

It's summer all over Europe at Mercure

Paris, June 24, 2011 - Mercure, Accor's leading midscale hotel brand, launches its European summer deal from June 23 through to September 4, 2011

The pleasure-seeking spirit embodied by brand's slogan "Let Good Things Happen" is sweeping across Mercure's European network this summer with nearly 400 hotels in 14 European countries offering the "Ready-to-Visit" summer deal:

- **up to 40% off a two-night stay**
- **breakfasts included**
- **a welcome gift**

This special deal is promoted through a large-scale global internet campaign deployed in partnership with Tripadvisor

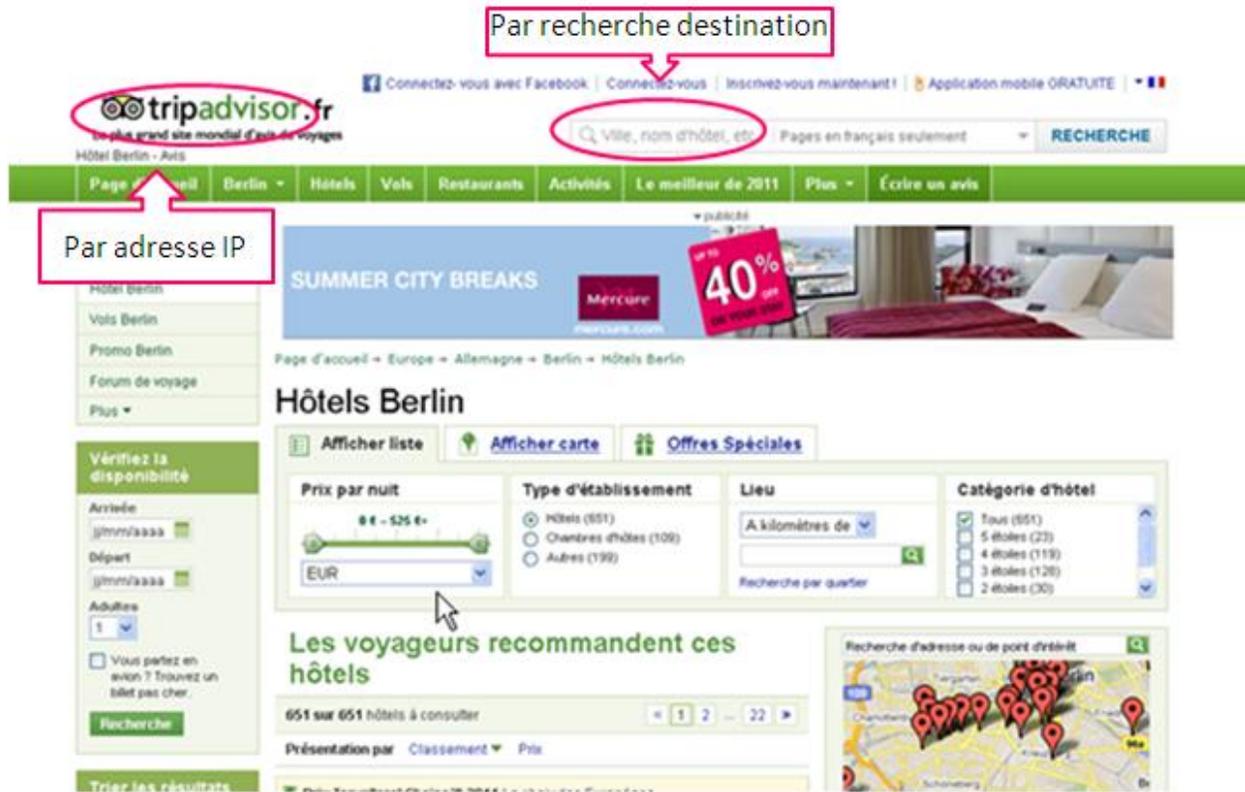
In a first for Mercure, from June 23 through to August 31, 2011, seven participating countries (France, Germany, the UK, Italy, the Netherlands, Belgium and Switzerland) will roll out a joint internet advertising campaign on Tripadvisor, the world's largest travel advice website!



