

Why invest *Grand Mercure* 2025

GLOBAL DEVELOPMENT
PREMIUM, MIDSCALE & ECONOMY DIVISION



Why invest - Grand Mercure

WELCOME TO GRAND MERCURE

Proudly local
Premium brand
where world-class
standards are
entwined with a
uniquely local spirit



WHY GRAND MERCURE ?

International power & adaptable programming

Join a premium brand with international brand power, benefitting from the halo effect of Mercure

Benefit from a premium mark up resulting in a high brand margin (+€64)

With flexible space brand programming and local providers usually enabling lower development costs, resulting in strong GOP margins

Local culture with a modern, premium flair

Attracting domestic & international guests who are looking for authentic local experiences & design

Offering a ‘taste of place’ through culinary experiences leading vs competitors

& Creating guest loyalty & connection through high service standards

Powerful distribution eco-system

Leverage Accor’s sales, marketing, distribution & loyalty platform from day 1

Connecting you with valuable global business & directly contributing 77% of your room revenue*

International & adaptable

Chapter

01



*Topline
Investment
EBITDA*

TOPLINE

Mercure high awareness combined with Grand Mercure high price premium

MERCURE BRAND AWARENESS

43%

vs Best Western – 29%
Golden Tulip – 30%
Worldwide, Mercure is the
undisputed leader of
economy brands (82% in
France, nearly 60% in
Germany and Australia
and 47% in Brazil and UK)

GRAND MERCURE BRAND MARGIN

+64€

Brand Margin®
measures the
financial premium
which the brand name
adds to the intrinsic
value of the same
hotel stay with an
unbranded alternative





TOPLINE

With a global footprint of 122 hotels open & in the pipeline

10%

Americas



8

-



1,775

-

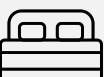
33%

Greater China



27

16



6,683

3,678

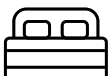
58%

Middle East, Africa, Asia, Pacific



48

23



11,732

6,953

Grand Mercure

	NETWORK	PIPELINE
	83	39
	20,190	10,631

All figures as of end December 2024
Breakdown network + pipeline by region is calculated by number of rooms



INVESTMENT

An affordable & local approach to design standards

MAKING GRAND MERCURE PERFECT FOR CONVERSION AS WELL AS NEW BUILD PROJECTS

Grand Mercure design standards can be tailored to capture the essence of the country's culture

Flexible space brand programming and local providers enable lower development costs



Local & Premium

Chapter

02



GRAND MERCURE SÃO PAULO VILA OLIMPIA
BRAZIL

*Proposition
Heritage
Top USPs*

BRAND POSITIONING

Celebrating
the singularity
of each destination
with a fresh
cultural perspective

DISCERNING
CULTURED
IMMERSIVE



TOP 3 USPS

Grand Mercure promises a premium immersion into the local culture



1 Grand Mercure invites guests to discover their destination through local design



2 Grand Mercure offers a 'taste of place' through culinary experiences sharing national recipes & specialties



3 Grand Mercure stimulates the five senses through rituals & immersive experiences, activated by the cultural host



USP #1

Grand Mercure
invites guests



to discover their
destination through
local design

No two Grand Mercure's are the same

– they are all unique with distinctive characteristics which embody the local culture and heritage.

A celebration of the local way of life.

#1 in Vibe

Sentiment score: 86
vs competitors between 80-86*



USP #1

Grand Mercure
offers a 'taste of place'



through culinary experiences
sharing national recipes &
specialties



Grand Mercure elevates F&B touch points

by blending high-quality local ingredients
with traditional local cooking techniques
and service rituals

#1 in F&B

Sentiment score: 81
vs competitors between 68-73*



USP #2



Signature dish



Breakfast culture



Brew culture



Local bites





USP #3

Grand Mercure stimulates the five senses



through rituals &
immersive experiences



Grand Mercure approaches old traditions

with a new eye, giving familiar rituals a
fresh spin and surprising zest

#1 in Service friendliness

Sentiment score: 93
vs competitors between 87-92*

Rituals brought to life by the Cultural Host

Cultural Hosts & Heartists are passionate
about premium hospitality, and genuinely
proud of their national culture



USP #3



Local welcome ritual



Rituals brought to life
by the Cultural Host



Signature scent experience

Local wellbeing rituals





Guest journey & experience

KEY STANDARDS AT A GLANCE

The following list contains the key brand concepts & markers. Specific and detailed guidelines with rich elements & content bring each experience to life in the guest journey.

