

Press Release

London 18th August 2014

Accor continues to expand its UK hotel network

Five hotels added to portfolio

[Accor](#), the world's leading hotel operator and market leader in Europe, is pleased to announce the signing of five new hotels in the UK, significantly strengthening its portfolio of hotels.

The five hotels spread across London and Edinburgh are due to open throughout the second half of 2014 and 2015 in line with Accor's strategy to expand its portfolio in key destinations.

The first of the London openings, **Novotel Brentford**, is operated under a lease agreement with Brentford Hotels Limited, a subsidiary of the Pedersen Group. The high tech specification, 202-room hotel joins the midscale brand's growing network of 31 [Novotel](#) hotels across the UK, and a global network of 395 hotels in more than 60 countries. Accor has also announced a new build Novotel at 40 Marsh Street, Canary Wharf which is due to open during 2016.

Novotel hotels are located in the heart of major cities, business districts and tourist destinations. The brand offers efficiency and comfort to business customers while satisfying the needs of leisure travellers through contemporary design, flexibility and technology.

The second London opening, Mercure London Heathrow, is opening in the spring under a franchise agreement with Crimson Hotels Limited. The 184 room hotel located close to the Heathrow International Airport is being thoroughly upgraded as part of a multi-million pound refurbishment programme and will be ideally located for business guests and travellers. Mercure prides itself on being the only 4-star hotel brand that combines the strength of an international network, with a strong quality commitment and individualised local touches.

Three of the upcoming openings are within the [ibis](#) brand, Europe's largest hotel chain and Accor's economy network boasting 1,739 hotels in key European city destinations.

The **Ibis Styles, Kensington** is due to open at the end of the year and will be operated under a franchise agreement with Chatteris Kensington Ltd, subsidiary of the Singapore-listed Heeton Group. The building is undergoing an extensive renovation programme to update the infrastructure and restore the elegance of its Victorian architectural features. It will boast 115 bedrooms in one of London's most

sought after locations, central and yet close to Heathrow airport making it an ideal base for both for business visitors and leisure travellers.

The ibis Styles, Kensington marks the entry of the Heeton Group's hospitality initiative into the European market, adding to a growing number of hotel acquisition and development projects that form part of its global expansion plans.

Two hotels will be opening in the popular tourist destination of Edinburgh during the summer, where Accor has already established the ibis, Royal Mile and ibis, South Bridge in Edinburgh city centre. **ibis budget, Edinburgh Park**, with 161 bedrooms, is ideal for business guests within walking distance of Edinburgh business park and just 15 minutes from the station for easy access to Edinburgh city centre. **ibis Styles, St Andrew Square**, with 103 bedrooms, brimming with character and right in the heart of Edinburgh city centre, will attract both business and pleasure guests.

Thomas Dubaere, Managing Director, Accor UK & Ireland said: "These openings further strengthen our presence in the key business and leisure locations of London and Edinburgh and are another important step in expanding our UK network. As part of our ambitious expansion plans we are demonstrating our commitment to strengthening the portfolio across our budget and midscale brand segments."

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Notes to editors

About Accor:



Accor, the world's leading hotel operator, offers its guests and partners the dual expertise of a hotel operator and brand franchisor (**HotelServices**) and a hotel owner and investor (**HotelInvest**) with the objective of ensuring lasting growth and harmonious development for the benefit of the greater number.

With more than 3,600 hotels and 470,000 rooms, Accor welcomes business and leisure travelers in 92 countries across all hotel segments: luxury-upscale with **Sofitel, Pullman, MGallery, and Grand Mercure**, midscale with **Novotel, Suite Novotel, Mercure and Adagio** and economy with **ibis, ibis Styles, ibis budget** and **hotelF1**. The Group boasts a powerful digital ecosystem, notably its booking portal **accorhotels.com**, its brand websites and its loyalty program **Le Club Accorhotels**.

As the world's top hospitality school, Accor is committed to developing the talents of its **170,000 employees** in Accor brand hotels. They are the daily ambassadors of the culture of service and innovation that has driven the Group for over 45 years.

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About Novotel

Novotel is the midscale hotel brand of Accor, the world's leading hotel operator, present in 92 countries with nearly 3,600 hotels and 170,000 employees. Novotel's consistently high standard of service contributes to the wellbeing of both business and leisure travelers: think spacious, modular-design guestrooms, balanced cuisine available 24/7, excellent meeting facilities, attentive staff, dedicated children's areas and rejuvenating wellness facilities. With PLANET 21, Accor's sustainable development program, Novotel commits itself to the planet! To meet today's challenging environmental and social issues, the brand has chosen to rely on a world renowned environmental certification, ISO 14001. Novotel offers more than 400 hotels and resorts in 60 countries, situated in the center of major international cities from business districts to tourist destinations. More information at: www.novotel.com

About Mercure

Mercure is the midscale non-standardized brand of Accor, the world's leading hotel operator with over 3,600 hotels, 460,000 rooms and 170,000 employees in 92 countries. Mercure hotels share common quality standards and are driven by passionate hoteliers. Whether they are located in major city centers, by the seaside or in mountain resorts, each establishment offers an authentic experience for both business and leisure travelers. The Mercure network spans more than 700 hotels in 52 countries around the globe, represents a real alternative to standardized or independent hotels, and combines the power of an international network with professional and digital expertise. For more information, visit <http://www.mercure.com>.

About ibis Styles

ibis Styles is the brand of economy hotels with unique personalities and multiple design of Accor, the world's leading hotel operator, present in 92 countries with over 3,600 hotels and 170,000 employees.

These hotels come in a host of different styles and all feature simplicity, comfort, quality and conviviality. Located in or close to city centers, each property offers an upbeat, stylish, relaxed and fun setting.

The brand is distinctive for its "all-inclusive" package which includes the room, an all-you-can-eat breakfast buffet, high speed Wi-Fi Internet access and a host of other little extras. At the end of June 2014, the network comprised over 250 hotels in 21 countries.

For more information about the ibis Styles hotels, please visit www.ibisstyles.com

About ibis *budget*

Ibis *budget* is Accor's economy casual, nifty brand. Accor is the first hotel operator worldwide, with over 3 600 hotels and 170,000 employees in 92 countries. Ibis *budget* reflects the values of simplicity and essential. It is ideal for self-reliant customers and offers well-designed rooms for one, two, or three people, round-the-clock room access and an all-you-can-eat breakfast. Located near major roads and airports – and increasingly in cities – the ibis *budget* hotels deliver highly competitive value for money. With 521 hotels in 16 countries on June 2014, ibis *budget* is pursuing an international expansion strategy.

For more information about the ibis *budget* hotels, please visit www.ibisbudget.com