

Press Release

June 2009

Two new outstanding hotels awarded the MGallery label: the Grand Hôtel de Cabourg and the Grand Hôtel Roi René in Aix-en-Provence

LE GRAND HÔTEL
Cabourg

RR
GRAND HÔTEL
ROI RENÉ

Launched by Accor in September 2008, the MGallery collection of upscale hotels has added two new establishments to its network —the **Grand Hôtel de Cabourg** and the **Grand Hôtel Roi René in Aix-en-Provence**. A favorite haven for many artists and celebrities in the past, including Marcel Proust and Winston Churchill, both hotels are steeped in history.



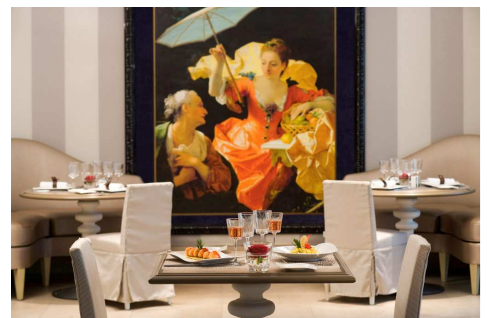
Built in 1907, the **Grand Hôtel de Cabourg** is set directly on the beach.

Refurbished by Studio Marc Hertrich/Nicolas Adnet, the hotel has renovated two floors of rooms, as well as its suites, restaurant and Marcel Proust reception hall. *“The goal was to bring this hundred-year-old building into the modern era, while respecting its history,”* explain Marc Hertrich and Nicolas Adnet. *“This required a blend of contemporary and traditional stylistic features to create a new vision of the charm, lyricism and elegance that characterize this holiday resort.”*

City Experience offer: two nights in a double room from €326

The offer includes breakfast, complimentary madeleine cakes and cider, and two free tickets to the Caen Memorial.

Located in the historic heart of Aix-en-Provence, the **Grand Hôtel Roi René** has been part of the city’s cultural heritage since 1929. The Design Studio architectural firm has reworked part of the interior, including the Table du Roi restaurant that opens onto the patio, the Intemporel bar and the reception area. *“For this fortress-like structure, we chose the highest quality materials and a restrained color scheme to capture some of the 18th century Provençal style,”* says designer Didier Rey. *“We opened the restaurant onto the winter garden, which extends outdoor terrace seating on days when the weather is nice. For travelers, the hotel’s soft, calm atmosphere captures the spirit of Provence.”*



City Experience offer: two nights in a double room from €344

The offer includes breakfast, two free tickets to the Picasso-Cézanne exhibition and a box of *calisson* cakes.

LE GRAND HÔTEL

Cabourg

A timeless experience

A legendary source of inspiration

Embodying elegance, art and history, the Grand Hôtel de Cabourg was inaugurated in 1907. Ahead of its time, the hotel featured central heating, washroom facilities in each room and electric lighting for the comfort of its sophisticated clientele. For long periods between 1907 and 1914, Marcel Proust stayed in the hotel, where he worked extensively on his life's work, *In Search of Lost Time*. Guests can request his former room—which has been redecorated based on his writings—where they will spend a night outside the bounds of time. Since then, the hotel has welcomed many other artists and celebrities whose portraits adorn the upstairs corridors. A partner to France's Romantic Film Festival, the Grand Hôtel hosts actors and movie lovers from around the world every year.

A reworked neo-Italian style

One of the few hotels in Normandy built directly on the beach, the Grand Hôtel offers a splendid, never-ending sea vista. Its majestic neo-Italian architecture, high ceilings, wide corridors, vast rooms and bathrooms imbue the hotel with a calm, eminently romantic atmosphere. This grandeur is accentuated by the materials used—wood, glass, stainless steel, velvet and taffeta—and which are enhanced by contemporary shades of color. Beginning in the lobby, the mirrors and large bay windows allow natural light to permeate the hotel end to end. Combining traditional and contemporary charm, the spacious, comfortable rooms facing onto the sea open onto terraces.

Pleasurable moments

Located both in the heart of Cabourg and on the beach, the hotel delivers upscale amenities and services. In the restaurant, with its refined menu featuring seafood and typical regional dishes, customers can dine in front of bay windows overlooking the sea or on a terrace facing the garden. Other dining services include Sunday brunch and a special Proust teatime menu with mouthwatering treats for hotel guests.

A breath of fresh air at the seaside

Just two and a half hours from Paris, the hotel is situated on the Promenade Marcel Proust, where visitors can stroll for four kilometers along the seafront. Also nearby are the many other seaside resorts that adorn Normandy's Côte Fleurie and the half-timbered houses of the Pays d'Auge.



Rooms: 70 rooms combining traditional and contemporary décor, as well as two suites, all with air conditioning, Internet access and round-the-clock room service. Rooms facing the sea include terraces with spectacular, unobstructed views.