- Mandatory
- Sensorial immersion

Arrival & Departure	Guest Room	F&B	Wellness Facilities	Meeting & Events
<div>● Signature Local Transfer (Scented towel & Local Bites)</div> <div>● Local Welcome Ritual</div> <div>● Signature Scent Experience</div> <div>● Culture Host</div>	<div>● Local Bites VIP In-Room Arrival & Turn Down</div> <div>● Local Bathroom Amenities</div> <div>● Local Room Service</div>	<div>● Breakfast Culture</div> <div>● Brew Culture</div> <div>● Local Signature Dish</div> <div>● Local Bites</div>	<div>● Spa</div> <div>● Fitness Center</div> <div>● Local Wellbeing Rituals</div>	<div>● Culture Breaks</div> <div>● Culture Host</div>

Powerful distribution eco-system

Chapter

03



Accor eco-system
Grand Mercure Digital Scale



Connect your hotel with Accor 360° solutions from day 1

SALES

Largest global sales office

450+ sales professionals across 34 countries,
covering 80% of the globe



Large B2B clients portfolio

15K regional & strategic accounts, generating
45% topline of Accor global network

DISTRIBUTION & DIGITAL MARKETING

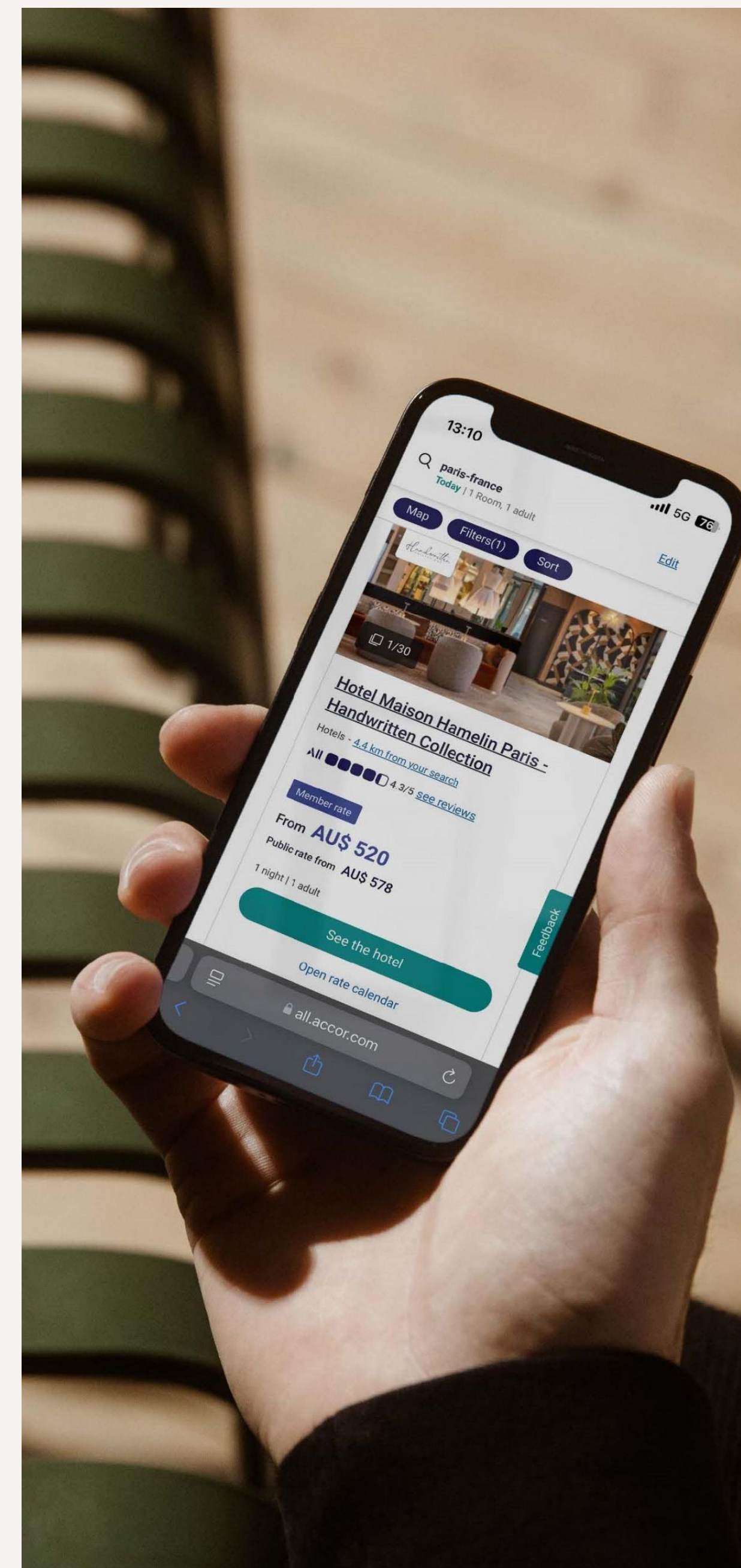
Robust and powerful distribution system

110 countries, 140+ global & local connectivity
partners and All.com available in 19 languages



