



Openings

03/22/2012

Mercure opens its first hotel in Russia

Accor, which was the first operator to open midscale hotels in Russia, has just announced the opening of the Mercure Arbat Moscow, signaling a new and symbolic stage in its expansion.

The capital, which lacks 300,000 hotel rooms, is indeed a high potential region for Accor: *"Our search for investors is paying off: the pace of openings is set to accelerate even though our strategy has always been one of moderation. We would also like to announce that the Sofitel scheme in Moscow, signed in 2007, has been revived,"* explains **Alexis Delaroff**, Chief Operating Officer for Accor Russia.

Today, Accor is working on more Mercure hotel projects in Russia and CIS than any other Accor brand.

A hotel in Moscow's Garden Ring / historical center

The 109-room hotel is located next to the pedestrian street of Arbat, which is famous for its artists, boutiques and numerous restaurants and bars. All the rooms feature stylish and elegant interior designs that are a tribute to pure Russian tradition. They are equipped with the latest technological amenities (Nespresso coffee machine, Free WiFi access, LCD TV with international channels, etc.). Two subway stations near the hotel provide business and leisure guests with very easy and quick access to the Trade Center and Expocenter as well as to all the oddities and vestiges of the turbulent years.

The hotel's restaurant, "La Promenade", run by chef Alexander Sorokin, serves traditional French cuisine with a Russian touch. Guests seeking wellness and relaxation facilities will enjoy using the hotel's gym, infra-red sauna and library.

Accor is planning to open about another 20 hotels in Russia and CIS within the next four years and reach a total of about 50 by 2020, making Accor one of the top 3 operator in the region. The latest openings include two ibis hotels, one in Yaroslavl, a medium-size city in the Golden Ring of Moscow and one in Samara, a major industrial city on the Volga.

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