



Openings

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South Korea: four new hotels planned for 2017

The Group has just announced the signing of a brand-new hotel complex in Seoul's Yongsan neighbourhood for 2017.

The beautiful complex will house emblematic brands: **Novotel**, **Suite Novotel**, **ibis Styles**, and to top it all off, **Grand Mercure**. These four exceptional hotels will have a total capacity of around **2,000 rooms** and will make up the largest hotel complex in the country. Ideally situated between a shopping centre and the Yeouido financial district, the site is also a stone's throw from the centre of the South Korean capital. This signing is important because the site will host the **first** ibis Styles, Suite Novotel, and Grand Mercure hotels in **South Korea**.

Accor is currently the **largest** hotel chain in South Korea, with **12 hotels** spread throughout **5 cities**, totalling almost **3,500 rooms**.

Michael Issenberg, Accor's Chairman and Chief Operating Officer for Asia-Pacific region, said: "This is the largest hotel project we have signed in Asia so far, which will strengthen our position as the largest international hotel operator in South Korea".



Patrick Basset, Senior Vice President for Accor South Korea, Thailand, Vietnam, Cambodia, Laos, Myanmar and the Philippines, said: "This new hotel project is a great reflection of 26 years of successful partnership between Accor and Ambassador Group in Korea". Kwon Tae-Wook, Chief Representative of Accor-Ambassador Korea, stated, "We are happy to have been chosen as a partner for the Yongsan hotel development project. This is a unique hotel-building project not only because of its scale, but also because of the wide range of services it will provide."





But that's not all for the Group. In addition to this **large-scale** project, Accor will also be opening **ibis budget** hotels in the cities of Dongdaemun and Chungmuro, as well as in Seoul, Busan, and lastly, Haeundae. There are also plan for a **Novotel** in Suwon.