



Press Release

Shanghai, November 5, 2012

Grand Mercure strengthens its Greater China portfolio with the opening of Grand Mercure Dongguan Shijie

Upscale tailor-made hotel for Chinese travellers being the first and only international branded hotel in this southern Chinese town

Grand Mercure, Accor's upscale hotel brand tailored to the Chinese market, announces the opening of Grand Mercure Dongguan in the southern province of Guangdong. The 263-room property is the latest addition to Grand Mercure's Greater China portfolio, which currently stands at 13 operating hotels with a further 14 projects committed and scheduled to open by 2015.

Located in the center of Shijie Town, Grand Mercure Dongguan Shijie is only 10 kilometers away from downtown Dongguan. Within walking distance to nearby shopping, entertainment and leisure facilities, the hotel enjoys convenient access to Dongguan's Shi Long Railway Station. Guangzhou, the provincial capital, and Shenzhen, the region's major business hub are both within an hour's drive from the hotel.

Being the first and only international branded hotel in the Shijie Town, Grand Mercure Dongguan Shijie is set to bring a new level of hospitality expertise to one of the most vibrant areas in southern China, meeting the growing need from today's demanding travellers who seek not only comfortable, but unique and memorable accommodation experiences.

"We are delighted to bring the tailor-made Grand Mercure brand to Dongguan, an important industrial base in southern Guangdong Province," said Paul Richardson, Chief Operating Officer of Accor Greater China. "The opening of Grand Mercure Dongguan Shijie signifies Accor's latest endeavor to further consolidate its strength in the country's upscale hotel market, which has been rapidly expanding commensurate with domestic economic growth and rising household incomes."

Spacious rooms designed for genuine comfort

Featuring 263 spacious and tastefully designed guest rooms including 16 suites, Grand Mercure Dongguan Shijie is designed to impress guests with an inspiring staying experience that starts with a welcome that blends Chinese tradition with a touch of French culture. Upon arrival, guests are warmly welcomed by front-line staff wearing the traditional Qipao, a cultural touch that will make both Chinese and international

guests feel immediately at home. A small box of handmade macarons, a fine French sweet originally created for royalty, is presented as gift to greet hotel VIPs.

The hotel's well-appointed, comfortable and functional rooms, all featuring LCD TV sets with satellite channels, broadband and wireless Internet access, iPod docking station, IDD/DDD telephones, voice mail system, in-room safe, coffee and tea making facilities, and a mini bar, make it an ideal option for guests who seek either soothing place to rest or an undisturbed and well-connected place to work.

Unparalleled gastronomic experience

Catering especially to the fine palates of Chinese customers, the hotel particularly stands out with its 24-hour service of congee, a traditional Chinese comfort food, as well as a wide selection of teas and fine wines. Every day, a menu of three congee bases, along with a wide range of local condiments, is on offer to all guests around the clock. A big variety of fine tea is on display in the lobby and is made available to guests to help them discover the centuries-old Chinese tea culture. To complete the gastronomic experience, a menu of eight carefully selected and reasonably-priced Chinese and French wines is offered at the hotel. A selection of premium cognac is provided to satisfy the most discerning palates seeking an intimate touch with the "King of Drinks".

Grand Mercure Dongguan Shijie provides its guests with diversified cuisine choices with three restaurants and two lounges:

- **Senses**, the hotel's all-day dining restaurant, serves sumptuous buffets, along with an international a-la-carte menu and various options of refreshments.
- At **Regal Garden**, the hotel's gracefully-decorated Chinese restaurant, guests can indulge in the finest cuisine made from the freshest seafood caught in southern Chinese waters along with other authentic Chinese dishes from different parts of the country. The restaurant's 15 private rooms are set to meet the different needs of guests looking for either a casual family gathering or special occasions such as business banquets.
- For Japanese food lovers, the hotel's **Fuji restaurant** is their second-to-none option that will stimulate guests' palates with the freshest ingredients and bring visual enjoyment with unrivalled food presentation.
- **Connections Lobby Lounge** and **Cigar Lounge**, serving a wide range of cocktails, spirits and wines, fresh brewed coffee and fine tea, as well as snacks and freshly made vegetable and fruit juices, is an ideal place for guests to sit back and relax.

A new destination to meet

With one pillarless ballroom and seven stylish multi-function rooms, Grand Mercure Dongguan Shijie is the newest upscale address for conferences and events in Dongguan city. The multi-function rooms, all equipped with state-of-the-art technology and a capacity to serve from 10 to 300 people, are set to meet every event planner's need for meetings, corporate trainings, weddings, seminars and other functions. The elegant Crystal Hall, with a magnificent high ceiling and room for up to 800 people, is and perfect for grand ceremonial occasions.

Get restored and inspired!

At Grand Mercure Dongguan Shijie, guests are encouraged to keep up their fitness routine and maintain an active lifestyle. The hotel's well-equipped Fitness Center and an outdoor swimming pool invite guests to take

a rejuvenating pause from the hustle and bustle of city life. In particular, a traditional Chinese Tai-chi session is offered each morning for hotel guests to restore mental and physical well-being.

Unique walking tours, one of the Grand Mercure brand signatures that encourage hotel guests to discover a new authentic, are also available at the hotel. The tours to twelve natural and historic attractions in Dongguan, such as Yuehui Garden, Opium War Museum and Songshan Lake, offer guests the opportunity to explore the hidden gems of the neighborhood allowing them to immerse themselves and gain inspiration from the local culture.

Opening Package

Grand Mercure Dongguan Shijie is offering special promotional rates of RMB 575 net on Deluxe room to celebrate its opening until December 31, 2012. The opening package includes an RMB 50 cash voucher and welcome drink coupons. For an additional RMB 125, guests can upgrade to Executive rooms including one buffet breakfast.

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*Tailor-made **Grand Mercure (Mei Jue)** is an upscale hotel brand that speaks and appeals to Chinese travellers and complemented by the hospitality know-how, distribution and reassurance of the international hotel group Accor. In addition, each Grand Mercure hotel is anchored around 'Discover a new authentic' with a connection to the local area evidenced through the welcome, relationship with local arts and the walking tours uniquely designed for the surroundings.*

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