



MERCURE CELEBRATES ITS 40th ANNIVERSARY WITH 40 DAYS OF SURPRISES!

A few months after unveiling its new look, Mercure invites guests to celebrate its 40th anniversary. Over a 40-day period, from September 16 to October 25, more than 700 hotels in 51 countries will celebrate this birthday. In keeping with its values of authenticity, commitment and curiosity, the brand and its hotels have designed a series of gastronomic and cultural surprises and events for clients keen to enjoy local experiences.

Paris, September 18, 2013.

40 years, 40 days of surprises!

To celebrate the brand's 40th anniversary, Mercure hotels have planned 40 days of festive, exclusive, unexpected and locally inspired celebratory events that will enchant their guests, both young and old alike!

All the countries where Mercure operates in are getting ready to celebrate, from Rio to Moscow, in Sub-Saharan Africa, Europe and the Middle East.

France's 232 Mercure hotels are taking part of the festivities and, starting on September 16, will each organize their own celebration, for instance a special 40th birthday cocktail, a *Vin Gourmand* – glass of wine with three sweet or savory treats, an anniversary menu, etc.

From October 15, Mercure will prolong celebrations with the arrival of a vintage Saint-Estèphe selected by "Bettane & Desseuve" especially for Mercure's 40th anniversary. This Frank Phélan, second wine produced by Château Phélan Ségur, will be available in the network at the very advantageous price of €29.90 a bottle. French hotels will continue festivities for another 40 days with wine tasting events based on this vintage.

Surprises will be different in each country. For example, at the **Mercure Abu Dhabi**, a special anniversary menu will be on offer so guests can sample a local specialty, Camel Blanquette. **In Brazil, all the Mercure hotels** will be offering an exclusive 40% discount during the celebratory period. A guide book presenting the 40 best locations in Latin America will also be published and given to customers on the occasion, encouraging them to discover the region and its treasures. **In Germany**, hotels will serve a special menu comprising traditional German beer and a huge open-top sandwich for €4,40. **In China**, over 40 days, the **Mercure Chengdu** will offer all guests born in 1973 a free dinner.

Mercure in brief

Name	Mercure
Characteristic	Accor's leading midscale hotel brand
No. of hotels	746 in 51 countries
Founded in	1973
Values	Authenticity, Curiosity, Commitment
Distinctive features	Authentic experience, an uncompromising quality guarantee
News	Invites guests around the world to celebrate its 40th anniversary, providing another opportunity to discover or rediscover!

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, meet shared 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 746 hotels in 51 countries around the world and represents a real alternative to standardized or independent hotels, combining the additional benefits of a strong international network and high expertise professional and digital platforms.

For more information visit <http://www.mercure.com> <http://www.mercure.com>

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