

Why invest *Grand Mercure* 2026

GLOBAL DEVELOPMENT
PREMIUM, MIDSCALE & ECONOMY DIVISION



WELCOME TO GRAND MERCURE

A proudly local premium brand, where guests are immersed in an authentic local experience with guaranteed grandeur

A premium local brand with international recognition, benefiting from the Mercure halo effect. It embodies "Discover local grandly", elevating authentic local experiences with international refinement and regional grandeur through sensorial immersion, attracting guests seeking genuine local connections and an elevated stay.





WHY GRAND MERCURE ?

International standards & adaptable programming

Join a premium local brand with international brand power, benefiting from the halo effect of Mercure
Benefit from a premium mark-up resulting in a high brand margin
With flexible brand programming and local providers usually enabling lower development costs, resulting in strong GOP margins

Local culture through elevated experiences

Attracting domestic & international guests who are looking for authentic local experiences & design with guaranteed grandeur
Offering a 'taste of place' leading through culinary experiences vs competitors
Creating guest loyalty & connection through high service standards and welcoming human touch

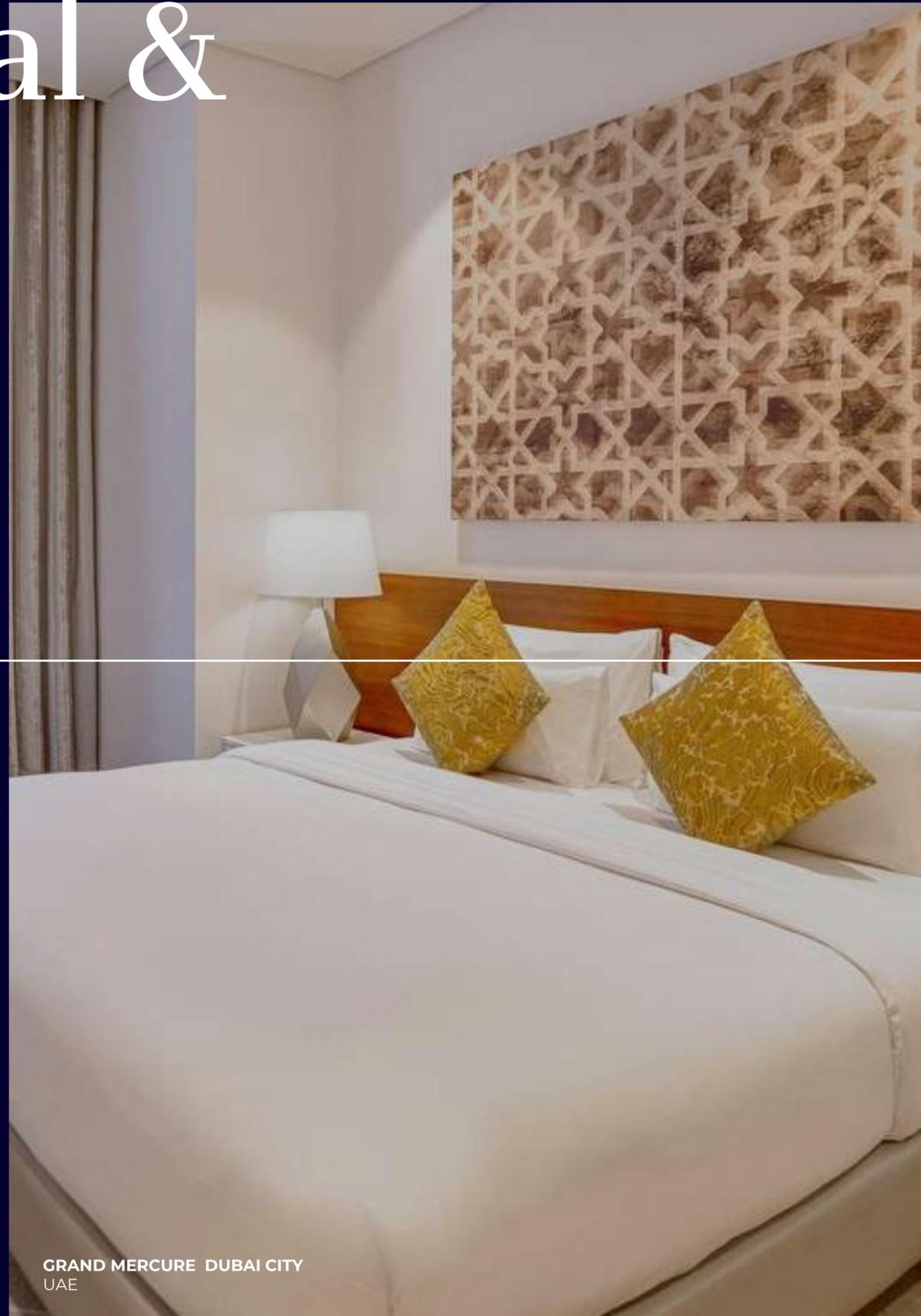
Powerful distribution eco-system

Leverage Accor's sales, marketing, distribution & loyalty platform from day 1
Connecting you with valuable global business & directly contributing 76% of your room revenue*

International & adaptable

Chapter

01



GRAND MERCURE DUBAI CITY
UAE

*Topline
Investment*

TOPLINE

Mercure high awareness combined with Grand Mercure higher price premium

MERCURE BRAND AWARENESS INDEX

161

Above segment average
in AUS, BR, FR, DE, IND,
UK. Leading versus
international competitors
in China.

Compset:
Best Western
Golden Tulip

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 133 hotels open & in the pipeline

5%

Americas

	7	-
--	---	---

	1,554	-
--	-------	---

1%

Europe & North Africa

	-	1
--	---	---

	-	105
--	---	-----

38%

Greater China

30	24
