



HOTEL WITH “SYDNEY’S BEST VIEWS” REOPENS TO BREAK CITY’S ROOM DROUGHT

Landmark Potts Point hotel The Crest - considered by some to have Sydney’s best views has re-opened as the **Mercure Sydney Potts Point** and will return 227 much-needed rooms to Sydney’s tight room supply.

Set high on Victoria Street above Kings Cross Station, the Mercure Sydney Potts Point offers spectacular views of the Harbour Bridge, Opera House and Sydney’s east and boasts a huge outdoor terrace.



The hotel’s re-launch comes at a time when Potts Point and the surrounding Kings Cross and Darlinghurst areas are undergoing a real gentrification that has brought a touch of class to their urban edginess. A high level of development in the commercial, retail and residential sectors has seen Potts Point become one of Sydney’s most vibrant communities, with more than 250 restaurants, cafes and bars within walking distance of the hotel.

The Mercure is also close to a host of attractions including great boutique shopping on Macleay St, several theatres, Tusculum, Elizabeth Bay House and more. Embarkation Park, Fitzroy Gardens and the Royal Botanic Gardens provide are all easily accessible on foot.

For corporate travellers, the Mercure is just one train stop from Martin Place in the city’s central business district. Bondi Beach is about 10 minutes drive away.

The former Crest has legendary status in Sydney's hotel scene and has a funky, modern interior design by Marques Interiors.

The hotel also has four meeting rooms and a huge outdoor terrace, making it an ideal base for both business and leisure travellers.

Sydney has suffered a massive rooms shortage since 2000, with Accor's Sydney hotels consistently running between 80% and 90% occupancy throughout 2010, so the addition of these quality rooms will have an enormous impact on the city's infrastructure.

The Mercure name will bring truly global branding to the hotel and will see the introduction of the brand's famous Grands Vins wine list as well as the Pure Pleasures elements which make any stay at Mercure special.

Mercure is the largest mid-market hotel brand in Australia, with 28 hotels in key locations across the country and more than 670 hotels in 50 countries globally.

Rates start from AUD\$159 per night.

Bookings and further information: www.mercure.com

Mercure, a genuine experience guaranteed by a strong brand. For business or leisure, Mercure offers a real alternative to hotel chains and independent hotels. Mercure is the only midscale hotel brand that combines the strength of an international network of 700 hotels with guaranteed quality standards and the genuine experience of hotels, all different, rooted in their local community and managed by passionate hoteliers. Located in city centers, by the sea or in the mountains, the Mercure network welcome you in nearly 50 countries across the World. More information on Mercure hotels is available on mercure.com.

About Accor

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