



## Press release

September 30th, 2011

# Accor signs major UK hotel deal

## 24 hotels join Mercure network in the UK

Accor, the world's leading hotel operator and the market leader in Europe, is set to realise its ambition to increase the UK network to 300 hotels by 2015 with the signing of a franchise agreement with Jupiter Hotels Ltd, the new owners of the former Jarvis hotels. This is a landmark deal for the UK hotel industry in 2011.

In what is the biggest franchise deal for Accor this year, 24 hotels - or 2,664 rooms - will open under the Mercure hotel brand across the UK, bringing the total number of Mercure hotels in the UK to 68. The deal is the latest in a series of franchise agreements which has seen the Mercure brand expand rapidly in the UK in recent months, making Mercure a major player in the local mid-scale market.

The new hotels are located in a range of locations across the UK, including popular tourist destinations like Brighton, York, Edinburgh and Inverness, and key towns such as London, Leeds, Bradford, Manchester, Bristol, Gloucester and Leicester. The partnership with Mercure will allow the hotels to retain their individuality and style whilst joining an established network of over 700 midscale hotels operating in more than 50 countries across the world.

Jean-Jacques Dessors, Chief Operating Officer of Accor UK and Ireland said, *"This major franchise agreement is a significant milestone for Accor in the realisation of our ambitious growth targets. This expansion further demonstrates our commitment to building the Mercure hotel brand in the UK, which is such an important market for Accor. We will continue to pursue further franchise growth opportunities this year and beyond."*

### The new Mercure hotels will include:

Mercure Ayr Hotel  
Mercure Bolton West Hotel  
Mercure Bradford North Hotel  
Mercure Brighton Seafront Hotel  
Mercure Bristol North The Grange Hotel  
Mercure Burton Upon Trent Newton Park  
Mercure Chester East Hotel  
Mercure Edinburgh Mount Royal Hotel  
Mercure Glasgow City Hotel  
Mercure Gloucester, Bowden Hall Hotel  
Mercure Hull North Humberside Hotel  
Mercure Inverness Hotel

Mercure Kidderminster Hotel  
Mercure Leeds Parkway Hotel  
Mercure Leicester City Hotel  
Mercure London Watford Hotel  
Mercure Maidstone Hotel  
Mercure Manchester Piccadilly Hotel  
Mercure Newbury Elcot Park Hotel  
Mercure Norwich Hotel  
Mercure Swansea Hotel  
Mercure Tunbridge Wells Hotel  
Mercure Wetherby Hotel  
Mercure York Fairfield Manor Hotel

For more than 35 years, within the Accor Group, **Mercure has exemplified expert hospitality and personalised service.** Operating in more than 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.

**Accor, the world's leading hotel operator and market leader in Europe,** is present in **90 countries** with **4,200 hotels** and more than **500,000 rooms.** Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons/ibis styles, Etap Hotel/ibis budget, hotelF1 and Motel 6** - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

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