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6,956	5,826
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56%

Middle East, Africa, Asia, Pacific

	50	21
--	----	----

	12,729	6,008
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Grand Mercure

	NETWORK	PIPELINE
	87	46
	21,239	11,939

All figures as of end December 2025
Breakdown network + pipeline by region is calculated by number of rooms



INVESTMENT

An affordable & local approach to design standards



GRAND MERCURE HANOI
VIETNAM



GRAND MERCURE MALANG MIRAMA
INDONESIA



GRAND MERCURE SAO PAULO ITAIM BIBI
BRAZIL

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 brand programming and local providers enable lower development costs

Local & Premium

Chapter



02

*Positioning
Top USPs*

GRAND MERCURE SÃO PAULO VILA OLIMPIA
BRAZIL

BRAND POSITIONING

Celebrating
the richness of local
cultures through
elevated stays

LOCAL
GRANDEUR
WARM



TOP 3 USPS

Grand Mercure celebrates local cultures through elevated experiences



1 Grand Mercure offers an authentic place to **discover regional culture** through sensorial immersion



2 Grand Mercure assures **consistent international standards** and **elevated experiences**



3 Grand Mercure embraces **Taste of Place menus, rooted in tradition, diverse local ingredients, and grand ceremonials**



USP #1

Grand Mercure invites guests



to discover their destination through local design

No two Grand Mercure hotels are the same

Our design philosophy:

- ❖ Integrate elements of the destination's culture
- ❖ Elevates the gaze creating a sense of majesty
- ❖ Envelope spaces with warm lighting and rich textiles

#1 in Vibe

Sentiment score: 86
vs competitors between 80-86*

*Competitors' Sentiment Score include: Autograph Collection, Hyatt Place, Indigo. Compset currently being redefined.
Source: Trust You 2024



USP #2

Grand Mercure
offers a 'taste of place'



through local flavours



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*

*Competitors' Sentiment Score include: Autograph Collection, Hyatt Place, Indigo. Compset currently being redefined.
Source: Trust You 2024

