

Press Release

Accor opens ibis and Mercure brands in Barra da Tijuca

Hotels are part of the same complex, offering
midscale and economic categories lodging options in
the neighborhood, in Rio de Janeiro

Accor, a major player in hotel operations in Latin America, presents its newest project in the city of Rio de Janeiro: a complex that gathers hotel brands such as Mercure and ibis located at Praia do Pepê, considered the commercial and gastronomic center of Barra da Tijuca, where guests can choose from endless options of bars and restaurants, besides being less than 10 kilometers away from the main shopping malls and concert venues in the region.

The hotel *site*, which is a result of the partnership between Accor and Galwan Construtora e Incorporadora, received an investment of R\$ 109 million from Galwan. The two new projects are added to four other hotels of this partnership, in operation in the state capital of Rio de Janeiro: Novotel Rio de Janeiro Santos Dumont, ibis Rio de Janeiro Botafogo, ibis Rio de Janeiro Copacabana and ibis Rio de Janeiro Santos Dumont.

According to Abel Castro, director of new business development for Accor Américas, this venture places Accor on a new region in Rio de Janeiro, because they are the first hotels of the group's brands in Barra da Tijuca. "The new ibis and Mercure RJ Barra da Tijuca hotels bring an offering of almost 400 rooms, thus expanding its presence in the region. In addition to these, three new hotels are under construction, which will add an offer of approximately 1,000 rooms in Barra da Tijuca", says Abel.

Mercure Rio de Janeiro Barra da Tijuca, with 136 apartments, will be the 63rd hotel of the brand in Brazil, and will generate 70 direct jobs. Leader in Latin America in the midscale category, the brand has increasingly invested in products, services and environments inspired by the culture of the area where the hotels are located. At Praia da Barra, guests can also enjoy the Mercure Breakfast, which has a varied menu of items with a mix of regional and international flavors to offer guests tasty and quality options in the most important meal of the day.

The new Mercure unit features a restaurant, two bars, swimming pool, sauna, free Wi-Fi, fitness center and parking lot. The rooms are divided into standard and superior categories with view to the ocean, and privilege, with a beach front balcony, and additional items such as bathrobes, slippers, espresso machine, newspaper and full line of amenities.

To celebrate the opening of the unit, Mercure RJ Barra da Tijuca offers a special *Portas Abertas* (Open Doors) promotion rate, which gives 50% discount when booking two stays at the website www.accorhotels.com upon unit availability.

Yet at Mercure, the convention area offers a center with seats for up to 400 people, in a modular auditorium, which can be split into four halls, in addition to six rooms for small meetings and business center. All rooms have air conditioning and technical support for audio-visual equipment.

ibis RJ Barra da Tijuca, with 240 apartments, brings international standards of the brand to Barra da Tijuca complex; it is 100% non-smoking, has free Wi-Fi Internet in all areas and 24 hours-open ibis kitchen lounge bar, in addition to breakfast from 4 a.m. to 12 p.m. Available in all rooms, the exclusive **Sweet Bed by ibis** bed was recently launched, developed especially for the hotels of the network.

With these two openings, Accor reaches the number of 15 hotels in the city of Rio de Janeiro, including 2 Sofitel, 6 Mercure hotels, 1 Novotel, 5 ibis and 1 ibis *budget*. By 2017 it will be opening 12 more Accor brand hotels, totaling 27 hotels in the city.



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

With around 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 true ambassadors of service culture and brand innovation, who have empowered the Group for 45 years.

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