A selection of web banner sequences

The Mercure banner appears when internet users from the seven participating countries, and from Austria and Spain, connect to Tripadvisor and search for a travel destination in any of these seven countries.

For example, an internet user who connects in Germany and wants to travel to Italy will see the Mercure banner in German.

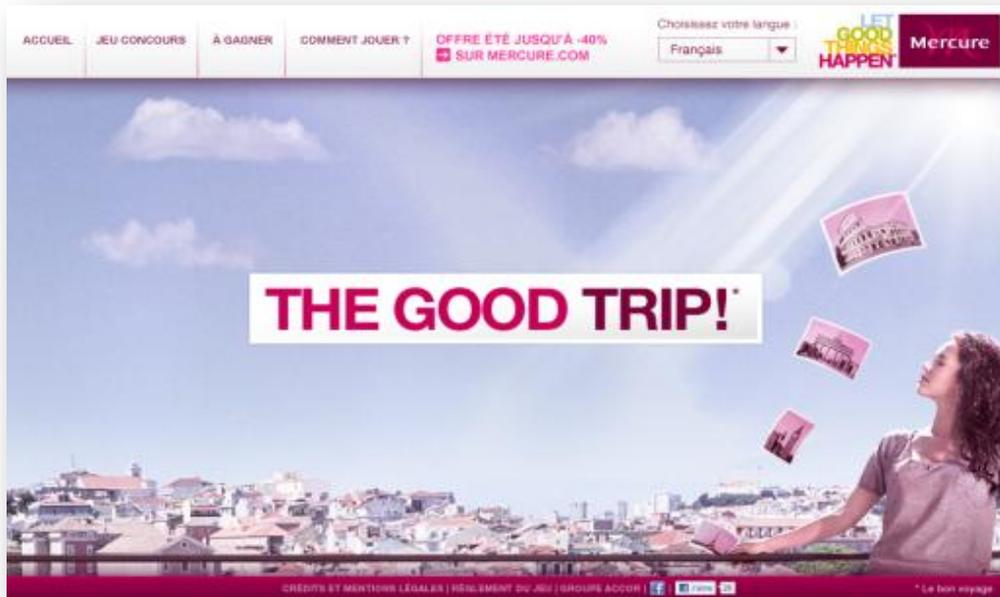


Example of Tripadvisor page

Naturally, in each of the countries, the internet campaign will be also run on local “top performer” websites.

This summer deal is being given added momentum through an online game that offers internet users a free stay every day from June 23 through to July 31!

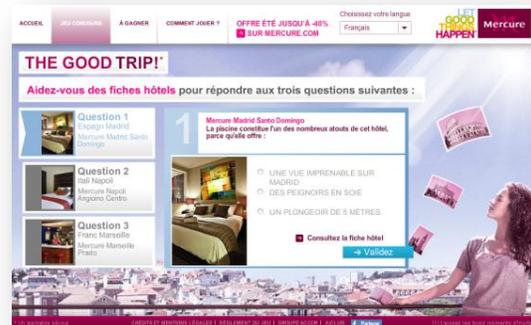
The summer deal will also be promoted through an online game called “THE GOOD TRIP!” designed by media consultants MediaGong. Every day, internet users will be able to win a two-night stay in one of 30 hotel destinations - and A|Club loyalty cards already credited with 500 points. The principle of the game is simple: players just select three Mercure hotels from the range of suggested destinations and answer one question per hotel... to try to win THE GOOD TRIP!



“THE GOOD TRIP” game’s loading page



The game’s home page



Example of hotel question

With an irresistible summer deal, a unique global advertising campaign, a game to win the stay of your dreams..., this summer, at Mercure, Let Good Things Happen!

Mercure, a genuine experience guaranteed by a strong brand.

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 700 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 centers, by the seaside or in the mountains, the Mercure hotel network welcomes you in nearly 50 countries across the world

For more information: www.mercure.com.

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 Lenôte - 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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