



## Press Release

Shanghai, June 17, 2013

# Grand Mercure Mei Jue expands its footprint in China's northwestern hub with the opening of Grand Mercure Urumqi Hualing

Debut of the upscale tailor-made brand heralds a new era of hospitality combining internationally acclaimed expertise with the essence of local culture

**Accor** is pleased to announce that **Grand Mercure Mei Jue**, its upscale hotel brand tailored to the Chinese traveller debuts in the country's northwestern Xinjiang Uygur Autonomous Region with the opening of Grand Mercure Urumqi Hualing. The 250-room property which features modern architectural design is the latest addition to Grand Mercure's portfolio of 13 operating hotels in Greater China. There are another 15 Grand Mercure projects in the pipeline.

Ideally situated in downtown Urumqi, the hotel offers guests convenient access to the city's major transport hub, venues of dynamic business, shopping and entertainment as well as popular sightseeing spots. Urumqi Diwopu International Airport is about 30 minutes away by car and it is only 10 minutes' drive from the hotel to the train station. The International Grand Bazaar, a not-to-miss tourist attraction in Urumqi, known as the largest bazaar in the world by scale with full flavor of exotic ethnic culture, architecture and choices of entertainment is only 15 minutes' drive away from the hotel. For guests seeking excursions, a short trip from the hotel will bring them to the breathtaking Heavenly Lake, while Nanshan Pastureland, a great getaway place in summer invites people to explore the stretching natural scenery and experience the lifestyle of local herders.

Urumqi is the provincial capital of Xinjiang and best known for its local produce, rich reserves of minerals and petroleum, as well as a diverse culture with over ten minorities. Grand Mercure Urumqi Hualing is poised to bring a new level of style and comfort to visitors with warm hospitality.

"We are delighted to introduce Grand Mercure Mei Jue brand to Urumqi," said **Mr. Paul Richardson, Chief Operating Officer of Accor Greater China**. "The opening of Grand Mercure Urumqi Hualing will offer a new option for guests who look for memorable hotel experiences. The hotel incorporates Accor's internationally recognized hospitality expertise with authentic local cultural elements that will appeal to Chinese and

international travellers,” he concluded.

### **Modern, comfortable rooms with unique local touches**

Grand Mercure Urumqi Hualing is a refined urban retreat for travelers at home and from abroad. Designed to impress guests with an inspiring hotel experience, Grand Mercure Mei Jue in China stands out with the unique brand personality that combines Chinese tradition with a touch of French culture.

Upon arrival, guests will be warmly greeted by front-line staff wearing traditional Qipao. 250 well-appointed guestrooms embody both modern elegance and comfort with visible ethnic features. Guests will enjoy a refreshing moment in the lavender fragrance of the hotel's toiletries and other in-room facilities include big-size LED television with satellite channels, high-speed internet and Wi-Fi access, IDD telephone, executive desk and in-room safe.

### **A desirable culinary destination**

With three distinctive restaurants, one lobby bar and one executive lounge, Grand Mercure Urumqi Hualing brings refined and contemporary culinary delights to guests who look for a unique dining experience:

- **Loulan Chinese Restaurant** serves classic Cantonese dishes as well as Xinjiang local specialties.
- **Siam Thai Restaurant** is engaged in exquisite seafood and specialties introducing the most authentic taste of Thailand.
- **Cafe Veranda**, the hotel's all-day dining restaurant provides a sumptuous international buffet along with a delightful a-la-carte menu.
- The **Lobby Bar** is the place to meet and chill out with a wide selection of teas, coffees and other drinks. As one of the brand signatures offered by Grand Mercure Mei Jue, an afternoon **Kongfu Tea ceremony** is also presented daily.
- The **Club Lounge** on the 15th floor exclusively reserved for the Executive Club guests, provides complimentary breakfast, happy hour drinks, coffee and tea, with a bird's eye view of Hongshan Park and the city skyline.

### **Ideal choice for memorable meetings and banquets**

Grand Mercure Urumqi Hualing is the brand new option for grand meetings and conferences, banquets and weddings in the city. The exquisitely designed Hualing Ballroom of 512m<sup>2</sup> can host up to 500 guests and is an ideal choice for large events. Four multi-functional rooms ranging from 90m<sup>2</sup> to 336m<sup>2</sup> in size are all equipped with state-of-the-art audio & visual equipment and high-speed Wi-Fi connections. A dedicated professional meeting service team is on standby to facilitate the success of every event.

### **Rest your body and uplift your soul!**

Travelers seeking physical and mental wellbeing during their journey away from home would find Grand Mercure Urumqi Hualing a desirable retreat:

- The hotel's fully-equipped **fitness center** and outdoor **tennis court** invite guests for a refreshing workout. Various game rooms provide choices such as snooker and billiards for fun and relaxation.
- The **spa and massage services** at the hotel are designed to offer both travelers and city dwellers a great opportunity for well-being.

- A **Tai-chi session** is organized every morning for hotel guests to boost mental and physical energy from this traditional Chinese exercise.
- **Massage chairs** are available in the Executive Lounge for complimentary treatments after a busy day.

## Special offer:

To celebrate the hotel opening, Grand Mercure Urumqi Hualing is offering a special package at RMB699 net per room night including two complimentary breakfast at Café Veranda, or 1 breakfast at Café Veranda plus 1 set dinner at Siam Thai Restaurant as per guest's preference.

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*Tailor-made **Grand Mercure (Mei Jue)** is an upscale hotel brand that speaks and appeals to Chinese travelers and is 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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