvy guests towards wellness while travelling.



Swimming pool – Mercure Beijing © Diego Ferrini

## Spearhead of development through franchise and management contracts

**Mercure**, the world leader in midscale hotels, is stepping up the pace of its global expansion. With more than 670 hotels in nearly 50 countries, the banner has broadened its network on all continents and entered new country markets, including **India** (Bangalore), **Vietnam** (Hanoi) and soon **Slovakia** (Bratislava).

In 2010, almost 40 Mercure hotels will be opened worldwide, most of them operated under franchise agreements or management contracts. This sustained expansion confirms the banner's role as a key hotel industry player that is assertively expanding its network through Asset Right strategy.

*"The Mercure brand is poised for growth in the years ahead as it offers great flexibility with its highly personalized hotels,"* says Gilles Pélisson, Accor's Chairman and Chief Executive Officer. *"Mercure combines the quality and reassurance of a recognized banner that is part of a major group with the charm of distinctively different hotels, each of which is strongly rooted in its region."*

### An international network

While all Mercure hotels are different, they share common features, including an original style and personality, strong regional roots, restaurants that serve traditional and local dishes, and highly motivated teams comprised of hospitality professionals.

**Europe, the Middle East and Africa** represent the brand's largest network, with approximately 500 hotels, including the Mercure Napoli Torre Del Greco inaugurated last November **in Italy**. A number of other hotels in the region are joining the Mercure network in 2010, including:



Mercure Bratislava Centrum – Slovakia  
© Dranislar Matliak

- **In Belgium**, the Mercure Bruxelles Centre Louise (201 rooms) and Mercure Louvain Centre (101 rooms);
- **In France**, the Mercure Bordeaux Gare Saint-Jean (89 rooms), Mercure Paris Royal Voltaire (52 rooms) and Mercure Chartres Cathédrale (67 rooms);
- **In Germany**, the Mercure Rüsselsheim (84 rooms) and Mercure Bad Reichenhall (80 rooms) and Mercure München Airport Freising (140 rooms);
- **In Saudi Arabia**: the Mercure Al Khobar (159 rooms);
- **In Spain**: Mercure Santo Domingo in Madrid (80 rooms);
- **In Slovakia**: Mercure Bratislava Centrum (175 rooms).

With the recent opening of the Mercure Yokosuka in Japan and the Mercure Caroline Springs in Australia, **Asia-Pacific** now has 99 hotels operating under the banner. Openings in the region for 2010 include:

- **In China**, the Mercure Beijing Downtown (357 rooms) and Mercure Shanghai Zhongya (287 rooms);
- **In India**, the Mercure Hyderabad (80 rooms) and Mercure Lavasa (150 rooms);
- **In Vietnam**, the Mercure Hue Gerbera (110 rooms) and the Mercure Hado Hanoi (250 rooms).



Mercure Melbourne Caroline Springs – Australia  
© Paul Philipson



Mercure Aracaju Del Mar – Brazil  
© Roberto Trindade

The Mercure network in **Latin America and the Caribbean** currently comprises 81 hotels.

Following the inauguration of the Mercure Aracaju Del Mar in November 2009, two other hotels will open in Brazil in second-half 2010:

- **On the Atlantic coast**, the Mercure Maceió Pajuçara (116 rooms);
- **Inland, south of Brasilia**, the Mercure Goiânia (173 rooms).

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*For more than 35 years, within the Accor Group, **Mercure** has exemplified **expert hospitality and personalized service**. Operating in more than 50 countries around the world, **Mercure** boasts hotels with **distinctive personalities** carefully preserved through the type of services offered and the decor, both of which vary from one hotel to the next. The hotel managers and staffs of the 690 **Mercure** hotels are **hospitality professionals**. Attentive and available, they are ready to listen and make sure their guests enjoy a stay full of genuine moments of pleasure and relaxation in a truly warm and comfortable setting.*

**Accor**, a major global group and the European leader in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in two core businesses:  
 - Hotels, with the **Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1** and **Motel 6** brands, representing 4,100 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, **Thalassa sea & spa, Lenôtre, CWL**.  
 - Services, with 33 million people in 40 countries benefiting from **Accor Services** products in employee and constituent benefits, rewards and incentives, and expense management.

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