

October, 26th

Accor Egypt celebrated the launch of Mercure Cairo Le Sphinx

Accor Egypt celebrated the launch of its newest Mercure Hotel in Egypt; Mercure Cairo Le Sphinx. The party was held at the hotel's garden.

Thierry de Jaham, Managing Director Accor Egypt welcomed Mr. Adel Talaat, General Manager, Abu Dhabi Tourist Investment Company, the owning company of the hotel in addition to key society figures, travel agents, corporate accounts and media representatives who attended the party

The theme of the party was "journey through time in Egypt" and was reflected by extravagant decoration representing different eras of Egyptian history. Guests enjoyed the atmosphere and the live performance of the famous belly dancer Dina.

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

Mercure Cairo Le Sphinx is one of the 5 Mercure hotels in Egypt and the first in Cairo. The property is considered an important element in establishing the Mercure brand strategy in Egypt reflecting the positioning of the brand in the upper midscale segment

With 18 hotels, Accor Egypt operates the following brands: Sofitel, Novotel and Mercure in Cairo, Alexandria, Ismailia, Upper Egypt, and Red Sea & Sinai

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*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.