

Mercure London Kensington Hotel opens its doors

On 25 October 2011, following a £1m refurbishment, Mercure hotels will launch a new 82-room, 4 star hotel – Mercure London Kensington Hotel - under a franchise agreement with London Town Hotels.

Located in the vibrant Kensington and Chelsea district of London, minutes from the exclusive Knightsbridge area, the hotel's rooms have all been designed to a high standard with tasteful fabrics and updated finishes to give a contemporary feel. The rooms all include en-suite facilities, air conditioning, cable TV and high-speed WiFi internet access. Quadruple glazing will ensure a peaceful night's sleep and the hotel has a stylish lounge, bar and restaurant for guests to relax and unwind in.

Malcolm Linforth-Jones, General Manager of the hotel commented, "We look forward to welcoming guests on city breaks who will be able to take advantage of the fantastic shopping areas, restaurants and key tourist attractions nearby and, with a meeting room due to open in 2012, we anticipate catering for a high number of business travellers staying in the capital."

Mercure London Kensington hotel is located close to Earls Court, High Street Kensington and Gloucester Road tube stations, meaning travel around the city is convenient and easily accessible. The hotel is also ideally situated for visitors to any of the year round exhibitions at the nearby Earls Court and Olympia centres.

Part of the international Accor Hotel Group, Mercure London Kensington hotel is owned and managed by London Town Hotels. With the opening of the Kensington hotel, there are now 71 Mercure hotels across the UK, with the brand set for further expansion.

Hotel guests will also be able to benefit from Accor's worldwide A|Club loyalty scheme which enables members to earn reward points at more than 2,300 Accor Group hotels in 90 countries.

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Mercure, a genuine experience guaranteed by a strong brand.

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.

With hotels located in city centres, coastal resorts and countryside, the Mercure network provides a welcome in nearly 50 countries across the world.

More information on Mercure hotels is available on mercure.com

Accor UK and Ireland has a portfolio of 186 hotels and more than **24,000** rooms, with **Sofitel, MGallery, 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 **4,200** 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** - 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.