



Innovation

02/06/2014

Mercure gears up its digital development

The brand now offers customers an innovative new mobile application. Its aim: boosting online reservations.

More than **15%** of all reservations in 2013 were made **online**, via the various Accor websites (i.e. no less than **2.6 million** nights). The web is therefore an extremely important lever for the 743 Mercure hotels worldwide.

During the first quarter of 2014, several significant projects will therefore be launched to optimise the brand's web performance. The first highlight in this digital offensive is the launch of an **application for the iPhone and Android**, plus a **new mobile website**. In the spirit of ongoing innovative and with a view to anticipating new consumer habits among its customers, the brand has devised a **simple** and particularly **intuitive** application. It lets you make a booking in just a few clicks for any of the network's **743 hotels** around the world. In addition, the application's geo-positioning function guarantees you get the best price every time.

The application is available in **ten languages** on iPhone and Android operating systems, and offers Mercure customers:

- **clear, detailed information** on hotels
- **secure** online payment
- **access** to special offers
- **reservation** tracking
- **direct access** to their Le Club Accorhotels account

So don't wait, rediscover Mercure through its new mobile application:



The next key phase is scheduled for March 2014, when Mercure will be bringing out its **own mobile website** offering customers optimised browsing conditions on any connected mobile device.

Mercure.com sports the brand's new corporate colours

Since 21 January 2014, the mercure.com website has been sporting the brand's new corporate image: more **modern** and in line with the brand's revival, it is a true web showcase for Mercure that you can discover right now [by clicking here](#).