

The Mercure logo features a stylized, overlapping 'M' in shades of pink and red, positioned above the brand name 'Mercure' in a white, sans-serif font. The logo is set against a dark red rectangular background.

Mercure

Press Kit

mercure.com



Press contacts: France : Laetitia Jasinski - Delphine Kerfysier / Europe-Afrique-Moyen Orient : Elsa Mélique
/ Asie-Pacifique : Evan Lewis / Amérique Latine : Antonietta Varlese



Contents

Mercure in brief

Mercure, the world's third largest hotel chain

Distinctively individual hotels

Dining at Mercure: local fare and the Grands Vins Mercure

New website mercure.com

Getaways at the best price

Mercure rewards its loyal clients

Mercure, the choice of business travellers

Invigorating escapes or relaxing holidays

New international advertising campaign: Let Good Things Happen

Milestones

Mercure hotels in photos



Mercure in brief

A genuine experience guaranteed by a strong brand.

Whether you are on a business or leisure trip, Mercure promises your stay will be a success thanks to the unique combination it offers: the strength of an international network of 700 hotels with guaranteed quality standards and the genuine experience of hotels all different, rooted in their local community and managed by passionate hoteliers.

An extensive network & a worldwide growth

In number of rooms, Mercure is the **third largest midscale hotel chain worldwide** – *outside North America* - with a network of **700 hotels in 49 countries**. Today, as it refocuses on its core segment, Mercure reaffirms its **midscale positioning** and is pursuing its strategy to develop a **dense network in each country in which it operates**.

In 2010, Mercure reinforced its position as a prime player on its segment and intensified its growth, in particular in emerging countries: Slovakia, India, China and Vietnam. In terms of its **world growth ambitions**, the **Mercure network** will continue to expand, essentially through franchises and management contracts.

The brand with character

Mercure is a network of midscale hotels whose **authentic personalities and distinctive styles** are preserved while being played up and shown to advantage in natural ways.

Together, the hotels form a family united around strong identity traits developed by the brand and found worldwide:

- the **Grands Vins Mercure**, in place now for nearly 30 years
- the **'Privilege' room**, giving guests a choice in the level of comfort they desire,
- a staff who are **thoroughly knowledgeable** about their hotel and love telling guests about it.

The trustworthy brand

Within the framework of its quality management system, Mercure has implemented regular and systematic audits of its products and services throughout its network. **This quality insurance now rolled out globally** allows Mercure hotel teams to commit themselves to satisfy guests before, during and after each stay.

A talent for hospitality

Friendly, available, ever attentive, Mercure hotel staff, motivated by shared values, cultivate an innate sense of hospitality. Each employee sees guests at their hotel as special people in a very special place, providing them with unexpected gratifying extras to make their stay an enjoyable experience free of every possible source of displeasure.





Mercure

mercure.com

Mercure, 3rd largest hotel chain in the world

Mercure is the leader on four major hotel markets: France, Germany, Brazil, and Australia. In 2010 Mercure is the **third largest hotel network in the world** in number of rooms on the **midscale** segment, outside North America (source: MKG Consulting).



The Mercure network

- represents property holdings of **674 hotels**, with **83,428 rooms**
- present in **49 countries**,
- welcoming **73 500 guests** each day
(Data published on 31 December 2010))



Foremost in its expansion strategy is building a **wide domestic network in each country where the brand is present**. Major cities always represent choice locations as do other, more secondary cities in parallel, so that Mercure aims to **become the leading midscale hotel chain** on all its markets.



Growing the network is premised on safeguarding the personality of each hotel while highlighting the local culture of the host region and country.

To cater to both business and leisure travellers, **more than 50%** of network hotels are located **in city centres**, in capitals and major cities. Mercure has diversified into specific leisure areas, with some **10%** of its hotels renowned as **golf, seaside, and mountain resort destinations**.

2010 news

Within the framework of streamlining and harmonizing the Accor Group brand portfolio, Mercure is refocusing its network and reaffirming its **midscale positioning**, which has been its strength from the very beginning.



To illustrate, the Mercure network now boasts its first location **in Slovakia** with the construction of Mercure Bratislava Centrum (175 rooms). From Lavasa in India to Beijing in China, Mercure will be opening **9 hotels in Asia** during the year 2010.

For the coming years, Mercure will **continue to expand** in Europe primarily through franchises, whereas it favours expansion through management contracts in emerging countries, notably in **Asia but also on the other continents**.



