

## *Mercure Hue Gerbera opens in Vietnam*

### **Mercure Hue Gerbera a new stylish hotel for the historical capital of Vietnam**

**Bangkok, February 23, 2010** – Accor, the largest international hotel operator in Vietnam, announced today the opening of **Mercure Hue Gerbera**. The hotel is now open and welcoming visitors from all over the world to the former imperial capital of Hue.

“The Mercure brand is well-known for its comfort and uniqueness, with the hotel design and personality in harmony with the destination. Hue is a strategic tourist draw card and has been in need of quality mid-scale international hotels to accommodate its increasing visitor arrivals for some time. The launch of **Mercure Hue Gerbera** in this city is a strategic move for Accor in strengthening its presence and commitment to the city and to Vietnam,” says Mr. Patrick Basset, Accor’s Vice President for Vietnam, Philippines, South Korea and Japan.

**Mercure Hue Gerbera** is a 110-room contemporary newly built hotel, located conveniently in the centre of the city on Le Loi Street, adjacent the Hue ferry terminal. With a superb setting by the river, the hotel provides panoramic views of the city, the picturesque Perfume River and Trang Tien Bridge from guest rooms, and an especially stunning view at night from the Sky Bar, the hotel’s lounge bar on the roof top.

All of the hotel’s 110 rooms are designed to reflect the identity and heritage of Hue while embracing the contemporary style of Mercure. Each room is equipped with premium in-room amenities, en suite bath and shower, satellite TV and internet access. The hotel also has an outdoor swimming pool and fitness centre.

Le Bordeaux restaurant offers set menus and a la carte cuisine comprising of international and local Hue delicacies for breakfast, lunch and dinner, with an al fresco terrace area extending to the poolside.

Offering two conference/meeting rooms, the hotel can host up to 500 guests for conferences, weddings and events in the banqueting facilities.

A one hour flight from Hanoi, Hue is famous for its historic monuments as one of UNESCO's World Heritage Sites and a renowned destination with a long history traced back to the 18<sup>th</sup> century, as the nation's former capital under Emperor Gia Long. The cities main attractions include the Royal Tombs of past emperors, Thien Mu Pagoda – the largest pagoda in Hue and the official symbol of the city, Citadel and the Forbidden City, where reconstruction efforts to restore this ancient city continue.

**Mercure Hue Gerbera** is third Mercure hotel for the brand in Vietnam - Mercure Hanoi La Gare and Mercure Dalat.

**Mercure Hue Gerbera Opening Special Rates:**

- Starting from **US\$55++ (2 pax maximum per room)** for a Standard Room per night
- Rates are for **room only** and do not include tax and service charge
- Subject to availability and hotel's terms/conditions. FIT reservations only.
- Validity: Now until September 30<sup>th</sup>, 2010

Reservation can now be made at [www.mercure.com](http://www.mercure.com)

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*Accor operates 12 hotels throughout Vietnam under the Sofitel, MGallery, Novotel, and Mercure hotel brands. Additional hotel committed to development include: 3 Pullman Hotels, 3 Novotels, 1 Mercure and 1 ibis hotel, further strengthening Accor's commitment to the hotel sector in Vietnam and continuing as the largest international operator of hotels throughout the country.*

*For more than 35 years, within the Accor Group, **Mercure** has exemplified **expert hospitality and personalized service**. Operating in more than 50 countries around the world, Mercure boasts hotels with **distinctive personalities** carefully preserved through the type of services offered and the decor, both of which vary from one hotel to the next. The hotel managers and staffs of the 690 Mercure hotels are **hospitality professionals**. Attentive and available, they are ready to listen and make sure their guests enjoy a stay full of genuine moments of pleasure and relaxation in a truly warm and comfortable setting.*

*More information on Mercure hotels is available on [mercure.com](http://mercure.com).*

**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 **Lenôtre**;
- **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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