USP #2



Signature dish



Breakfast culture



Brew culture

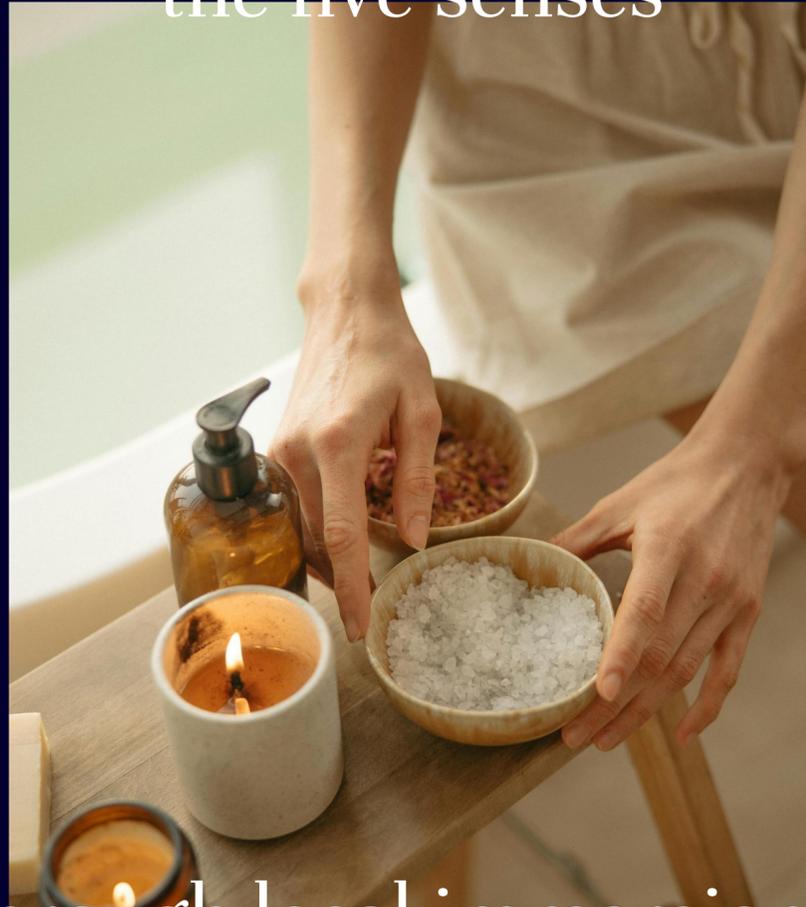
Local bites





USP #3

Grand Mercure stimulates the five senses



through local immersions, and warm personal touches

Grand Mercure approaches old traditions

With premium signature touchpoints including Soul Stamps, break ceremonies, insider's shelves, and living local rituals

Rituals brought to life by Heartists

Our Heartists are passionate about premium hospitality, and genuinely proud of their national culture

#1 in Service friendliness

Sentiment score: 93
vs competitors between 87-92*

*Competitors' Sentiment Score include: Autograph Collection, Hyatt Place, Indigo. Compset currently being redefined. Source: Trust You 2024



USP #3



Local welcome rituals



Rituals brought to life by Heartists



Signature scent experience

Local wellbeing rituals





Guest journey & experience

KEY STANDARDS AT A GLANCE

Arrival & Departure

Welcome ritual
Signature scent

Guest Rooms

Local Bathroom Amenities

Food & Beverage

Taste of Place
Breakfast & Menus (Local Flavours)

