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A Mercure resurgence in Asia

Accor announces 5 new Mercure hotels for Asia, confirms that 3 will open in September and has 18 more on the way

Accor – the largest operator of hotels and resorts in Asia Pacific announces the expansion of Mercure brand, with 5 new hotels committed. The hotels are located in China, Thailand, South Korea and India.

Gaurav Bhushan – Senior Vice President Development, Accor Asia Pacific says “The Mercure brand is enjoying a bumper year for development with several milestones being achieved for the brand throughout Asia in 2009. A record number of 11 Mercure hotels will open this year in Asia, and an additional 18 are committed to development in the region. The appeal of the Mercure brand includes a number of factors including the expertise and platforms of Accor, the might of one of the worlds largest mid scale hotel brands and the ability of the hotels to express localised design elements.”

The new Mercure hotels are:

China

Mercure Beijing Downtown – will be a new 357 room hotel (including 97 apartments) situated near the centre of Beijing’s central business district south of Chang’an - Jianguo Avenue. Facilities are to include 2 restaurants, fitness centre, business centre, 3 meeting rooms, ballroom and indoor swimming pool. The hotel is scheduled to open in mid 2010

Grand Mercure HNA Beijing Central Apartments – will consist of 472 keys in a mixed use development which includes a shopping mall and offices, in the heart of Beijing. The hotel is located in Chongwen and is 2 blocks from the railway station and less than 10 minutes to Tiananmen Square, Palace Museum and National Theatre. The hotel will offer a combination of studio accommodation and one, two and three bedroom apartments.

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India

Mercure Lavasa – will be a new 130 room hotel situated in the picturesque Lavasa, India's first and largest hill station. Facilities will include an all day dining restaurant and bar as well as a business centre. The hotel is located close to Lavasa Lakes Convention Centre.

South Korea

Mercure Ambassador Seoul Dongdaemun – will be located in the fashion district of Seoul – Dongdaemun and connected to the Design Plaza and Park. The hotel which is a new construction, will have 150 guest rooms.

Thailand

Mercure Krabi Ao Nang – will be a new 213 guest room hotel located on Ao Nang Beach, Krabi's most popular beach. Facilities will include a restaurant, two bars, four swimming pools, spa and fitness centre.

Three Mercure hotels will open in September 2009 – Mercure Hanoi La Gare and Mercure Hue Gerbera in Vietnam and Mercure Pontianak in Indonesia.

The Mercure network consists of almost 700 hotels throughout 51 countries, of which 24 hotels are located in Asia. Recently announced developments include Mercure Bali Harvestland, Mercure Solo, Mercure Manado, Mercure Zhangjiajie Resort, Mercure Prime Chengdu and Mercure Hanoi Hado.

Built in harmony with their settings and location, Mercure hotels each have their own style and are strongly established into their city.

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.

More information on Mercure hotels is available on mercure.com.

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, Ibis, all seasons, Etap Hotel, Formule 1 and Motel 6 brands**, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, such as **Lenôtre**;
- **Services**, with 32 million people in 40 countries benefiting from Accor Services products in employee and public benefits, rewards and motivation, and expense management.

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