



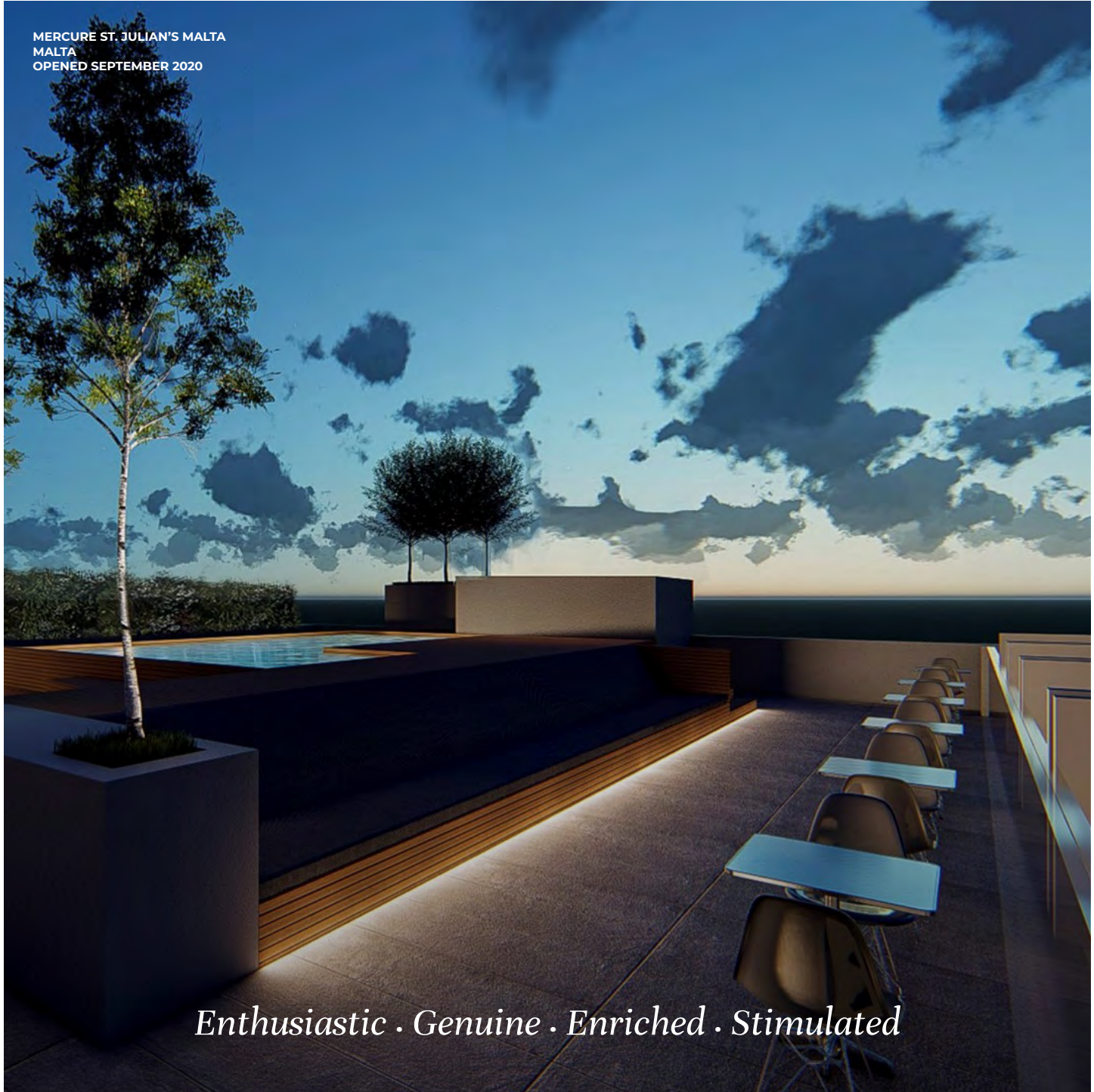
Locally inspired hotels

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
OPENED SEPTEMBER 2020



Enthusiastic . Genuine . Enriched . Stimulated

FIND YOUR LOCAL DEVELOPER CONTACT ON [GROUP.ACCOR.COM/HOTELDEVELOPMENT](https://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



CLASSIC - MIDSACLE
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 1,067 hotels OPEN + PIPELINE

**NETWORK → 875 HOTELS
114,926 ROOMS**

**PIPELINE → 192 HOTELS
33,834 ROOMS**

61 COUNTRIES	HOTELS NETWORK	ROOMS NETWORK	+PIPELINE
South America	60	6%	7,945 +493
Northern Europe	280	27%	36,377 +4,488
Southern Europe	301	21%	29,487 +2,015
India, Middle East & Africa	35	7%	6,548 +3,213
Greater China	87	19%	15,646 +13,181
South East Asia	61	15%	12,750 +9,312
Pacific	51	5%	6,173 +1,132

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

Moscow Negglynya, Russia – 102 rooms (2023)
Rio de Janeiro Copacabana, Brazil – 309 rooms (2021)
Oxford Hawkwell House, U.K. – 77 rooms (2021)
Auckland Queen Street, New Zealand – 91 rooms (2021)
Hefei Downtown, China – 160 rooms (2022)

Top 3 unique selling propositions

KNOWN & TRUSTED GLOBAL BRAND

2nd largest global player (WW excl. North America) with +820 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 ⁽¹⁾ (sqm)	● 24-30	● 26-33 + balcony
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 52-75	● 56-82
FOOD & BEVERAGE	Breakfast room and/or restaurant 1 bar	
WELL-BEING	Fitness center ⁽²⁾ Swimming pool ⁽³⁾ Spa ⁽²⁾	
MEETINGS, EVENTS & OTHERS	Meeting room "Ready to work by Mercure" ⁽²⁾ Web corner	

Customer profile

BUSINESS	LEISURE
60%	40%
DOMESTIC	INTERNATIONAL
65%	35%

Operating mode

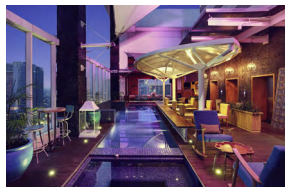
62%	38%
FRANCHISE	MANAGEMENT

Top 5 flagships to visit

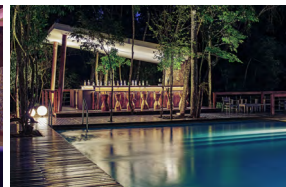
MOSCOW ARBAT
RUSSIA



JAKARTA SIMATUPANG
INDONESIA



IQUAZU HOTEL IRU
ARGENTINA



RESORT QUEENSTOWN
NEW ZEALAND



BERLIN WITTENBERGPLATZ
GERMANY