Wellness & Entertainment

Local wellbeing Rituals
Local immersions

Powerful distribution eco-system

Chapter

03



*Accor Sales,
Distribution & Loyalty
Grand Mercure Digital Scale*



CONNECT YOUR HOTEL

To the widest distribution ecosystem

140+

CONNECTED PARTNERS

Included Search / Metasearch / OTA / GDS / IDS, both Global and Regional

AND ACCESS

A global sales office with strong expertise

400+

SALES PROFESSIONALS

Across

34

COUNTRIES

Covering

80%

OF THE GLOBE



Including best OTA discounted rates



BENEFIT FROM

A solid web direct and best loyalty program ALL Accor

BRAND ENHANCER

40+ brands

FEATURED ON ALL.COM

LOYALTY PROGRAM

110M+

MEMBERS

BOOKING PLATFORM

360M+

VISITS/YEAR

PARTNERSHIP & EXPERIENCE

140+

PARTNERS

SUBSCRIPTION PRODUCTS

550K+

SUBSCRIPTION CARDHOLDERS

Strong revenue contribution for hotels

ALL ROI FOR OWNERS

x8

AWARDS SINCE LAUNCH

39





GRAND MERCURE DIGITAL SCALE

Boost direct sales with Grand Mercure digital scale

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

407,656

Pages viewed

+197k

User sessions

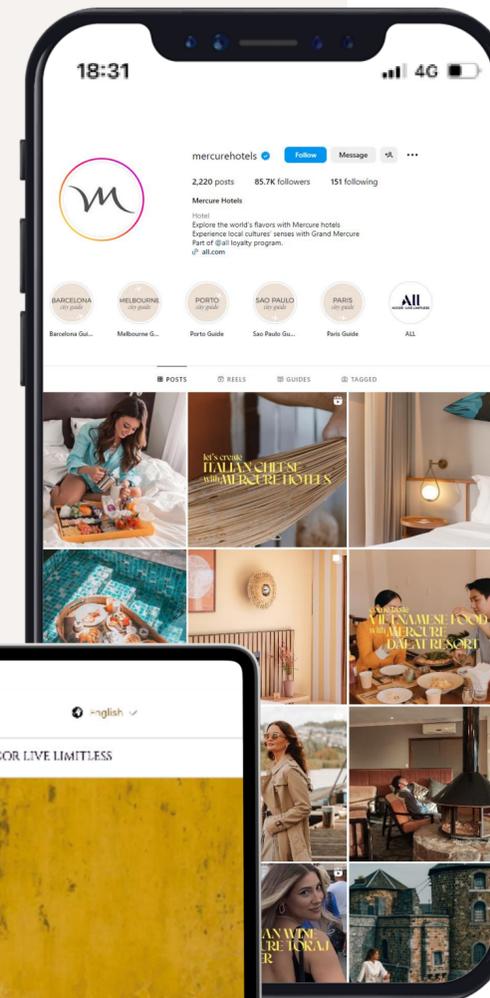
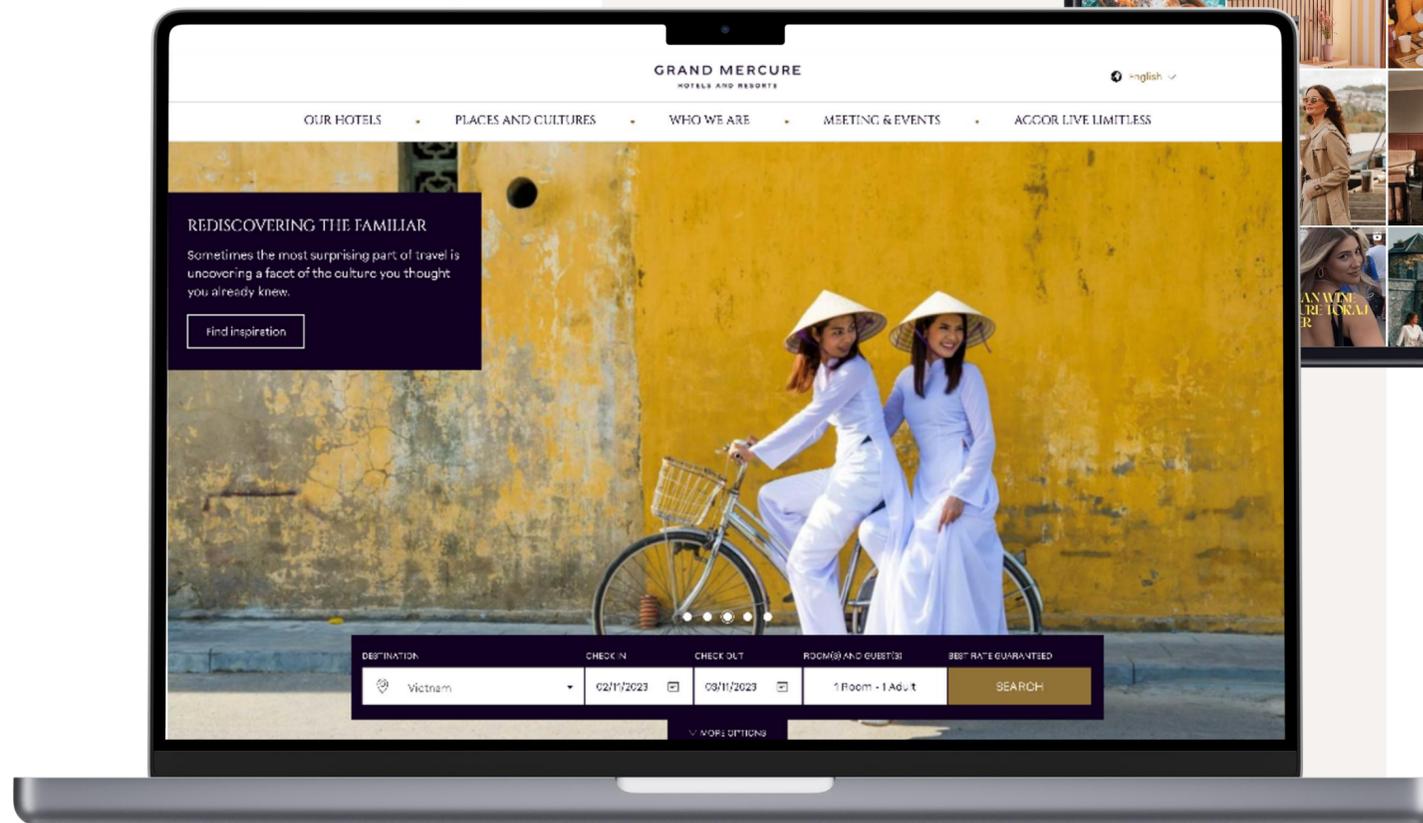
+158k