Secured hotel business & cost control

2/3 of web direct revenue generated by
owned channels





LOYALTY

Widest & most diversified international network

100M members worldwide and 100+ global & local partnerships

Strong return on investment

3.3x higher incremental net revenue than loyalty cost to hotels

REVENUE MANAGEMENT

100+ local certified experts

Managing performance and optimisation of revenue and profitability

Powerful data-driven RMS

Resulting in +1 to +5% RevPAR



GRAND MERCURE DIGITAL SCALE

Boost direct sales
with Grand Mercure
digital scale

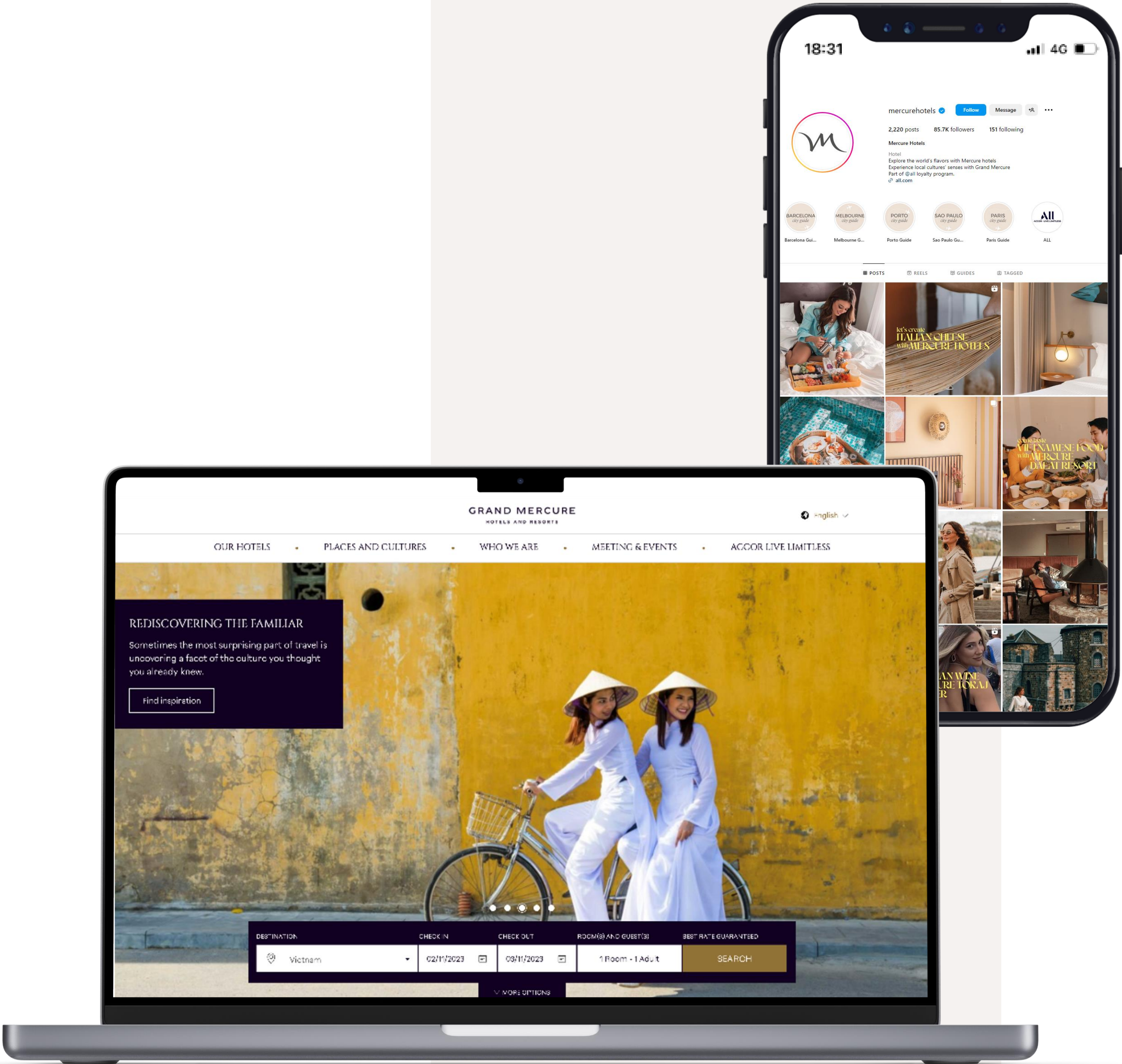
[GRANDMERCURE.COM](https://grandmercure.com)

461,051
Pages viewed

+237k
User sessions

+195k
Unique users

+522k
Revenue generated



SOCIAL MEDIA AMPLIFICATION



+95k
Followers

Shared account
with Mercure

Development Criteria

Chapter

04



GRAND MERCURE HANGZHOU ZHEJIANG UNIVERSITY
CHINA

*Hotels
& Resorts*



GRAND MERCURE MALANG MIRAMA
INDONESIA, 246 ROOMS

URBAN HOTELS

Hotels Development Criteria

Grand Mercure hotels equally fit new builds and conversions projects.

	PACIFIC ⁽¹⁾	WW
NUMBER OF KEYS	120+	150+
ROOM SIZE	24-34 SQM	28-38 SQM
TGFA	50-90 SQM	70-110 SQM

(1) Incl. AAA ultra city center + historic conversion WW

MUST-HAVES	NICE-TO-HAVES
Restaurant & Bar	Wellness area or Spa
Breakfast Buffet	Swimming Pool
Fitness	Work in the lobby
Concierge Station	Co-working dedicated area
Carpark	Business Center
Family Room	Meeting Room
	Board room
	Ballroom
	Concierge Station
	Car Park



GRAND MERCURE PUKA PARK
NEW ZEALAND, 48 ROOMS

LEISURE & RESORTS

Leisure & Resorts
Development Criteria

	PACIFIC ⁽¹⁾	WW
NUMBER OF KEYS	120+	150+
ROOM SIZE	26-36 SQM + Balcony	28-38 SQM + Balcony
TGFA	60-100 SQM	80-120 SQM

