



Mercure London Bridge unveils new look for the global hotel brand

London hotel launches as Mercure's UK flagship



London, 26 June, 2013 – The Mercure London Bridge launches today as the brand's UK flagship following an extensive redesign that puts the customer welcome at its heart.

The new design focuses on six key areas: a public area that is based on, "La Table d'hôtes" a concept that enables a sense of togetherness, an expected arrival, the feature wall, work space, and free web service with fibre optic wifi.

Jonathan Sheard, SVP Mercure hotels Northern Europe stated, "Following a recent study we conducted with Ipsos Mori, it challenged us to rethink the way we welcomed guests. That is the reason why we took a direction to give a genuine hospitality from the moment you book a Mercure hotel. We have focused on the guests' arrival and worked on the lobby design to ensure our team could give a warm, genuine personal Mercure welcome."

The new public space, based on the “La Table d’hôtes” concept, features a high reception desk for guests who want a very quick, hassle-free check in and check-out, and medium and low ‘host’ tables which are designed to welcome guests that have time to relax whilst checking in.



Staff training has been an important part of the hotel’s transformation, creating a new role of, “The Mercure host”, for the arrival of the guests. All Mercure hosts greet guests with tablet computers to conduct e-check in, removing the barrier of the traditional reception desk.

Further lounge and work spaces include a blackboard for guests to work or play, even in privacy behind a curtained-off space. The hotel has free, high quality, fibre-optic wifi throughout the hotel.



Mercure, a “locally inspired” brand, has kept its commitment to London’s South Bank in the hotel’s design. Influences from The Globe Theatre, Tate Modern and Borough Market have informed the unique style and personality of Mercure London Bridge.



The hotel’s feature wall is made from local brick, paying homage to the industrial history of the old Thames warehouses and South London industry. The new library area showcases books about nearby Borough Market, the art of the area and local theatre. A wine and cocktail bar and seating area complete with a wine showcases Mercure’s commitment to great wines.

Sheard continued, “The new design expresses the spirit of the Mercure brand. All the elements from the host tables to the feature wall create a space that allows for a harmony between our guests, our staff and the local area.



We are committed to doubling the size of the Mercure network by 2016. Each hotel will be refreshingly different but reassuringly the same for quality. You can always feel expected at a Mercure hotel.”

Mercure worked with French-based W&CIE to design and implement the new interior identity and design concept.

About Mercure: Mercure, a genuine experience guaranteed by a strong brand.

Mercure is mid-scale hotel of Accor group, the first hotel operator worldwide, with over 3,500 hotels and 160,000 employees in 92 countries.

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 725 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 50 countries across the world.

For additional information, please visit <http://www.mercure.com>

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