Openings

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Mercure falls for Iberian charm

The world's second largest hotel brand in its market segment with more than 730 hotels in 50 countries, Mercure is experiencing sustained growth, with one opening per week on average. The latest example is Spain, where the brand is currently opening four new properties.

Spain is a preferred location as the brand moves to strengthen its local presence.

These new franchised hotels are firmly established in their respective locations, but they also offer all the key services of the brand in terms of reception, catering, leisure, digital experience, etc., whether in the heart of Catalonia or further towards the centre of the country, in Toledo.

The Catalonia region – love at first sight!

Mercure now has three hotels in Catalonia, a region blessed with a sea and mountain location.

With its 102 rooms, **Mercure Augusta Barcelona Vallès** nestles in a quiet hillside just 20 minutes from Barcelona. In contrast, the 78-room **Mercure Alberta Barcelona** has just revealed its charms in the heart of the famous Catalan capital, close to the main tourist and cultural attractions of the city.

Further south, the **Mercure Atenea Ventura** is scheduled to open in October in Vila-Seca, near the famous Port Aventura theme park. The architecture of this 94-room hotel is strikingly modern and original.

History lessons in Toledo

Finally, in the centre of Spain, in Toledo, a historic city of the Autonomous Province of Castilla-La Mancha, is the **Mercure Cigarral El Bosque**. With its 58 rooms, this property offers a unique advantage: a breathtaking view of the historic centre of the city, providing a guaranteed journey back in time!

These four superb properties are sure to tempt travellers with a passion for Iberian culture, whether they are staying on business or simply for pleasure.

To find out more about Mercure