(1) Incl. AAA ultra city center + historic conversion WW

MUST-HAVES

- Restaurant & Bar
- Breakfast Buffet
- Fitness
- Wellness area or Spa
- Swimming Pool
- Concierge Station
- Carpark
- Outside Space

NICE-TO-HAVES

- Grab & Go
- Sport Facilities
- Work in the lobby
- Business Center
- Meeting Room
- Board room
- Ballroom
- Executive Lounge
- Laundry Room
- Kids Corner
- Retail Shop

Grand Mercure Network

Chapter

05



GRAND MERCURE BENGALURU AT GOPALAN MALL - BANGALORE
INDIA

*Urban
Leisure & Resorts
Living*



Why invest - Grand Mercure

HOTELS



Grand Mercure Network

P25



 181 rooms

Grand Mercure Hanoi, *Vietnam*




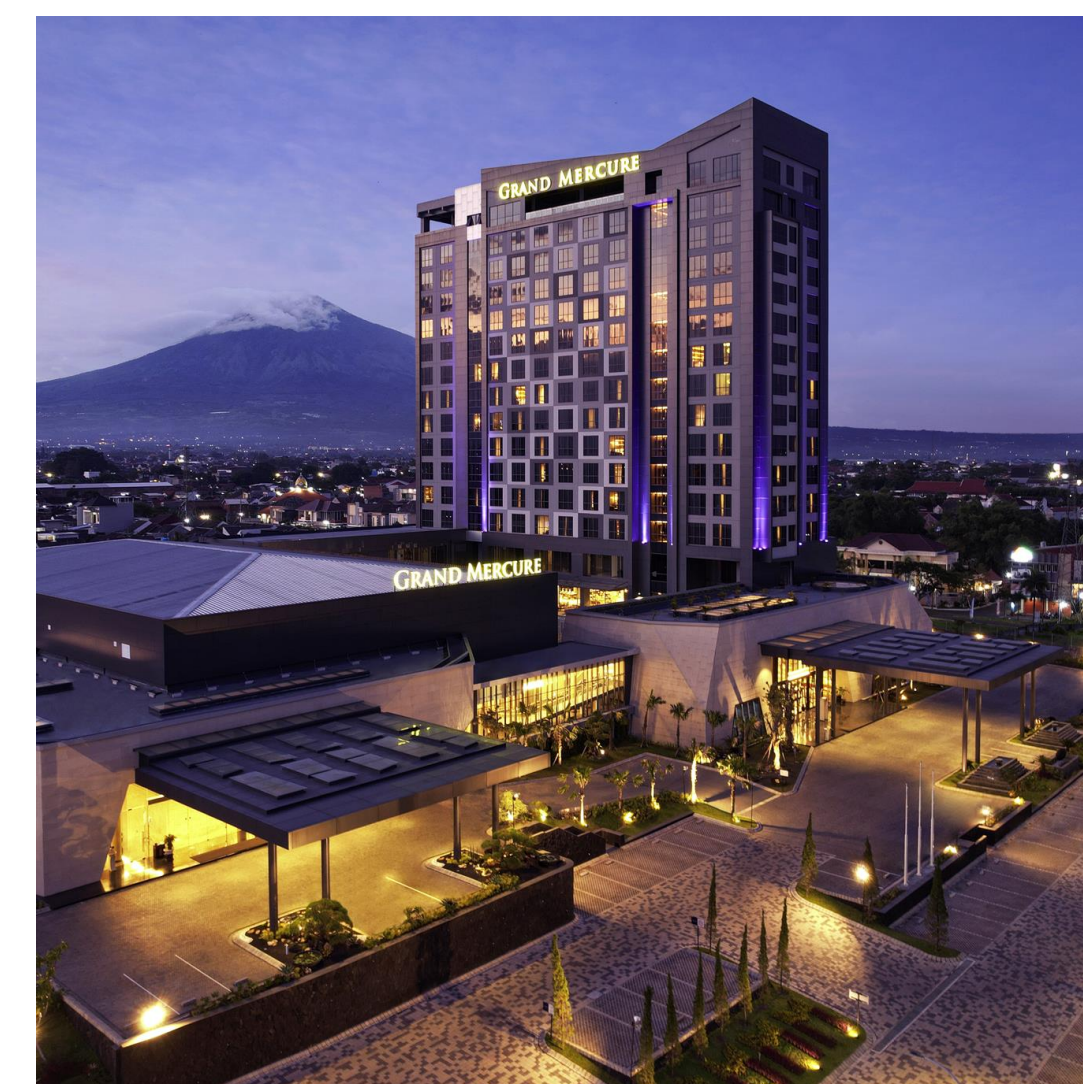


HOTELS

Grand Mercure Malang Mirama, *Indonesia*



 264 rooms




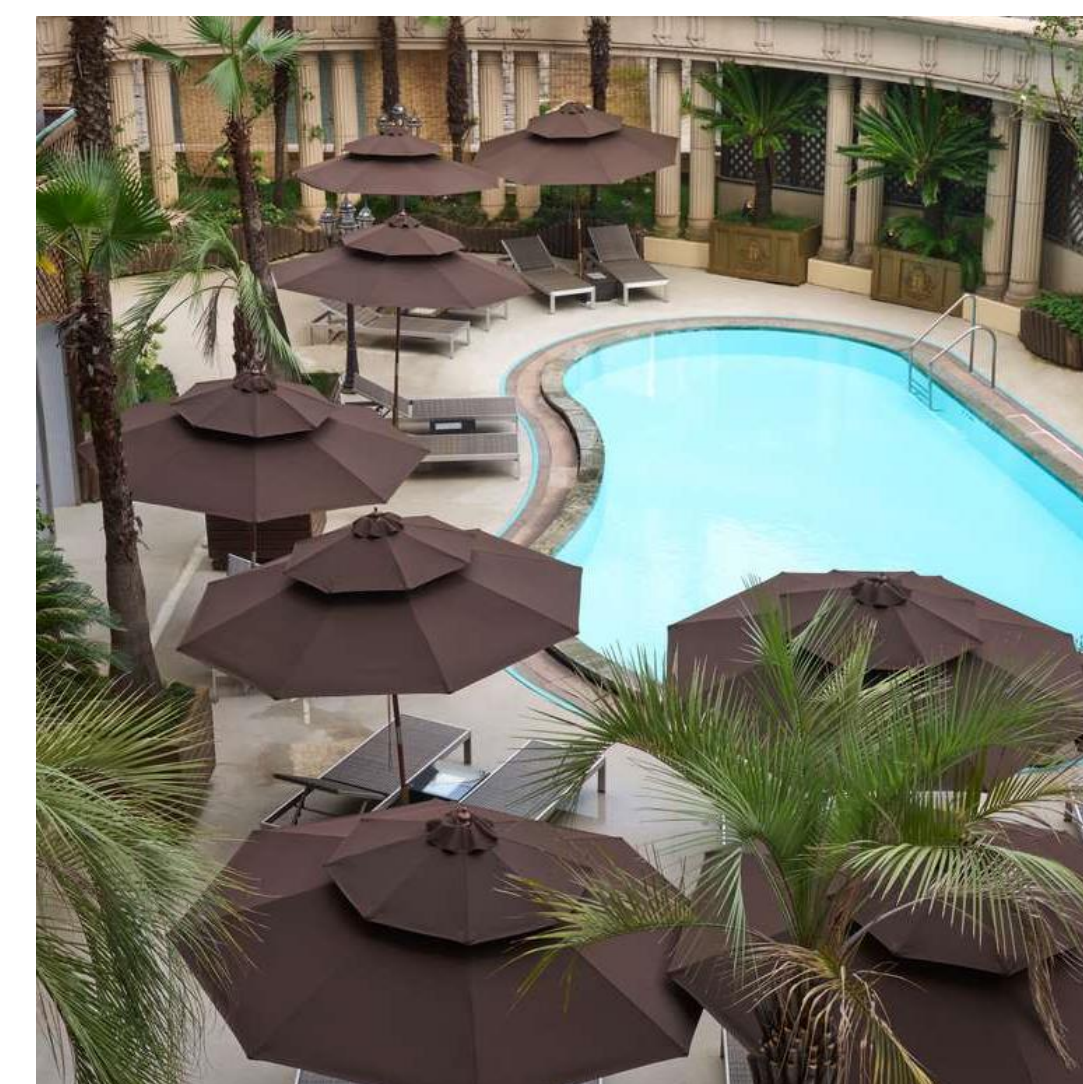


HOTELS

Grand Mercure Imperial Palace Seoul, *South Korea*



 341 rooms

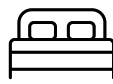




HOTELS

