



Events

03/13/2012

Adagio is out to conquer Brazil

It is a symbolic expansion for Adagio. The brand has just announced the signing of a major franchise contract aiming to establish 40 residences throughout Brazil as part of the Adagio and Adagio Access chains. For the European leader on the tourist residence market, this new project is an important step in its already very healthy development and also demonstrates its ambitions in terms of global growth.

Five aparthotels will be opened in Sao Paulo and Bahia by 2014

In the first phase, several of the Group's hotels already established in Brazil will change their name to become Adagio City Aparthotel residences. Then, by 2014, five new establishments will be built from scratch. The first will be in Salvador (Bahia capital) in the financial district close to the airport, and will offer 200 apartments. Four other residences will follow in the cities of Barueri, Sao Paulo, Jundiai and Sao Bernardo de Campo, offering a total of 1000 apartments: "*The Adagio City Aparthotel brand offers excellent products for those who want to live in the city, at their own pace, as if they were in their own home. The rates are attractive and decrease according to the duration of the stay. It is really different from what we have been offering on the Brazilian market*", explains **Patrick Mendes**, Operations' director of Mercure, Pullman and Adagio in Latin America.

The opening of these new residences comes at the ideal moment given the significant development of tourism and business in the country. They will also satisfy a clientele of individual visitors, whose numbers look set to shoot up as a result of the two major sporting events to be held in Brazil in the next few years: the Football World Cup (2014) and the Olympic Games (2016), even if Accor doesn't open hotels specially for these events.

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