

**Press Release**

London, 15 November 2011

## Accor appoints Jonathan Sheard as Managing Director, MGallery and Mercure Hotels, UK and Ireland

Accor, the world's leading hotel operator and the market leader in Europe, has appointed Jonathan Sheard as Managing Director Operations, MGallery and Mercure hotels, UK and Ireland. The appointment is with immediate effect.

The MGallery and Mercure hotel brands have experienced significant UK growth in 2011. Mercure boasts a network of 700 hotels worldwide, having more than doubled its UK footprint this year, with 70 hotels across the network currently. Last month, it announced a significant franchise deal with Jupiter Hotels Ltd, the new owners of the former Jarvis hotels, making Mercure hotels a major player in the local mid-scale market. Mercure hotels are known for their individuality and local flavour.

MGallery, Accor's upscale brand, launched in the UK last month with the inauguration of St. Ermin's Hotel in St James. The MGallery hotel collection now covers five continents and will grow to over 150 locations by late 2015.

In his new role, Jonathan Sheard will be responsible for leading MGallery and Mercure hotels in the UK and Ireland, including subsidiaries, managed hotels and franchisees. Sheard joined Accor in 1992 as General Manager for Novotel Sheffield. In 2006, he became Director of Operations, Novotel UK and he later became Director of Operations for Mercure UK.

**Jean-Jacques Dessors, Chief Operating Officer of Accor UK and Ireland said,** *"Jonathan has great knowledge of the UK market and extensive experience within Accor where he has played a key role in the repositioning of Novotel as well as being instrumental in the growth of Mercure hotels. His knowledge of operations will be incredibly valuable as we continue to follow our ambitious expansion plan to open 300 Accor hotels in the UK by 2015."*

**Jonathan Sheard, Managing Director Operations for MGallery and Mercure hotels stated,** *"This is a really exciting time for MGallery and Mercure hotels in the UK. We have ambitious growth plans and both brands are well positioned in the upper and midscale markets to attract new partners to Accor. I am extremely proud to be working with these great brands at such an interesting time."*

**Ends**

### **MGALLERY**

*MGallery is a collection of upscale hotels notable for their personalities, which will appeal to individual travellers seeking distinctive services or looking for a place with more soul.*

*In the city centre as well as in tourist hotspots, each hotel in the collection offers a distinctive environment in which to fulfil an authentic experience that revolves around a philosophy of pleasure. This is particularly true of the Baltimore, which offers an incomparable sensory culinary journey in its starred restaurant.*

*This is also true of the exceptional site of the Cour du Corbeau in Strasbourg, a real timbered house, a maze of nooks and passageways that has travelled through five centuries of history and known illustrious guests such as Frederick II, King of Prussia, Voltaire... A collection of hotels like so many different worlds.*

*Launched in September 2008 by Accor, it now covers five continents and will grow to over 150 locations by late 2015.*

*Everything you need to know about MGallery hotels can be found at the [mgallery.com](http://mgallery.com) website.*

### **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 in the countryside, the Mercure network provides a welcome in nearly 50 countries across the world. More information on Mercure hotels is available on [mercure.com](http://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/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.

#### **Press Contacts**

##### **Ravi Sunnak**

Grayling

Email: [ravi.sunnak@grayling.com](mailto:ravi.sunnak@grayling.com)

Direct: +44 (0)207 592 7927

Mobile: + 44 (0)7515 974 786

##### **Jennifer Cole**

Grayling

Email: [jennifer.cole@grayling.com](mailto:jennifer.cole@grayling.com)

Direct: +44 (0)207 592 7933

Mobile: + 44 (0)7957 425 935