

October 30, 2009

## *Mercure Biarritz Le Président opens*

The Biarritz Le Président has recently joined the Mercure hotel network. Following a complete renovation by the architect Didier Rey, the hotel is now more than ever an emblem of the banner's renewal program.

Ideally located in the heart of the city, the Mercure Biarritz Le Président is just a short distance from the beach, casino, museums and convention centers.

The hotel has been entirely refurbished by **Design Studio**, which focused on a play of light and colors in a **highly contemporary style**. The goal was to create a vibrant interior by combining the natural light that streams through the hotel's many openings with a palette of bright colors – plum, orange and pink – that enhance the ever-present white. Visual links to the 1960s, when the hotel was founded, can be seen in the choice of furnishings and building materials.

The hotel's **69 rooms** are brightly lit thanks to large bay windows that open onto the city. The upper floors offer a unique view of the Bay of Biarritz and the Atlantic Ocean.

To enable guests to get more out of their stay, the flat-rate Mercure "ready-to-visit" package includes two hotel nights with breakfast and a Mercure City Bag, which contains a street map of Biarritz, bottle of water and snacks.

**Rates for two people start at €195 for two nights, breakfast included.**

**Mercure Biarritz Le Président**  
18 place Georges Clémenceau – 64200 Biarritz  
Tel. +33 (0)5 59 24 66 40

Reservations: [www.mercure.com](http://www.mercure.com) or [www.accorhotels.com](http://www.accorhotels.com)  
or by phone, when calling in France, at 0825 88 33 33 (€0.15/min)

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*For more than 35 years, within the Accor Group, **Mercure** has exemplified **expert hospitality and personalized service**. Operating in more than 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 staffs of the 690 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](http://mercure.com).*

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