Grand Mercure Shanghai Linggang, *China*



 212 rooms




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HOTELS

Grand Mercure Chengdu East, *China* | Opened 2023,




 346 rooms
inc. 46 serviced
residences

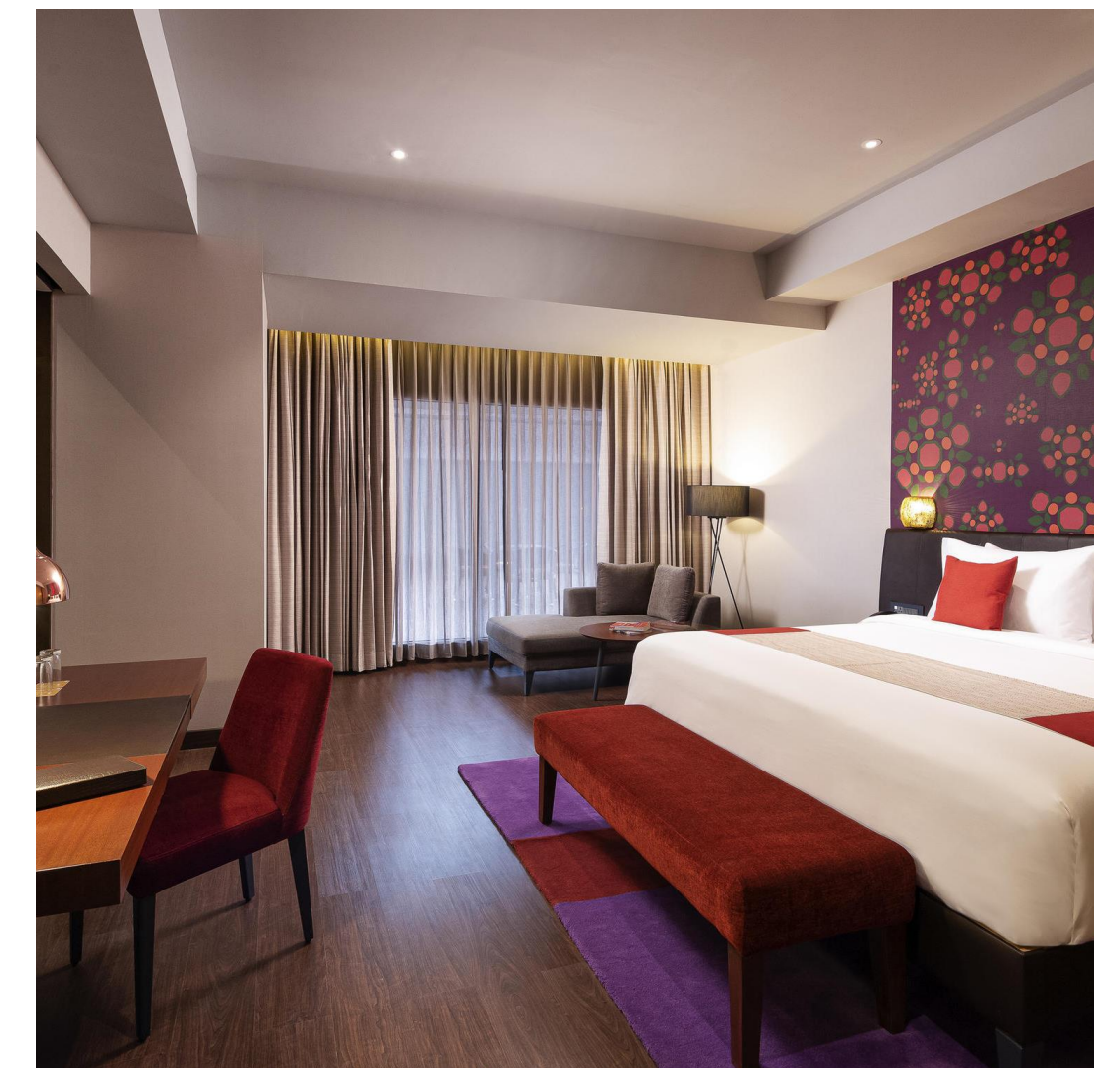


HOTELS

Grand Mercure Bengaluru At Gopalan Mall, *India*



 212 rooms





HOTELS



 361 rooms

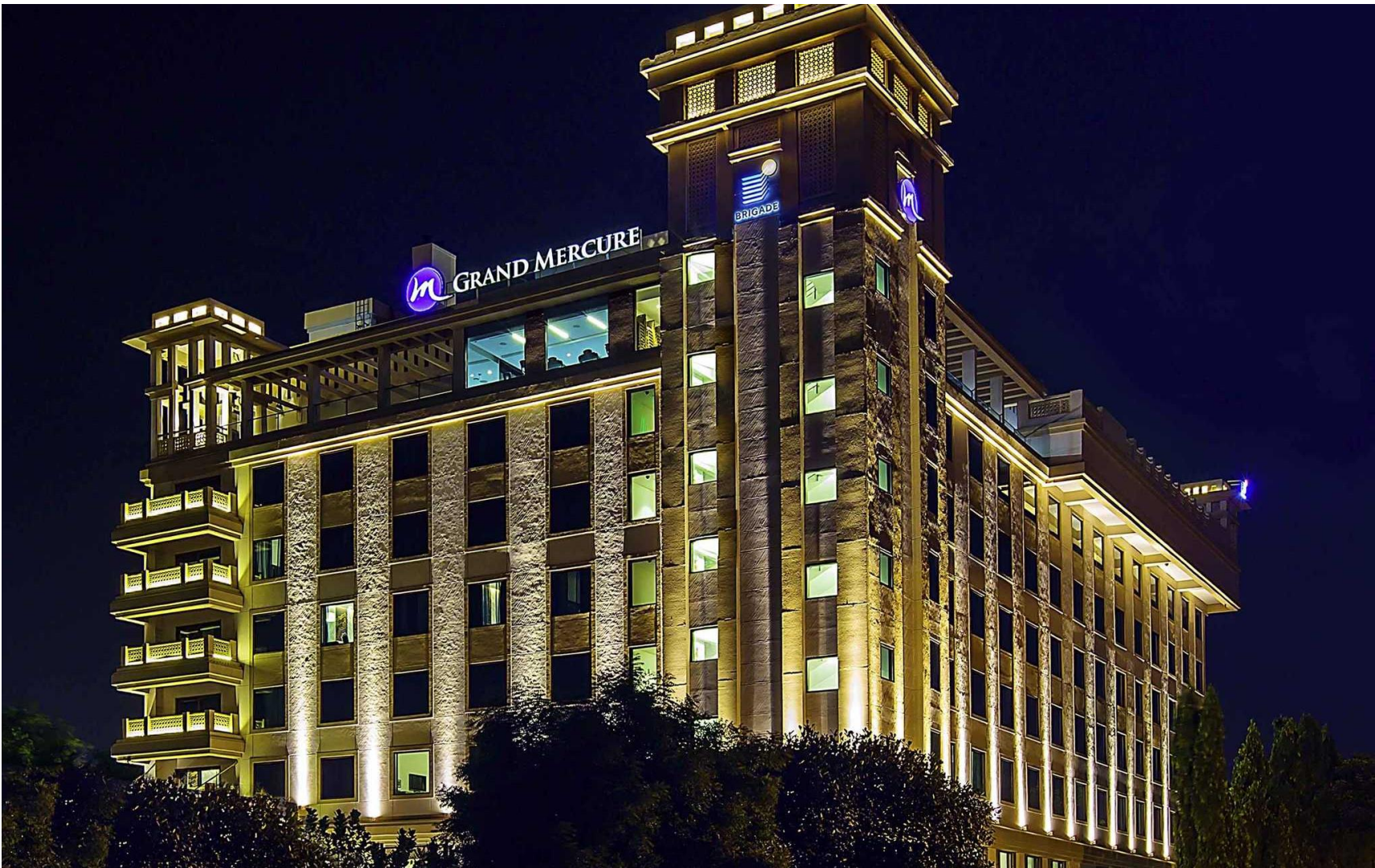
Grand Mercure Dubai City, *UAE*





HOTELS

