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Mercure in Egypt, Stupendous spots on the banks of the Red Sea and the Pyramids

Three new Mercure properties – Dahab Bay View, Hurghada and Cairo Le Sphinx – are added to one of the world's largest brand networks which include more than 700 Mercure hotels in nearly 50 countries. Whatever the place, each Mercure hotel has its own special personality which stems from its local environment. While all different, these three hotels share common features: a stunning location and a fantastic view either on the Red Sea or on the Pyramids!

Thierry de Jaham, Managing Director Accor Egypt says "We are proud to announce the milestone achievement of establishing 5 Mercure hotels throughout Egypt, a step that brings the brand network in Middle East and Africa up to 33 properties. The brand reaffirms its midscale positioning and is pursuing its strategy to develop a dense network in each country in which it operates".

"The opening of the three hotels is the first step to achieve this strategy by expanding the development of Mercure brand in Egypt. Our aim is to introduce unique city hotels and beach resorts each offering distinctive services & personality to meet the expectations of our customers." de Jaham added

Mercure Cairo Sphinx



Mercure Cairo Sphinx – Egypt

The Mercure Cairo Sphinx offers its guests an exceptional opportunity to explore **historical surroundings in total comfort & convenience.**

Located at **the foot of the Giza Pyramids & the Sphinx**, 35 km from Cairo international airport, Mercure Cairo Le Sphinx offers 3 restaurants, **3** bars, a discotheque, outside swimming pool and health club as well as business facilities with **its three fully equipped meeting rooms.**

A unique experience is what Mercure offers. At night after dinner, story tellers will take the customers into the past to discover the myths and legends of ancient Egypt.

Mercure Hurghada

Ten minutes from Hurghada Airport and close to city center, the hotel occupies a 40 hectares site, lying gracefully alongside a picture perfect beach and **the crystal clear red sea water** where it is a pleasure either to relax by the sea or **explore the plentiful coral reefs** and mysterious attraction, rest assured.

This hotel offers its guests endless opportunities to please the mind, body and soul. While the **Mercure kids club** and its specialized staff will take care of children, the hotel is also providing a varied program of activities (archery, tennis, boat trips, horse back riding, diving...), others can enjoy the **fitness centre** or the **private natural beach including a bar and an aqua centre** which offers a wide range of sports activities.



Mercure Hurghada – Egypt

Mercure Dahab Bay View

Lying on the eastern coast of the Sinai Peninsula, **The Mercure Dahab Bay View** stretches over 18 000m² beach.

All of its 211 rooms enjoy an outstanding view over the Gulf of Aqaba.

Restaurants and bars include an all-day dining room with terrace overlooking the bay, an Asian Restaurant, a beach bar, a pool snack-bar, a lobby cocktail lounge and a cigar lounge.

Guests can enjoy various facilities such as a private beach, an outdoor pool, a children's pool, a tennis court, and free WiFi access in the lobby. The hotel also has a 1000m² spa to be open soon, a diving center and access to many outdoor activities, such as sailing, windsurfing and kite surfing.



Mercure Dahab Bay View – Egypt

Spearhead of development through franchise and management contracts

Mercure, the world leader in midscale hotels, is stepping up the pace of its global expansion. With more than 700 hotels in nearly 50 countries, the banner has broadened its network on all continents and entered new country markets, including **India** (Bangalore), **Vietnam** (Hanoi) and soon **Slovakia** (Bratislava).

In 2010, almost 40 Mercure hotels will be opened worldwide, most of them operated under franchise agreements or management contracts. This sustained expansion confirms the banner's role as a key hotel industry player that is assertively expanding its network through Asset Right strategy.



Legend: 1. Mercure Dahab Bay View – 2 & 3 Mercure Cairo Sphinx – 4 & 5 Mercure Hurghada – 6 Mercure Dahab Bay View – 7. Mercure Cairo Sphinx – 8. Mercure Hurghada

For more than 35 years, within the Accor Group, **Mercure** has exemplified **expert hospitality and personalized service**. Operating in more than 50 countries around the world, **Mercure** boasts hotels with **distinctive personalities** carefully preserved through the type of services offered and the decor, both of which vary from one hotel to the next.

The hotel managers and staffs of the 690 **Mercure** hotels are **hospitality professionals**. Attentive and available, they are ready to listen and make sure their guests enjoy a stay full of genuine moments of pleasure and relaxation in a truly warm and comfortable setting.

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,100 hotels and close to 500,000 rooms.

Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6, and its related activities, Thalassa sea & spa and Lenôtre - provide an extensive offer from luxury to budget. With 145,000 employees worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

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