



Press Release

Shanghai, March 22, 2012

Grand Mercure Mei Jue celebrates its first anniversary with robust growth in Greater China

Accor, the world's leading hospitality group and the largest international hotel operator in Asia-Pacific, is celebrating the **1st anniversary of Grand Mercure Mei Jue**, the tailor-made hotel brand that speaks and appeals to the upscale Chinese traveller. The brand was unveiled in February 2012 with the inauguration of Grand Mercure Shanghai Zhongya demonstrating the brand's delicately designed features.

Grand Mercure Mei Jue has been an instant hit with guests, hotel owners and Accor partners in Greater China, **with 13 hotels joining the brand network in the first year**, including properties in Beijing, Shanghai, Shenzhen, Xi'an, Dalian, Ji'nan Qingdao and Dongguan. The Group has set an ambitious target **of 60 Grand Mercure Mei Jue hotels by 2015**.

Grand Mercure Mei Jue is the first international upscale hotel in Greater China to pair rich Chinese traditions with pleasant French touches to offer a welcoming, unique and delightful hotel experience. The brand invites travellers to **'Discover a new authentic'** by providing connections to local culture through visible brand signatures that focus on "Grand Welcome", "Grand Wellbeing", "Grand Food" and "Grand Culture", catering to today's discerning Chinese traveller as well as international guests looking for a more authentic cultural experience when they travel.

Mr. Paul Richardson, Chief Operating Officer of Accor Greater China, says, "We are delighted to introduce the Grand Mercure Meijue brand to China where our guests and partners were seeking an upscale international brand that is dedicated to offering a genuine Chinese cultural experience. Our tailor-made Grand Mercure Mei Jue hotels present a perfect example of where East Meets West by pairing some of the most respected Chinese cultural icons such as tea, congee and tai chi with something classically French, such as macarons. By working with our partners and local industry, we look to continue expanding the brand's presence in more dynamic and exciting destinations across the country."

Accor's initiative has paid off as the Grand Mercure Mei Jue network continues its rapid expansion, with confirmed development commitments for **15 new hotels** across the country, representing over **4,000 guest rooms**. Many of these properties are located in China's vibrant emerging cities such as Changzhou, Shaoxing, Anshan, Guiyang and Dandong, as well as popular tourism destinations like Dali and Huangguoshu.

Mr. Raymond Tong, Executive Director and Vice President of Development at Accor Greater China commented, “We are very pleased to celebrate the first anniversary of the Grand Mercure Mei Jue and the success of our partnership with our hotel owners to keep the momentum going. In just one year, the brand has gone from one hotel to 13 properties. And with 15 more hotels in the pipeline, we are well on track to achieving our target of 60 Grand Mercure Mei Jue in Greater China in 2015.”

As one of the pioneering international hotel management companies in the Chinese market, Accor signed its first management agreement in 1985. With more than 27 years of solid experience of development, Accor today operates 133 hotels representing over 32,000 rooms in Greater China, covering the full spectrum of brands from luxury to economy, including Sofitel (luxury); Pullman, MGallery, Grand Mercure Mei Jue (upscale); Novotel, Mercure (midscale), ibis Styles and ibis (economy).

*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.*



Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with **more than 3,500 hotels** and **450,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis budget** and **hotelF1** - provide an extensive offer from luxury to budget. With more than **160,000 employees in Accor brand hotels** worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

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