

Accor Egypt to celebrate Mercure Hurghada's new look

On January 20th 2012, Accor Egypt celebrated the completion of Mercure Hurghada's full renovation.

Philippe Trapp, Vice President Operations Accor Egypt welcomed Mr. Adel Talaat, General Manager, Abu Dhabi Tourist Investment Company, the owning company of the hotel. Were also invited: key society figures, travel agents, and media representatives.

The celebration lasted the whole weekend so invitees enjoyed the vast facilities Mercure Hurghada offers. In the evening, a special tent was set up for the gala event where the official ceremony took place. Special entertainment was programmed including international shows. The celebration lasted until 1:00am while guests danced the night away to the sound of the DJ.

Mercure Hurghada is the fifth Mercure hotel in Egypt and the 18th in the Middle East Region. The establishment is ideally situated over 40 acres of sandy beach and subtropical gardens, close to the city center and 5km away from Hurghada international airport.

The resort stands ready to accommodate guests in 312 rooms and 4 duplex villas. It promises to pamper its visitors in 8 restaurants and bars, an 800 square meter fresh water swimming pool as well as plenty of sports facilities and Horseback riding. The hotel also offers a fully equipped meeting room that can accommodate up to 130 persons.

A diving centres as well as wind surf and water sports centres equipped with state of the art gear are undoubtedly ready for Red Sea lovers.

Mercure is the third worldwide midscale hotel brand on European and BRIC midscale market and one of the leaders on the following four major markets: France, Germany, Brazil and Australia. Its 719 hotels represent a total of 89 822 rooms. Mercure's 25 800 employees operate in 50 countries and welcome 70 000 clients each day.

Accor operates 18 hotels in Egypt with the following brands: Sofitel, Novotel and Mercure in Cairo, Alexandria, Ismailia, Upper Egypt, and Red Sea & Sinai. Currently, the Group's portfolio in the Middle East includes a total of 55 operational hotels with 12,308 rooms in ten countries: Bahrain, Egypt Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, UAE and Yemen.

About Mercure

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 more than 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

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/ibis styles, Etap Hotel/ibis budget, hotelF1 and Motel 6 - 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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