Restaurant: Le Restaurant du Grand Hôtel offers a wide choice of seafood as well as traditional Norman pastries like tarte tatin, an upside-down apple pie. During Sunday brunch, a pianist provides a pleasant musical ambiance.

Bar: Le Bar du Grand Hôtel features a broad selection of cocktails, as well as the house "apéritif marin" and Veuve Cliquot champagne (Proust's favorite), accompanied by slices of traditional Normandy bread served with Isigny salted butter and shrimp.

Conference and seminar rooms: Four rooms with total area of 650 square meters are available for cocktail receptions and banquets for more than 200 guests.

Hotel and leisure services: Internet connections and WiFi access throughout the hotel, laundry and dry cleaning service, private parking area and vehicle rentals. The hotel's beach is scheduled to open in July 2009.

2009 rates:

- City Experience offer: two nights in a double room from €326

The offer includes breakfast, complimentary madeleine cakes and cider, and two free tickets to the Caen Memorial.

- Double room from €135 a night

Hotel General Manager: Gérard Sagnes



Information and bookings: www.mgallery.com or www.accorhotels.com

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RR GRAND HÔTEL ROI RENÉ

An elegant, authentic stopover in Provence in the heart of old Aix

An exceptional venue with true character

More than just a hotel, the Grand Hôtel Roi René is a full-fledged monument located in the historic center of Aix-en-Provence, near the famous Cours Mirabeau and the business district. Built in 1929, the hotel, which resembles a typical Provençal bastide, is part of the city's daily life and cultural heritage. It was named for King René, under whose reign in the 15th century Provence prospered as a center of trade, culture and university life. Over the years, the hotel's charms have attracted a number of celebrities, including Winston Churchill who wrote his memoirs there.

The spirit of 18th century Provence

The hotel features a subtle combination of classical and contemporary styling. The beige and gray color scheme, highlighted with touches of dark purple, and the materials—wood, stone and linen—add to the hotel's sober elegance and authentic charm. Mirrors and large bay windows further accentuate its already well-lit interior. Subdued lighting and simple, graceful furnishings, combining wicker, cotton, wood and wrought iron, add to the visitor's impression of calm.

Pleasurable moments

Surrounded with greenery, the hotel features high-quality amenities and services, including a swimming pool for well-being and relaxation, the Table du Roi restaurant serving dishes with distinctly Provençal flavors, and the Intemporel bar, an ideal place to unwind with family or friends. Within the hotel, the swimming pool and shaded patio offer a refreshing restful haven scented with lavender, thyme, rosemary and flowering laurel.

Destination: Provence

The Grand Hôtel Roi René is the ideal starting point for discovering Provence and its treasures, including Montagne Sainte-Victoire, Marseille and the nearby Calanques, Les Baux de Provence, the Camargue and the Luberon.



Rooms: 134 contemporary styled room, including three suites with a water wall that evokes the fountains of Aix-en-Provence. All rooms feature air conditioning, Internet access and round-the-clock room service.

Restaurant: The **Table du Roi** has a terrace that opens onto the patio. It serves French cuisine as well as updated versions of traditional Provençal dishes, such as rack of lamb seasoned with thyme and honey.

Bar: Opening onto the swimming pool, the **Intemporel** with its terrace is a delightful place to relax, unwind and sample regional before-dinner drinks like *vin d'orange*, accompanied by *tapenade* on toast, seasoned olives and *caviar*, the hotel's own aperitif treat.

Conference and seminar rooms: Three modular meeting rooms with total area of 230 square meters are available for cocktail receptions and banquets for up to 200 guests.

Hotel and leisure services: Patio and swimming pool within the confines of the hotel, reading area, Internet connections and WiFi access throughout the hotel, valet parking, laundry and dry cleaning service, private parking area, vehicle rental and limousine service.

2009 rates:

- **City Experience offer: two nights in a double room from €344**

The offer includes breakfast, two free tickets to the Picasso-Cézanne exhibition and a box of calisson cakes.

- **Double room from €150 a night**

Hotel General Manager: Vincent Louis



Information and bookings: www.mgallery.com or www.accorhotels.com

Grand Hôtel Roi René Aix en Provence

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MGallery is a collection of upscale hotels with distinctive personalities. Selected to provide customers with a unique, authentic experience, each hotel offers high-quality, personalized services. MGallery targets mainly individual customers and will delight visitors looking for unforgettable moments and venues as well as business travelers who want only the best services. Launched in September 2008 by Accor, the MGallery collection will comprise more than 40 hotels in Europe, the Middle East, Asia-Pacific, the Caribbean and Latin America by year-end 2010.

More information about the hotels in the MGallery collection is available at the mgallery.com website.

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