



Openings

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United Kingdom: a strong growth network

Accor has announced it has signed a franchise agreement with Focus Hotels, adding ten hotels to its UK network in the first quarter of 2011.

763 rooms

The franchise agreement will add 763 rooms to the Mercure network and represents a major step in its development in the UK, increasing its existing footprint from 33 to 43 hotels.

This is an important project for the UK network, which has a growth target of 300 hotels by 2015. Jean-Jacques Dessors, Chief Operating Officer of Accor UK and Ireland, commented: *"We have ambitious plans for the UK and are totally committed to extending our Accor network and bringing our expertise in all segments from economy, midscale, upscale and luxury to the UK market."*



Focus: Accor out to conquer the United Kingdom

The Accor UK and Ireland network comprises over 140 hotels and 18,000 rooms including its Sofitel, Novotel, Mercure, Ibis, all seasons and Etap Hotel brands.

Since last September, the Group has announced new contract agreements in close succession.

September 2010: Mercure London Bloomsbury (Fairview), all seasons London Croydon (Euro Hotels) and all seasons London Leyton (Euro Hotels)

November 2010: Novotel London Blackfriars and ibis London Blackfriars (McAleer & Rushe)

January 2010: Mercure Altrincham Bowden Hotel, Mercure Blackburn Ribble Valley Hotel, Mercure Chester North Hotel, Mercure Hatfield Oak Hotel, Mercure Hull Royal Hotel, Mercure Stafford South, Penkridge Hotel, Mercure Swindon East Hotel & Spa, Mercure Telford Hotel, Mercure Wigan Oak Hotel and Mercure Wolverhampton Hotel (Focus Hotels)

** Focus Hotels is a collection of quality midscale hotels with a wide variety of styles at a range of strategic locations throughout England. The group has systematically upgraded its product over the past few years, investing in refurbishment and training. The partnership with the Mercure brand's non-standardized range of midscale hotels within the Accor portfolio, will allow the ten hotels to retain their individuality and style whilst enabling them to benefit from the Group's operating expertise.*

[To find out more about Mercure](#)