Distinctly individual hotels

Places with strong personalities

Each Mercure is a hotel **on a human scale** with a **personality of its own**, shaped by its **strong roots in its local environment**. Everything resonates with the hotel's home region, from the decor to the way guests are received, the quality of service and the restaurant menu, which always features the best of local products.

Classic, contemporary rooms

Today, Mercure rooms feature a **contemporary, classic style** that **reflects the hotel's personality**.

The room decor speaks of relaxation. Priority is given to sober lines, natural materials, and warm tones, all with an emphasis on comfort. The result is a place where guests readily feel at home. And with room service expanding the possibility of dining outside regular restaurant hours, the feeling of being able to take it easy is complete.

The bed has pride of place. Festooned with pillows and covered with the comfy duvets used by the majority of Mercure hotels, it is more inviting than ever.

Guests who need to catch up on work will find the room extremely functional for that purpose. Internet connection is quick and easy, and both the lighting and the seating can be changed to create the perfect ambiance for working or for relaxing.

To strengthen its ability to adapt to its guests, Mercure introduced a new category of rooms called '**Privilege**' rooms. These are the best rooms in the hotel and offer an array of additional services and amenities, such as bathrobes and complimentary mineral water, which enhance the guest's pleasure as well as allowing them to enjoy the level of comfort they desire. >>>>





Des espaces à la personnalité préservée

**mercure
and me**



Mercure and me

Sending a message of closeness and generosity, the "mercure and me" name now appears on bathroom amenity products.

The packaging design is original, just like Mercure. Each product has a colour code to add visual appeal and make it easy to identify for both guests and housekeeping personnel.

The range, which has a subtle, pleasant citrus fragrance, illustrates Mercure's environmentally responsible approach: products that contain no parabens or colorants, minimizing the risk of allergic reaction and increasing their biodegradability. Furthermore, the products have not been tested on animals and containers are made of recyclable plastic.

A style that says today

For several years Mercure has been committed to **renovating and refurbishing all its hotels in a decidedly contemporary but timeless style**. Today, Mercure hotels offer decor in distinctive interpretations, each one different from the other.





Mercure

mercure.com

Dining at Mercure

Part of visiting a city and its region is discovering its culinary repertoire. Our chefs take pride in featuring local specialties made with quality products on their menus along with more classic choices. Whether it's traditional or light cuisine, pleasure and good taste are what matter and our restaurants deliver both. Regional specialties even have pride of space on the breakfast buffet.



LES GRANDS VINS MERCURE
PURE PLEASURES



The Grands Vins Mercure

For nearly 30 years, **the Grands Vins Mercure has been one of the hallmarks of the brand**, widely recognized by the winegrowing profession. The wine list includes regional wines as well as one or two international selections to allow patrons to broaden their field of discovery and fully enjoy the best tastes of the year... all at **very low prices!** The wines are selected by wine experts, clients and Mercure Echanson wine waiters.

At present **16 countries** offer a **Grands Vins Mercure wine list**. On the strength of its success, Mercure now aims to gradually introduce the Grands Vins Mercure wine list at all its hotels worldwide, where allowed by local regulations and customs.

To meet a growing demand, in 1995 Mercure created a new hotel position: **Echanson Mercure**, the person responsible for the hotel's Grands Vins. The Echansons possess extensive technical knowledge about winemaking and the different steps involved, as well as the characteristics of winegrowing regions, varietals and flavours. They receive additional training based on detailed knowledge of wine list of the year. To help diners choose a wine, the Echansons Mercure provide advice on which Grands Vins Mercure go well with their dinner selections.

A hedonistic and sensorial approach of wine

The offer caters to changing consumer fashions by introducing a fun, intuitive way to discover and enjoy an array of fine wines. The selections are classified by taste characteristics, putting them within the reach of everyone, even novices, while satisfying the demands of connoisseurs. Grouped into four categories – "*Fresh & Tasty*"; "*Fruity & Light*"; "*Balanced & Elegant*"; and "*Spicy & Full-bodied*" – identified by different colours and symbols, the wine list of Grands Vins Mercure provides a variety of flavours that each guest will appreciate according to his or her taste and mood.. >>>>



FRESH
& TASTY



FRUITY
& LIGHT



BALANCED
& ELEGANT



SPICY
& FULL-BODIED

Wine



Press contacts: France : Laetitia Jasinski - Delphine Kerfysler / Europe-Afrique-Moyen Orient : Elsa Mélique
/ Asie-Pacifique : Evan Lewis / Amérique Latine : Antonietta Varlese



The new website mercure.com

Mercure is launching its new website in Mars 2011 with two main objectives:

Reflect the brand positioning on the website

With a more appealing brand universe, new text contents, more aspirational pictures. The site ergonomics have been optimized with new reshuffled hotel information pages for improved clarity, a more user-friendly reservation interface and added Search Engine Optimization.

