

January 31, 2012

Press release

The Mercure logo is a stylized, pinkish-red 'M' with a decorative flourish, set against a dark purple square background. The word 'Mercure' is written in a white, serif font to the right of the 'M'.

First Mercure Hotel in Dubai Opens

Dubai, UAE: Accor, one of the leading hotel operators in the Middle East, is expanding its Mercure brand in the region with the opening of Mercure Gold Hotel Al Mina Road Dubai, on 1st of January 2012, under a franchise agreement.

Christophe Landais, Managing Director, Accor Middle East said: “We are delighted to add the franchised Mercure Gold Hotel Al Mina Road Dubai to our network of 19 Mercure properties in the Middle East which is also our first Accor hotel to open in 2012.”

The stylish and modern 4-star hotel, Mercure Gold Hotel Al Mina Road Dubai, with its 184 rooms, is situated close to Sheikh Zayed Road and Jumeirah Beach road. Right in the heart of Al Mina road’s bustling district, the new hotel provides easy access to business centers and is ideal for both business and leisure travelers. A daily free shuttle service takes guests from the hotel to the beach and shopping malls such as Burjuman Shopping mall, Mercato mall, Deira City Centre and the Dubai mall; with Dubai International Airport a 20-minute drive away. It is also in close proximity to the Dubai International Convention & Exhibition Centre and Port Rashid.

Mercure Gold Hotel Al Mina Road Dubai offers a warm atmosphere featuring contemporary rooms and a classic style that embraces the local culture and reflects the brand’s personality. This 4-star hotel has 1 meeting room and a business center as well as some food and beverage outlets which include the all-day dining outlet Senses and The Kebab Connection, serving kebabs Indian and Middle Eastern style. The Liquid Lounge is ideal for a relaxing drink after work. It also features a rooftop swimming pool and terrace where guests can chill out and unwind. Aromatherapy sessions can be booked at the Spa operated by Thai Elite Spa, a hair salon caters to guests looking for the perfect haircut, with a gym to keep guests in good shape. In-house guest parking is also available.

Accor’s recent addition to the Mercure network reflects the brand’s strong identity traits offering travelers a warm, personalised, friendly welcome. Each one is unique, whether located in city centres, at the seaside or in the mountains. The Mercure network is the third largest midscale hotel chain worldwide, outside North America, with a network of over 700 hotels in 49 countries. Mercure is forging a strong presence in emerging countries both under management and franchise agreements.

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Key facts

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.

In the Middle East, Mercure is very successful and now 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 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

For more information: www.mercure.com.

Accor ME

Accor ME is one of the fastest growing hospitality groups in the Middle East. Currently, the Group's regional portfolio includes a total of 56 operational hotels representing 12,357 rooms 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, 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/Formule 1/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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