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Mercure

Mercure is **the only midscale hotel brand that combines the strength of an international network with guaranteed quality standards**, and the **genuine experience** of hotels, all different, **rooted in their local community and** managed by **passionate** hoteliers about their work. Located in city centers, by the sea or in the mountains, the Mercure network welcomes business and leisure travelers across the world.


Key figures

725 hotels

89,260 rooms

49 countries

at 12/31/2011

 Our locations

Inviting, contemporary rooms with a personal touch

Mercure rooms blend classic and contemporary styles that reflect the hotel's local personality. Priority is given to sober lines, natural materials, and warm tones. The lighting can be adjusted to create the perfect ambiance for work or relaxation. And with comfortable seating and easy Internet and media connectivity, the result is a room where guests feel at home immediately.

In 2008, Mercure strengthened its ability to adapt to its guests by introducing a new category of rooms called "Privilège" rooms. These are the best rooms in the hotel and offer superior service to further enhance the guest's pleasure.



The "Pure Pleasures"

The "Pure Pleasures" offer is the ultimate embodiment of Mercure's hedonist approach to hospitality. It showcases Mercure's expertise in wine – its Grands Vins wine list has been a mainstay of the brand since 1983 – and the new "Cups & Tastes" offering which features single-estate teas and coffees. In each of the "Pure Pleasures" offerings, the selections are classified by taste, thus putting the extensive array of fine products within the reach of everyone, including novices, while satisfying the demands of connoisseurs.

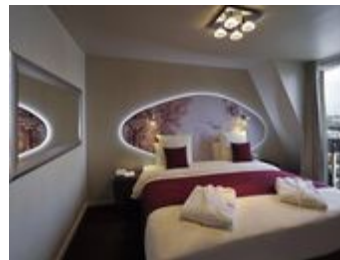


Hotels firmly rooted in their locality





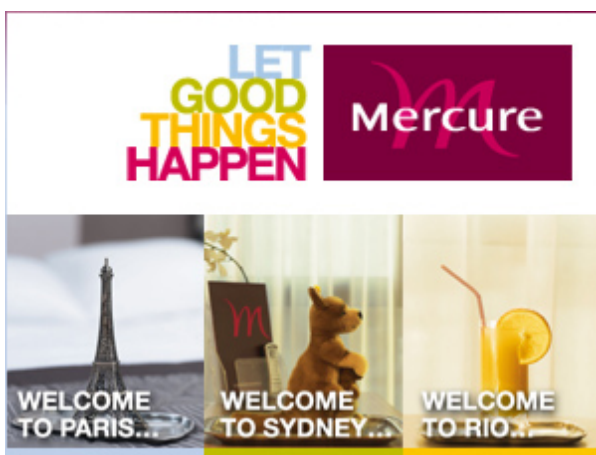
Mercure hotels are on a human scale; each has its own distinct personality grounded in its locality. Everything resonates with this local spirit, from the décor to the type of welcome and quality of service, as well as the restaurant where menus feature the best-in-class local products. Because they play an active role in the life of their communities, Mercure hoteliers are a font of local knowledge which they willingly share with guests to enhance their experience, help them plan their sightseeing and entertainment, and make the most of their stays.



Network

Mercure's expansion strategy is aimed at creating a dense network in every country where it operates. Thus, it is focusing its efforts on Europe and the new markets in Asia and is implementing an ambitious redeployment plan that will result in 1,000 hotels by 2015. Reaching this goal will confirm Mercure's prime position in the world hotel industry.

"Let Good Things Happen"



The new campaign is designed to promote the original combination and key strength that characterizes the Mercure brand: the fact that it combines the **clout of worldwide network of midscale hotels** offering impeccable quality standards with **the warm, personal dimension** of hotels that have preserved **their own distinctive styles and individuality** and are run by dedicated hotel enthusiasts.

Over the next few months, "*Let Good Things Happen*" will evolve from an advertising slogan into an **actual mindset** that will be applied to Mercure's products and services, guests, teams and partners.



www.mercure.com