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Mercure unveils new website

Mercure, Accor's world leader in midscale hotels, unveils a new website.

Mercure boasts 700 hotels in 49 countries across the world, each offering guaranteed quality standards in distinctive establishments managed by passionate hoteliers. The outstanding advantages of these hotels are now highlighted on the brand's new website: mercure.com, which underscores the diversity of the Mercure offer.

Assertive brand positioning

Mercure.com now boasts a totally revamped website with more images and content.

Mercure's diverse range of hotels and their shared quality guarantee are given more in depth coverage thanks to increased editorial content and on-going coverage of the network, the brand's commitments and guarantees, and its AClub loyalty program.

The website also focuses on the teams at Mercure, whose commitment to delivering excellent hospitality is one of the brand's distinctive features.

Customised browsing to cater for every traveller's needs

The entire site has been designed to make browsing easy for all users, whether they're looking for leisure, business, individual or group stays.

The homepage features five clearly visible themed tabs: business travel, leisure travel, meetings and events, themed trips and special offers, making navigation easy and allowing clients to browse information that matches their requirements.

For the traveller who is undecided, mercure.com even provides a travel ideas search engine.

In addition, the Mercure website now recognises its visitors' geographical location and tailors information to their needs, for example special offers, services available in their country, destinations, etc. The website is available in six languages: French, English, German, Italian, Dutch and Portuguese, with a Spanish version due next May.

Each hotel has its own comprehensive mini website on one page, complete with all the requisite information to guide and assist the customer.

A personalised user space, "My Mercure" now allows visitors to create their own profile and manage their reservations, preferences and personal information.

Press Release

Lastly, the new search function is even more comprehensive and allows users to narrow their search, reserve at negotiated rates or book a meeting room.

All special offers are available on mercure.com

The large number of Mercure special offers available at any given time, are easy to find thanks to a new search feature dedicated to promotions, including Hot Deals, Early Booking (30% off when booking 30 days ahead) and City Offers to name a few.

The website's "Best Price Guarantee" ensures customers will not find an equivalent offer at a cheaper rate anywhere else; if they do, they receive a further 10% reduction on the lower rate.

"Mercure.com received 13 million visitors in 2010 - a 30% increase on 2009," comments Frédéric Fontaine, the brand's marketing director. "This new website has been carefully designed to meet our all of our clients' needs. This is more important than ever since nearly 20% of our customers now book their Mercure hotel stays online."

The look and feel of the new website gives visitors a much greater sense of the Mercure brand and its values, as well as more in-depth information about each of the 700 unique hotels in the Mercure network.

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Notes to editors

*For more than 35 years, within the Accor Group, **Mercure** has exemplified **expert hospitality and personalised service**. Operating in nearly 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 staff of the 700 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.*

Accor UK and Ireland has a portfolio of 157 hotels and 21,500 rooms, with **Sofitel, 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**, and its related activities, **Thalassa sea & spa** and **Lenôtre** - 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.