

## *Accor accelerates expansion in China with the opening of Mercure Chengdu North*

*Mercure makes its debut in Chengdu, one of China's most vibrant and liveable cities*

**Shanghai, June 28, 2013**—*Accor, the largest international hotel operator in Asia-Pacific, is pleased to announce the opening of Mercure Chengdu North, the brand's first footprint in Chengdu and Accor's fifth hotel in the city with another five Accor projects in the pipeline. The Mercure brand combines the power of an international network with the authentic personality and distinctive style of each hotel, and is well-known for its quality system that guarantees guests' satisfaction throughout their stay.*

Conveniently located in the northern part of Chengdu city, Mercure Chengdu North is only 15 minutes' drive away from Chengdu Research Base of Giant Panda Breeding, one of the most visited tourist attractions in the city. Leisure visitors can also make easy plans for shopping as a commercial complex is just around the corner and a large commercial area along Chunxi Road is easily accessible.

"By introducing Mercure to Chengdu, we are pleased to bring business and leisure travelers a new option with a truly authentic experience," said **Mr. Paul Richardson, Chief Operating Officer of Accor Greater China.** "Mercure Chengdu North is an exciting new member in the brand's portfolio in China and demonstrates Accor's rapid expansion strategy."

Often dubbed the Country of Heaven, or the Land of Abundance, Chengdu has long been regarded as one of China's most liveable cities thanks to its carefree lifestyle, traditional tea culture and spicy, tasty food plus local delicacies. The city has gained a new reputation in recent years as a major business centre and one of the most attractive investment destinations in the country's vast inland region. The city is now connected to two more European cities with new direct flights to Frankfurt and London by major air carriers.

### **Contemporarily designed rooms for the feel of home**

Featuring 290 contemporary rooms, Mercure Chengdu North will make guests feel at home, with warm colour schemes and comfortable furnishings, plus friendly and attentive staff to provide a memorable stay.

The well-appointed rooms include 55 executive rooms, 14 deluxe suites and one presidential suite, all equipped with complimentary high-speed internet access and Wi-Fi, LED TV with satellite channels, in-room safe and a mini bar. There are also designated floors for non-smokers.

### **Genuine gourmet experience with choices**

Guests enjoy great dining options including **Spring Restaurant** with an abundant international buffet of fusion cuisine; **Blenz Lobby Bar** which offers a great place to meet and quick meals served in a stylish environment; or the **Executive Lounge** on the 20th floor which offers a variety of beverages and snacks daily.

### **Ideal venue for conferences and events**

Mercure Chengdu North offers flexible meeting spaces with the latest conference facilities and multi-media technology. **Zijin Grand Ballroom** of 800m<sup>2</sup> can accommodate up to 600 people while the other four function rooms -- between 50m<sup>2</sup> and 130m<sup>2</sup> in size and equipped with complimentary Wi-Fi and high-speed Internet access, are ideal for planners of business meetings and casual gatherings.

### **Invigorate your stay!**

Mercure Chengdu North invites guests to stay energetic and refreshed, both physically and mentally. Recreation facilities at the hotel include a well-equipped fitness centre, a table-tennis room and an aerobics room. Guests are also encouraged to pamper themselves with a range of spa treatments.

### **Special Offer**

Mercure Chengdu North is offering a special package rate at RMB518 net per room night for Deluxe room until August 31 2013 to celebrate the opening. The package includes daily complimentary buffet breakfast for two and a welcome drink at bar lounge. With an extra of RMB100, guests who choose the package can enjoy dinner buffet for two at Spring Restaurant.

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### ***Mercure, a genuine experience guaranteed by a strong brand***

*Mercure is mid-scale hotel of Accor group, a leading operator worldwide, with over 3,500 hotels and 160,000 employees in 92 countries. For business or leisure, Mercure offers a real alternative to hotel*

chains or independent hotels. Mercure is the only midscale hotel brand that combines the strength of an international network of more than 725 hotels with guaranteed quality standards and the genuine experience of hotels that are all different, rooted in their community and managed by passionate hoteliers. Located in city centres, by the seaside or in the mountains, the Mercure hotel network welcomes you in 50 countries across the world.

For additional information, please visit <http://www.mercure.com>

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