Take part in the development of business

Thanks to a more intuitive navigation, an easier access to a large choice of special offers and promotions, including Early Booking (30% off by booking up to 30 days in advance). Also thanks to the Best Price Guarantee, the Brand Commitments, the loyalty program and the testimonials of the Mercure staff.

Location	Hotel	Price (From)
Belgium - Brussels	Mercure Brussels Airport	£ 108 *
France - Carcassonne	Mercure Carcassonne Porte de La Cite	£ 74 *
Austria - Vienna	Mercure Wien Europaplatz	£ 58 *
Thailand - Chiang Mai	Mercure Chiang Mai (previously Novotel)	£ 19 *

The « glocal » website mercure.com is booming.

The site now exists in six languages: French, English, German, Italian, Portuguese (Brazil) and Dutch. Spanish will be available by the end of the first trimester 2011. Furthermore, mercure.com is "geolocalized," which means that messages adapt to the country of connection in order to match the surfers' expectations, as closely as possible.

During the year 2010, 13 million visitors logged on to mercure.com, a 30% increase over the previous year.

>>>>



Getaways at the best price

Mercure offers a wide range of rates for added flexibility. For those who put price first, extremely good deals are available on the website, with up to 40% discounts on room nights. For those who prefer no restrictions, Mercure offers an unrestricted best price of the day that can be cancelled up to the last minute. In addition, with the **Best Price Guarantee** every client is assured that he or she will not find an equivalent offer at a lower rate than the one posted online at www.mercure.com. Should a lower rate be found, the hotel guarantees the client will be charged the lower rate with an additional 10% discount. >>>>

Permanent offers

Mercure offers all the year **30% off by booking up to 30 days in advance**, but also special promotions to enjoy **city breaks, mountain breaks** or sea breaks. Last not but least, business traveller can benefit from the « **Business Pack** » offer...

Seasonal offers

Each year, more than 400 Mercure hotels feature two special seasonal deals valid every day of the week: the "**Mercure Summer Offer**" for summer holidays, and the "**Mercure Winter Offer**" for winter breaks. The offer includes **discounts of up to 40% off** single and double room rack rates (including breakfast).

Mercure rewards its loyal clients

...With A|Club, the free, 100% online, multi-brand worldwide loyalty programme by Accor

All Accor clients can benefit from the numerous advantages offered by the A|Club loyalty programme by simply signing up on www.a-club.com. Available at more than 2,000 hotels in 90 countries, A|Club members can earn points not only from Mercure, but also from Sofitel, Pullman, MGallery, Novotel, Suitehotel, Ibis and all seasons hotels.

At Mercure, every euro spent earns two A|Club points. Points can be converted into gift vouchers that can be used worldwide at Accor hotels or at A|Club partner businesses or members can choose to convert their points into air miles with their preferred airline. >>>>

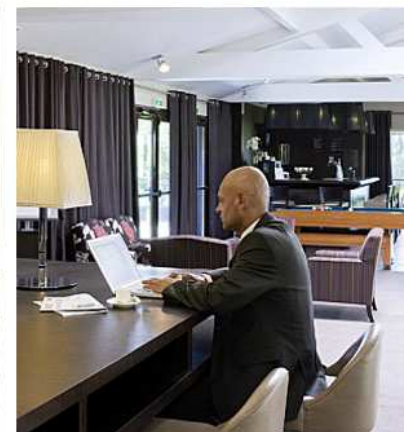


Mercure, the choice of business travellers

Present in major business centres and resorts around the world, **Mercure Hotels meet all the expectations of business travellers**, by offering their entire know-how for business travel needs. After a long working day, clients can also relax in the friendly bar, the restaurant or in the fitness centre. Or, they can simply enjoy the comfort of a "Privilege" room.

With nearly 90% of Mercure network hotels have meeting rooms with a minimum capacity of 10 persons, each Mercure hotel offers an environment conducive to conducting business and solutions adapted to every company's needs, whatever its size. Mercure offers customized planning of meetings, conferences or private events, dedicated support teams, fully equipped meeting rooms, and a convivial, relaxed, and hospitable atmosphere.

And because business relations aren't confined to the meeting room, Mercure is gradually creating comfortable, attractive conference room lounges where participants can talk and socialize among themselves. For more casual moments, the bar found in practically every hotel is a good place to continue discussions in a relaxed setting. >>>>





Invigorating escapes or relaxing holidays

The Mercure network has a wealth of leisure destinations; over 50% of Mercure hotels boast a central urban location and nearly 10% are located by the sea, in the countryside, or in the mountains.

