



Openings

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Accor falls for London's charms

October 2012 will mark a surge in the Group's development in the United Kingdom, with four new establishments (Novotel, Mercure, ibis) opening their doors in London in the next few weeks.

The UK capital's status as a tourist and commercial hub was a decisive factor in the strategic choice of sites for the new hotels.

From city center...

Located between the City and St Pancras station, Blackfriars is a district undergoing rapid development. A new complex housing a Novotel and an ibis will open shortly, contributing to creation of over 70 jobs.

With 182 modern and spacious rooms, the **Novotel Blackfriars** is a particularly interactive hotel offering the high-tech accessories and services beloved of new technology fans: a virtual concierge service, digital room keys, Apple multimedia corners, Microsoft tactile tablets and a fitness center bristling with the latest equipment. A host of new services that make the hotel one of Accor's most innovative establishments in the UK.

The nearby **ibis Blackfriars** has also opted for modernity, combined with a cozy, intimate ambiance offering special spaces designed to meet the needs of all guests, from business travelers to family groups. The rooms are equipped with the new "Sweet Bed by ibis" guaranteeing an excellent night's sleep, thanks to technology developed in-house.



... to outlying neighborhoods

All the same advantages can be found in the **ibis Shepherd's Bush**, nestling in a part of the city in full renovation swing. The 128-room hotel is surrounded by a number of upmarket malls including the recent Westfield Shopping Centre. The hotel enjoys the calm, attractive atmosphere of West London, which is continuing to develop.

The historic district of Greenwich is home to a new **Mercure** hotel, the fourth major opening in London this fall. It occupies Maurice Drummond House, a building distinguished by an architecture prize back in 1946, and exudes an elegant ambiance with strong roots in English traditions. This fine new hotel takes the number of the brand's establishments in the UK to 72 and will generate 70 new jobs.

Thomas Dubaere, Managing Director for Accor, UK and Ireland, confirms the goal of this program: *"2012 has been a decisive year for London, which has been a huge magnet for tourists particularly. We believe it is important to invest in the city for the longer term, as illustrated by the opening of four new hotels in just one month."*