

GRAND MERCURE

HOTELS AND RESORTS

Universally local

At Grand Mercure, world-class standards are entwined with a uniquely local spirit. We set out to harness the mind, heart and soul of our locations, brought to life through a blend of rituals, customs, culture and sensations. We invite you to experience deeper, discover the unexpected and gain a fresh perspective on your world.

grandmercure.com

GRAND MERCURE DUBAI AIRPORT HOTEL
UNITED ARAB EMIRATES
OPENED SEPTEMBER 2020



*Sincere · Proud · Locally tailored
Modern premium reinterpretation*

FIND YOUR LOCAL DEVELOPER CONTACT ON GROUP.ACCOR.COM/HOTELDEVELOPMENT

MARCH 2021 - PHOTOS © ACCOR PHOTO LIBRARY

RAFFLES \ ORIENT EXPRESS \ FAENA \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO
SOFITEL \ THE HOUSE OF ORIGINALS \ RIXOS \ ONEFINESTAY \ MANTIS \ MALLERY \ 21C \ ART SERIES
MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA \ 25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS
THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO \ MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS
IBIS STYLES \ GREET \ IBIS BUDGET \ JO&JOE \ HOTELF1

GRAND MERCURE
HOTELS AND RESORTS

CLASSIC - PREMIUM
INTERNATIONAL 4 STARS

STRONG

LOCAL BRANDS
MEI JUE IN CHINA
MAJLIS IN MIDDLE-EAST...

91%

GRAND MERCURE CUSTOMERS
SATISFIED OR VERY SATISFIED
BY THEIR EXPERIENCE

€48

BRAND AVERAGE RATE PREMIUM
VERSUS
INDEPENDENT HOTELS

Global footprint of 84 hotels OPEN + PIPELINE

NETWORK → 57 HOTELS
13,071 ROOMS

PIPELINE → 27 HOTELS
6,822 ROOMS

12 COUNTRIES	HOTELS NETWORK	ROOMS NETWORK	+PIPELINE %	
South America	7	9%		1,700 -
India, Middle East & Africa	7	10%		1,340 +554
Greater China	17	37%		4,602 +2,825
South East Asia	15	41%		4,784 +3,443
Pacific	11	3%		645 -

Development

New Built & Conversion	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
CAPITALS, KEY CITIES & RESORT DESTINATIONS	●	●	●
MAJOR DOMESTIC DESTINATIONS	●		
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS	●		

Upcoming openings

Hanoi, Vietnam - 179 rooms (2021)
Khao Lak Bangsak, Thailand - 198 rooms (2021)
Xi'an Xixian, China - 416 rooms (2022)
Pingxiang, China - 164 rooms (2022)

Top 3 unique selling propositions

A BRAND TAILORED TO THE LOCAL MARKET

A design & atmosphere that resonates with the locals, with great cultural sensitivity

A service offering adapted to the local market

Relevance for both domestic market as well as the international visitors seeking authentic local experiences

+ INTERNATIONAL BRAND POWER

Guarantee of Consistent Premium International service standards, answering needs & reassuring locals and international travellers alike.

International brand power with associated distribution eco-system, awareness and prestige perception.

Modern service & perception relevant to today's traveller seeking simple yet innovative and premium experiences.

+ FLEXIBILITY & AFFORDABLE COMPETITIVENESS

Flexible space brand programming and local providers usually enabling lower development costs

Great for conversion of existing building/hotels

Great for development from Tier 1-3 cities / Near 57 hotels in network & 27 in pipeline

Passions

Taste of place.

All dimensions of the local food culture are revived with a modern premium flair: exciting Signature dishes or brews, reinvented street food, and traditional welcome delights and snacking...

Sensorial immersion.

Grand Mercure harmoniously combines and reinterprets local attitudes, atmospheres and settings to awaken all senses.

Revived rituals.

Each hotel embraces & revives selected fundamentals shaping a culture: important celebrations, a sense of etiquette & daily rituals to (re)discover.

Local way of being well.

Every country of the world has its own conception of wellbeing. In its hotels, Grand Mercure embraces each of them accordingly to nurture its guests beyond the doors of the gym and the spa.

Programming

ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 150 and +	● 150 and +
— Room average size ⁽¹⁾ (sqm)	● 28-36	● 30-40 + balcony
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 80-90	● 80-110
FOOD & BEVERAGE	1 all day dining 1 specialty restaurant ⁽²⁾ 1 lobby bar	
WELL-BEING	Bespoke Spa market driven Fitness centre Swimming pool	
MEETINGS, EVENTS & OTHERS	Meeting rooms Ballroom Business centre	Executive Club Kids Club ⁽²⁾

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

Customer profile

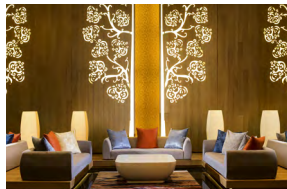
BUSINESS	LEISURE
57%	43%
DOMESTIC	INTERNATIONAL
71%	29%

Operating mode

20%	80%
FRANCHISE	MANAGEMENT

Top 5 flagships to visit

JAKARTA KEMAYORAN
INDONESIA



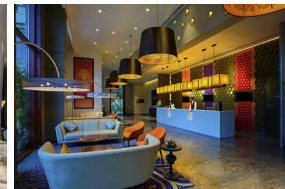
PHUKET PATONG
THAILAND



ZHENGZHOU WEST
CHINA



MYSORE
INDIA



SÃO PAULO VILA OLIMPIA
BRAZIL

