

## Press Release

London, March 27, 2014

# Accor expands UK portfolio with Mercure Sheffield Parkway hotel

Accor, the world's leading hotel operator and market leader in Europe, has entered into a franchise agreement with Dominvs Hospitality to open the Mercure Sheffield Parkway hotel.

Formerly the Aston Sheffield hotel, the 78-room hotel is located in the heart of the Sheffield Business District, just 4 miles from Sheffield city centre and within a stone's throw of Meadow Hall Shopping Centre. The hotel is well equipped with a bar and restaurant, event and meeting facilities, secure parking and free Wifi.

Thomas Dubaere, Chief Operating Officer Hotel Services, Accor UK & Ireland said: "We are very pleased to welcome the Mercure Sheffield Parkway hotel into the rapidly growing Accor network. The signing of this hotel is proof of the confidence in our Hotel Services offer as brand franchisor and proves that independent hotels are attracted to the strength of our distribution services and brands."

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. The Mercure Sheffield Parkway hotel joins a network of 74 Mercure hotels in the UK and 758 Mercure hotels worldwide.

An awarding-winning brand, it was deemed, "The Best Midscale Hotel Group" by the British Travel Awards 2013 and the Business Travel Awards 2014, proving its popularity to consumers and the business community.

Jonathan Sheard, SVP Operations Luxury, Upscale & Midscale Hotels, Accor UK & Ireland added: "The Mercure Sheffield Parkway hotel is a great hotel with fantastic services for business and leisure guests in a prime location in the UK. This is why we know it will be a glowing example of the Mercure brand which has many exciting developments to follow this year."

**ENDS**

### Press Contacts

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## Note to editors

### About Mercure

Mercure is the midscale non-standardized brand of Accor, the world's leading hotel operator with over 3,500 hotels and 160,000 employees in 92 countries. Mercure hotels, which are unique because they are rooted in their local communities, share common quality standards and are driven by passionate hoteliers. Whether they are located in major city centers, by the seaside, in mountain resorts, etc. each establishment offers an authentic experience for both business and leisure travelers. The Mercure network consists of 732 hotels in 50 countries around the world and represents a real alternative to standardized or independent hotels. Mercure also offers high expertise professional and digital platforms. For more information visit <http://www.mercure.com>



**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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