



ACCOR

Open New Frontiers in Hospitality

Press Release

London, 21 January 2014



Accor wins two awards at the 19th annual Business Travel Awards

Mercure wins Best Midscale Hotel Brand and Accor wins Best Sales Account Management Team

Accor, the world's leading hotel operator and market leader in Europe, is pleased to announce that Mercure has won Best Midscale Hotel Brand at the Business Travel Awards 2014 and that Accor has received the award for Best Sales Account Management Team.

Organised by Buying Business Travel, The Business Travel Awards are amongst the most admired in UK hospitality, as they bring together leading figures from the industry and top corporate clients. This year's judging panel consisted of a mix of travel buyers and specialist journalists chaired by Mike Toynbee, Managing Editor of Buying Business Travel, and the awards were presented in front of 1,300 guests at a ceremony in London on January 20th, 2014.

Mercure prides itself in being the only midscale hotel brand that combines the strength of an international network, with a strong quality commitment and individualised local touches. It is Europe's largest midscale brand with 573 hotels and has developed a 74-strong UK network of hotels which are distinguished by their emphasis on regional character and dedication to excellence.

Thomas Dubaere, Managing Director, Accor UK & Ireland said: "We are delighted to receive these accolades from The Business Travel Awards. 2013 was a fantastic year for Mercure, and it is great to see this success being built upon in 2014 as the brand continues to strengthen its UK presence. Accor's talented Sales Account Management Team plays a vital role in driving business towards our brands and distribution platform, and I am very pleased that they have received this well-deserved recognition. These awards signify both the strength of our brands and the expertise we have in delivering hospitality services."

In November 2013, Mercure won the award for Best Midscale Hotel Group at the BTA Awards, and in May 2013 the brand was awarded “most improved brand of the year” in the BDRC guest survey. In September 2013 Accor was announced as Eco Group of the Year at the AA Hospitality Awards.

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Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with **more than 3,600 hotels** and **460,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis budget and hotelF1** - provide an extensive offer from luxury to budget. With more than **160,000 employees in Accor brand hotels** worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

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