



## Openings

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# Adagio City Aparthotel opens a second residence in Marseille

### **A new address ideally located for discovering the charms of old Marseille**

The Adagio City Aparthotel has opened another residence right in the heart of the old town, a few minutes from the Old Port and the Euroméditerranée business center in Marseille. The first aparthotel is located near to the Prado beach.

This new address, christened the Adagio Marseille Centre République – a reference to the famous commercial road linking the old port of Marseille to the new one – offers 142 apartments, ranging from two-person studios to four-person, two-room, apartments. Businessmen or holidaymakers can enjoy a complete on-demand hotel service: 24-hour reception desk, breakfast, laundry service, clothes pressing, baggage service.

### **A strategy of expansion in major towns**

Adagio City Aparthotel, which has celebrated its second anniversary, has set itself the target of having 80 aparthotels by 2014. The inauguration of this new address in Marseille is part of this strategy. This was a carefully thought out decision based on the strong tourist and business-travel potential of France's second largest city, which every year welcomes 4 million tourists.

The growth strategy for the brand is to establish aparthotels in the major cities in Europe, including France, in order to respond to a new emerging trend: that of city visits. Whether visitors come for tourism or business, cities are increasingly becoming destinations of choice. Aparthotels have recently been opened in Berlin, Vienna, Brussels and Nantes. Other openings are scheduled for 2010-2011 are: Grenoble, Liverpool, Munich.

Adagio City Aparthotel, a joint venture between Accor and the Pierre et Vacances Group Center Parcs, now has 28 aparthotels, or more than 3,900 apartments ranging from studios to three-room apartments in Aix-en-Provence, Annecy, Basel, Berlin, Bordeaux, Brussels, Marseilles, Monaco, Nantes, Paris, Rome, Strasbourg, Toulouse and Vienna.

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