



June 20, 2011

Accor expands Mercure brand in Abu Dhabi

Accor, one of the leading hotel operators in the region, is expanding its Mercure brand with the rebranding of the Novotel Abu Dhabi City Centre to Mercure Abu Dhabi City Centre as from 1st of June 2011.

Christophe Landais, Managing Director, Accor Middle East commented “The Mercure Abu Dhabi City Centre is the latest addition to Accor’s current network of 18 Mercure properties in the Middle East and offers a warm atmosphere with a classical spirit, and comfortable living spaces all at great value for money.”

Within the framework of streamlining and harmonising the Accor Group brand portfolio, Novotel Abu Dhabi City Centre has been rebranded to Mercure Abu Dhabi City Centre. Mercure Abu Dhabi City Centre truly portrays the core characteristics and values of the Mercure network positioning in the upper midscale segment whose authentic features and distinctive style are preserved.

Mercure Abu Dhabi City Centre is a hotel on a human scale with a personality of its own, featuring contemporary rooms and classic style that reflects the hotel personality.

The Mercure Abu Dhabi City Centre offers 215 well-appointed rooms, four restaurants offering a range of cuisines and two bars, 8 meeting rooms as well as a temperature controlled swimming pool, a fitness centre and sauna, steam room and jacuzzi. The hotel is located in the heart of Abu Dhabi business district on Hamdan Street, which is well connected to business centres and to the airport, and is ideal for both the business clientele who regularly travels to Abu Dhabi and for leisure travellers who will enjoy the close proximity to shopping centres and the beach.

Mercure network forms a family united around strong identity traits developed by the brand and found worldwide. While all Mercure hotels offer travellers a warm, personalised, friendly welcome, each one is unique. Whether located in city centres, at the seaside or in the mountains, all Mercure hotels share the same values. Attentive to individual needs, each hotel has its own distinctive traits rooted in the city or region.

By number of rooms, Mercure network is the third largest midscale hotel chain worldwide, outside North America, with a network of 700 hotels in 49 countries. It reaffirms its midscale positioning and is pursuing its strategy to develop a dense network in each country in which it operates.

Mercure brand is reinforcing its position as a prime player in its segment by intensifying its growth in particular in emerging countries both under management and franchise agreements. In the Middle East, Mercure is very successful and currently operates 18 properties with 3,187 rooms in Bahrain, Egypt, Qatar, Saudi Arabia, Yemen and UAE.

About Mercure

For business or leisure, Mercure offers a real alternative to hotel chains and independent hotels. Mercure is the only midscale hotel brand that combines the strength of an international network of 700 hotels with guaranteed quality standards and the genuine experience of hotels, all different, rooted in their local community and managed by passionate hoteliers.

Located in city centers, by the sea or in the mountains, the Mercure network welcomes you in nearly 50 countries across the world.

For more information: www.mercure.com.



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Accor ME

Accor ME is one of the fastest growing hospitality groups in the Middle East. Currently, the company's regional portfolio includes a total of 55 operational hotels in ten countries. Among the existing global brands ranging from Sofitel, Novotel, Mercure and ibis, new brands such as Pullman and Adagio are emerging as strong players in the region.

With over 25 years of regional experience, Accor ME is the first to establish a training academy. Dubbed as Tamheed – Accor Academie Middle East, the training facility is dedicated to educate and prepare staff at all levels and ensure optimal career development.

Accor

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,200 hotels and more than 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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