Grand Mercure Mysore, *India*



 146 rooms





HOTELS

Grand Mercure São Paulo Itaim Bibi, *Brazil*



 170 rooms





Why invest - Grand Mercure

HOTELS



Grand Mercure Network P34



 213 rooms

Grand Mercure São Paulo Vila Olimpia, *Brazil*





RESORTS

Grand Mercure Okinawa Cape Zampa Resort, *Japan* | Opened 2024

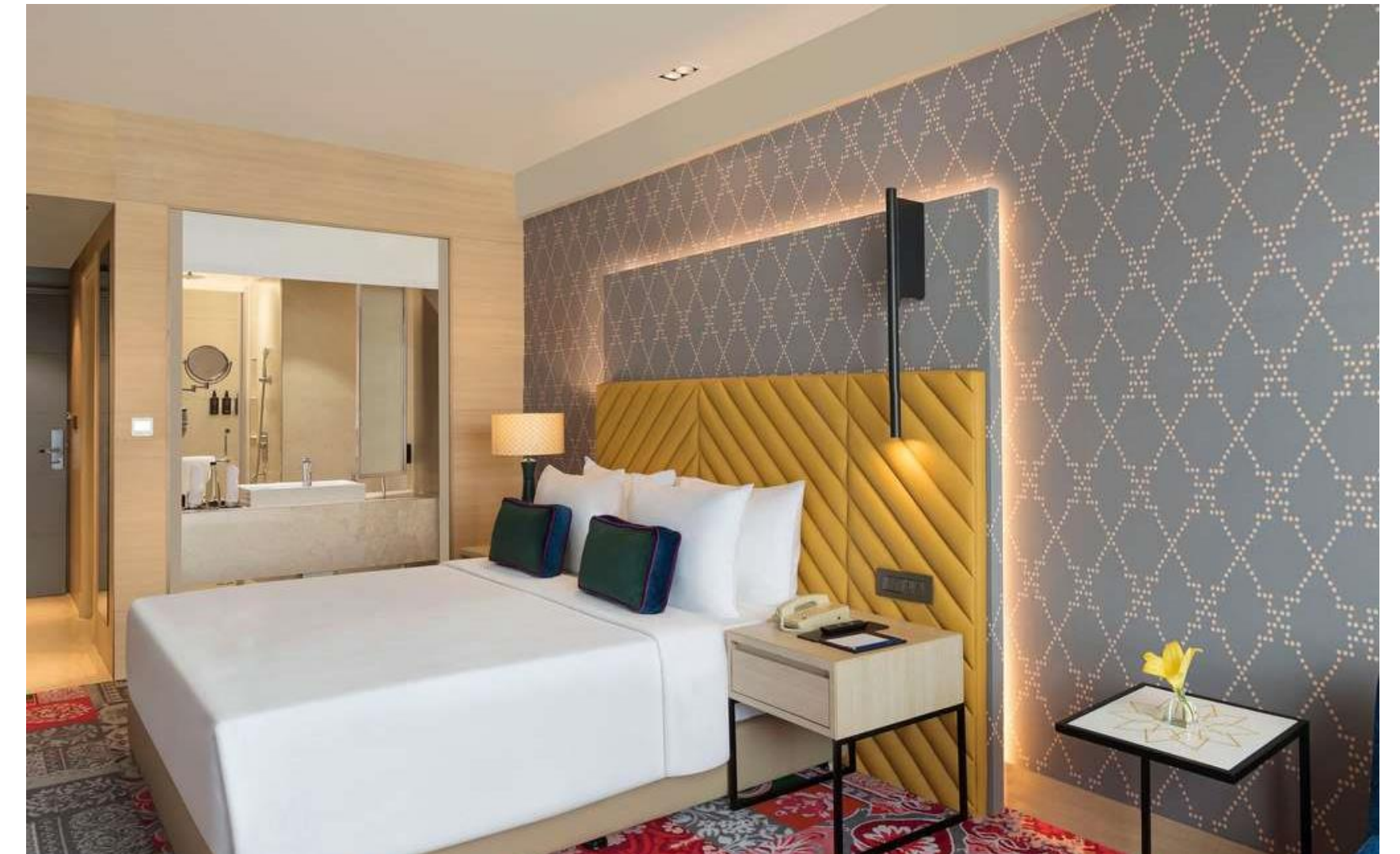


 465 rooms



RESORTS

Grand Mercure Agra, *India* | Opened 2023



 168 rooms





RESORTS

