

Stay in one unique place and visit another with Mercure hotels and the National Trust



For a stay in the UK with a difference and the opportunity to explore some of the unique town and countryside places in the areas surrounding its stylish hotels, Mercure is offering a special package this spring.

Guests booking one night's bed and breakfast at one of over 30 Mercure hotels around the UK will receive free entry for two adults to visit one of over 200 National Trust places. The special offer is available to customers booking stays from 1st March to 31st May 2011, with packages starting from £79 for two people.

In addition, guests staying at a Mercure hotel who use their National Trust / Mercure admission pass can enjoy two months' free membership when taking out an annual membership, simply by redeeming the pass on arrival.

- Explore the glorious parkland and admire the impressive Georgian architecture of Basildon Park from Mercure George Hotel Reading
- Venture into the home of the late George Bernard Shaw 'Shaw's Corner' a fascinating 1902 Arts & Crafts house from Mercure Letchworth Hall Hotel
- Visit Washington Old Hall, a picturesque stone manor house that captures the gentry life following the turbulence of the English Civil War from Mercure Newcastle George Washington Hotel Golf and Spa
- Visit some of London's hidden architectural gems from Mercure London Bloomsbury Hotel

- Discover Cliveden, the spectacular country estate overlooking the River Thames from Mercure Windsor Castle Hotel

In fact, there are fascinating places to visit around each of the Mercure properties.

Mercure hotels are renowned for their individual character, which reflect their local setting, even down to the selection of fine regional wines on offer and the menu of locally sourced produce featuring dishes distinctive to the region of each hotel. So, after a day of exploring the local area guests can relax and savour the local gastronomy too.

Melissa Micallef, Marketing Manager for Mercure, comments, "Mercure hotels are set in the heart of historic cities and in scenic countryside full of fascinating places just waiting to be discovered. This provides the perfect opportunity to explore some of the UK's most beautiful historic houses and gardens this spring and enjoy time well spent together with family and friends; combining memorable days with a relaxing stay."

Members of Accor's worldwide loyalty scheme A|Club will be awarded 500 bonus points when they book the Mercure National Trust spring offer.* A|Club enables members to earn reward points at over 2,300 Accor hotels worldwide.

- Ends -

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Notes to editors

* Terms and conditions apply.

*For more than 35 years, within the Accor Group, **Mercure** has exemplified **expert hospitality and personalised 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 staff of the 700 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. More information on Mercure hotels is available on mercure.com.*

Accor UK and Ireland has a portfolio of 146 hotels and more than 18,000 rooms, with **Sofitel, Novotel, Mercure, Ibis, All Seasons** and **Etap Hotel**.

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.

National Trust cares for 300 inspiring historic houses and gardens across England, Wales and Northern Ireland. From former workers' cottages to the most iconic stately homes, and from mines and mills to theatres and inns, the stories of people and their heritage are at the heart of everything it does. People of all ages, individuals, schools and communities get involved each year with its projects, events and working holidays and over 61,000 volunteers help to bring the properties alive for the Trust's 3.8 million members. Find out more at: <http://www.nationaltrust.org.uk/>