From the heart of the Indian Ocean on **Reunion Island** to the Promenade des Anglais in **Nice** on balmy Mediterranean, or from **Bangalore**, the "garden city" of India, to the bustling city of **London**, there is always a Mercure to match your travel needs, whether it's for a weekend break or a longer stay at a resort. In addition all Mercure hotels offer a wide array of activities: leisure, relaxation, sports, or wine tasting.

For a relaxing, well-being pampering break, some ten Mercure hotels offer the spa expertise of **Accor Thalassa**. In Sables d'Olonne, Biarritz, Aix-les-Bains and Le Touquet, enjoy a restoring stay with seawater therapy or thermal spa treatments.

Moreover, in each of the network hotels, guests receive personalized advice. Staff are always attentive to every request and are happy to share tips about their region or accompany guests on discovery outings near the hotel. >>>>





A new international advertising campaign : Let Good Things Happen

With 700 hotels worldwide, Mercure intends to boost the network's brand awareness with this new advertising campaign and has chosen to send out an international message using a single distinctive slogan "**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 managed by passionate hoteliers.

The campaign features four pictures. The first three reflect the wealth of the Mercure experience and promote the brand's strengths: **the quality of its welcome, the diversity of its locations, the comfort of its rooms, and the efficiency of its meetings service...** The final image uses an uplifting, dream-like picture to highlight the lasting impression all these pleasurable moments make on the guest.

The whole campaign is underscored by the positive, exciting, ultra simple slogan "**Let Good Things Happen**". A way to demonstrate how Mercure offers each guest a memorable experience all around the world.

This advertising campaign is rolled out in several different formats, in the press, on bill-boards, in the hotels themselves and also on the Internet.

It has been launched November 2010 in France, with a wave of billboard ads in stations and airports.

Then, in December 2010, the campaign has kicked off in Germany with a massive poster advertising campaign all over Frankfurt (bus stops, giant billboards, bus ads, screens in stations, etc.) and Berlin (giant billboards). During the campaign, some Mercure hotels in Germany will sport the colors of the "**Let Good Things Happen**" slogan...

Since January 2011, Mercure's new "**Let Good Things Happen**" advertising campaign is being rolled out in all the countries where Mercure operates, stretching beyond Europe to Australia, Brazil, Asia...

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. >>>>





Milestones

Landmarks in Mercure's history

1973 : The first Mercure hotel opens.

1975 : Accor acquires Mercure Hotels and develops the most personalized chain in its portfolio

1983 : Mercure expands across Europe, opening locations in **Germany** and **Austria, Belgium** and the **Netherlands**. Introduction of the **Grands Vins Mercure wine list**.

1989 : Opening, in **Brussels**, of the **100th Mercure hotel**, confirming the brand's scope.

1993 : The network has over **200 hotels in 15 European countries**

1994 : **Expansion to the rest of the world: openings in the Middle East, Southeast Asia, and Australia.**

2003 : Mercure pursues expansion into new countries: **Switzerland, Japan and Qatar**.
The Mercure network now numbers **more than 700 hotels in 47 countries**.

2008 : Refocusing the network, Mercure reaffirms its **midscale positioning**, a move to bolster its status as a major player in the hotel business.

2009 : Mercure expands for the first time in **India**, opening the first Mercure hotel in Bangalore.

2010 : Mercure, present in 49 countries, opens its first hotel in **Slovakia** in Bratislava.

*For more than 35 years, within the Accor Group, Mercure has exemplified expert **hospitality and personalised service**. Operating in nearly 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 staff of the 700 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.
Additional information on Mercure hotels is available on mercure.com.*



Mercure hotels in photos



Brasilia Eixo - Brazil / Belle Plagne 2100 - France / Resort Queenstown – New Zealand / Pattaya - Thailand / Chamonix Les Bossons - France / Sydney - Australia / Oriental Ginza Shenzhen - China / Last Drop Village Hotel & Spa Bolton – Great Britain / Berlin City West – Germany / Hongqiao Shanghai – China/ Sapporo - Japan / Paris Gare Montparnasse - France / Bergamo Palazzo Dolci – Italy

Press contacts: France : Laetitia Jasinski - Delphine Kerfysler / Europe-Afrique-Moyen Orient : Elsa Mélique / Asie-Pacifique : Evan Lewis / Amérique Latine : Antonietta Varlese