Grand Mercure Petra, *Jordan* | Opened 2023



 90 rooms





RESORTS



 195 rooms

Grand Mercure Khao Lak Bangsak, *Thailand*





RESORTS

Grand Mercure Puka Park, *New Zealand*

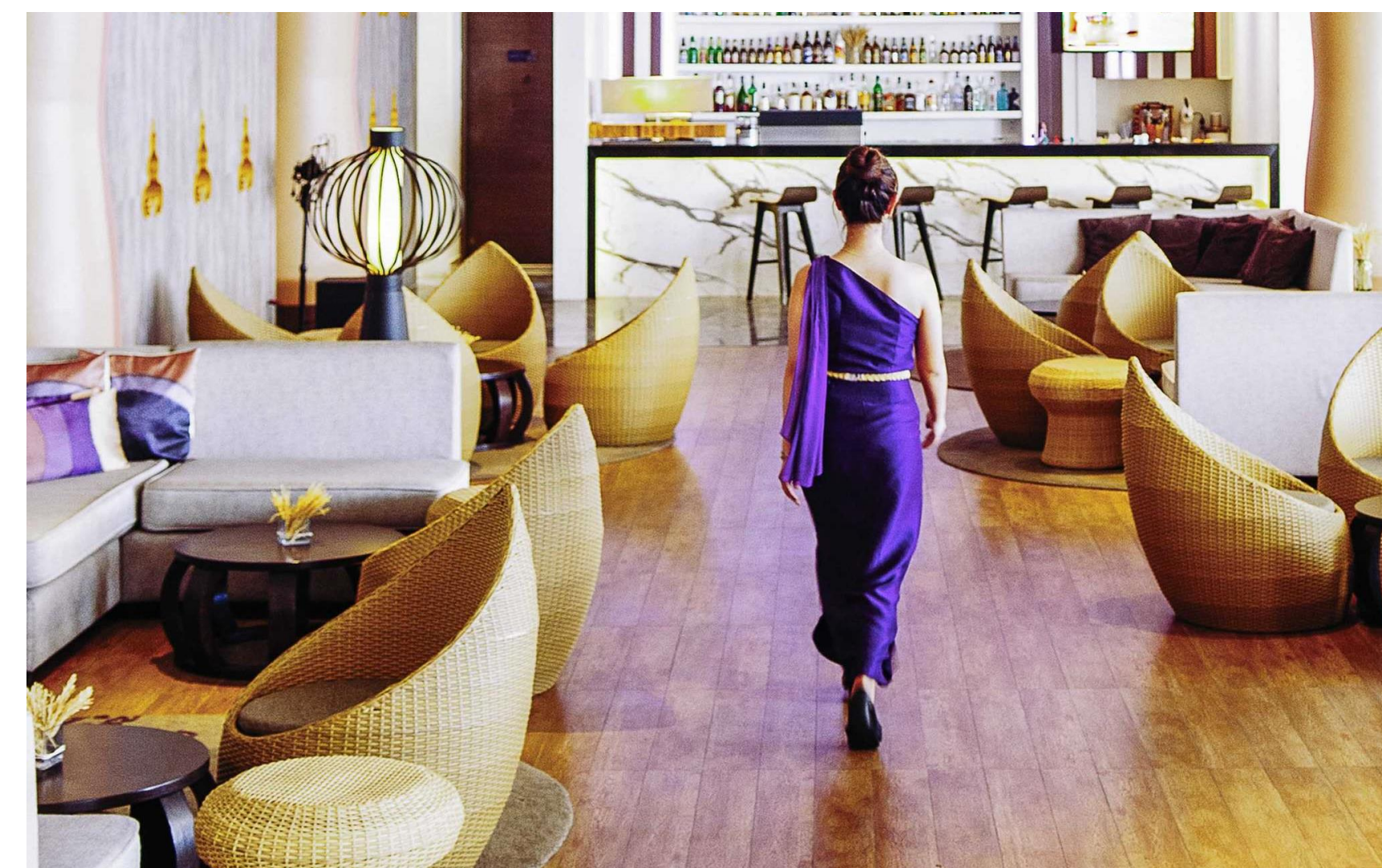



 48 rooms



RESORTS

Grand Mercure Phuket Patong, *Thailand*



 314 rooms





RESORTS



 272 rooms

Grand Mercure Danang, *Vietnam*






Why invest - Grand Mercure

LIVING

Grand Mercure Living Seoul, *South Korea*



 202 rooms

Thank
you

