

December 2009

New Mercure hotel opens near Newcastle

Mercure today confirmed a new addition to its UK portfolio – the Mercure Newcastle George Washington Hotel Golf and Spa. This brings the total number of Mercure hotels in the UK to 32.

Mercure is renowned for its individually styled hotels, all with their own character, from city centre hotels to country properties set in their own grounds.

Named after the nearby ancestral home of George Washington, the hotel is located on the outskirts of Newcastle Upon Tyne within its own 18-hole championship golf course and is suited to both leisure and business travellers to the Tyne and Wear region. It offers easy access to Newcastle, Sunderland and Durham and is also an ideal base for visiting many local attractions including the Metro Centre Shopping Mall, Hadrian's Wall, Beamish museum and the beautiful Northumberland coastline.

The hotel has recently undergone a £9 million refurbishment, £3 million of which has been invested into building a new golf clubhouse, conference centre and bar. The majority of its bedrooms are now fully renovated, as well as having a newly upgraded restaurant, brasserie area, gym, swimming pool and hair and beauty salon. All 103 en-suite bedrooms have free Wi-Fi internet access and include a variety of doubles, twins, triples and family rooms plus executive accommodation including four-poster suites.

Mercure George Washington Hotel Golf and Spa is also an ideal venue for conferences, meetings and weddings. The property boasts two large function rooms catering for groups of up to 180 delegates or guests and seven syndicate rooms for smaller meetings.

The hotel's Brasserie and Lincolns Restaurant offer traditional, local dishes with a particular emphasis on seasonal locally sourced produce. Guests can also enjoy the Mercure brand's signature 'Grands Vins', a collection of specially selected wines at affordable prices.

Commenting on the new addition to the Mercure brand, Jonathan Sheard, Director of Operations, Mercure UK, said, 'We are delighted that the recently renovated "George Washington" is joining the Mercure portfolio. The hotel is a good fit for the brand with its great setting, and we're confident it will be a success.'

Mercure hotels throughout the UK are mid market hotels located in prime locations, each providing individual character and charm, whilst focusing on traditional hotel keeping, with an emphasis on personal, warm service.

*For more than 35 years, within the Accor Group, **Mercure** has exemplified **expert hospitality and personalized service**. Operating in more than 50 countries around the world, Mercure boasts hotels with **distinctive personalities** carefully preserved through the type of services offered and the decor, both of which vary from one hotel to the next. The hotel managers and staffs of the 690 Mercure hotels are **hospitality professionals**. Attentive and available, they are ready to listen and make sure their guests enjoy a stay full of genuine moments of pleasure and relaxation in a truly warm and comfortable setting.
More information on Mercure hotels is available on mercure.com.*

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