

## Press Release

# Mercure Lavasa and the Lavasa International Convention Centre set to open in April 2010

## IAPCO conference to inaugurate convention centre in India

**New Delhi, January 29, 2010** - ACCOR Hospitality, the European leader in hotels, is set to unveil its international mid-scale brand Mercure at Lavasa, along with the Lavasa International Convention Centre (LICC) in April, 2010.

The Mercure Lavasa, with 150 guest rooms, is set to be the first internationally branded hotel for Lavasa and the second for the Mercure brand in India, after the opening of Mercure Homestead Residences in Bangalore last year.

LICC is a purpose-built convention facility at Lavasa city and is spread over 1.5 acres offering 3,300 square meters of convention space. It is an ideal venue to host conferences and events for up to 1,500 people. Accor Hospitality currently also manages the Hyderabad International Convention Centre which is one of South Asia's largest and finest convention centres.

The inauguration of the hotel and convention centre will commence with the conference of the International Association of Professional Conference Organisers (IAPCO), Switzerland. IAPCO is an association for professional organisers, meeting planners and managers of international congresses, conventions and special events which is scheduled to be held on April 6-8, 2010. This regional seminar is focused on educating various meeting and event planners of the various MICE options available in India.

Jean-Michel Casse – Senior Vice President (Operations) Accor India says, "Mercure Lavasa and Lavasa International Convention Centre will provide a world class new location for meetings and conferences in India, with the reassurance of one of the world's largest and most respected mid-scale hotel brands. Lavasa is a truly pioneering development and will grow to become one of India's most popular destinations."

As a part of India's first hill city - Lavasa, Accor will manage 3 hotels with a total of 676 guest rooms, in addition to Lavasa International Convention Centre. In addition to Mercure Lavasa, the hotel portfolio will include Pullman Lavasa with 258 rooms and Novotel Lavasa with 200 guest rooms.

Based on new urbanism principles, and located near Pune, Lavasa is a township being developed over an area of approximately 10,000 rolling acres by Hindustan Construction Company. Lavasa is located on the backwaters of Warasgaon Dam on the Western Ghats between Pune and Mumbai. The township is master

planned with the objective of striking a balance between cosmopolitan architecture and environmentally friendly surroundings.

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**Accor**, a major global group and the European leader in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in two core businesses:

- **Hotels**, with the **Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Ibis, all seasons, Etap Hotel, Formule 1 and Motel 6 brands**, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, such as **Lenôte**;
- **Services**, with 32 million people in 40 countries benefiting from Accor Services products in employee and public benefits, rewards and motivation, and expense management.

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