Unique users

+510k

Revenue generated

2025 Figures – Full year / Google analytics



SOCIAL MEDIA AMPLIFICATION



+106k

Followers

Shared account with Mercure

Development Criteria

Chapter

04



*Hotels
Leisure & Resorts*



GRAND MERCURE MALANG MIRAMA
INDONESIA, 246 ROOMS

URBAN HOTELS

Hotels Development Criteria

Grand Mercure hotels equally fit new builds and conversion projects.

	PACIFIC ⁽¹⁾	WW
NUMBER OF KEYS	120+	150+
ROOM SIZE	22-36 SQM	22-36 SQM
TGFA	50-90 SQM	70-110 SQM

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

MUST-HAVES

- Breakfast offer
- Restaurant offer
- Lobby Bar
- Fitness

NICE-TO-HAVES

- Wellness area or Spa
- Swimming Pool
- Work in the lobby
- Co-working dedicated area
- Meeting Room
- Board room
- Ballroom
- Concierge Station
- Carpark
- Family Room



GRAND MERCURE PUKA PARK RESORT
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

- Breakfast offer
- Restaurant offer
- Lobby Bar
- Fitness
- Wellness area or Spa
- Swimming Pool
- Outside Space

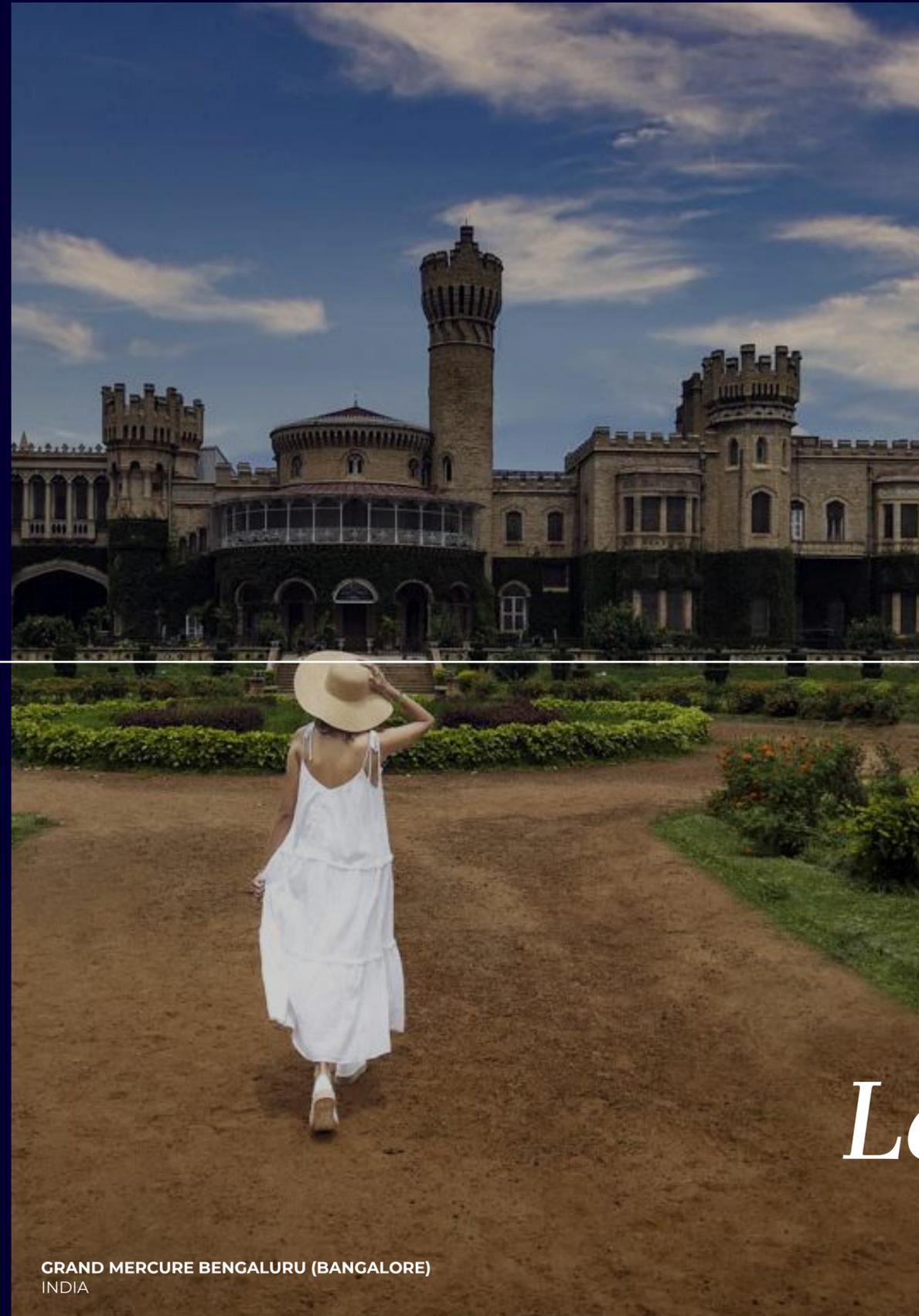
NICE-TO-HAVES

- Grab & Go
- Sport Facilities
- Work in the lobby
- Meeting Room
- Board room
- Ballroom
- Executive Lounge or Clubhouse
- Concierge station
- Laundry Room
- Kids & Family & Friends Corner
- Car Park
- Retail Shop

Grand Mercure Network

Chapter

05



GRAND MERCURE BENGALURU (BANGALORE)
INDIA

*Urban
Leisure & Resorts
Living*



Why invest - Grand Mercure

HOTELS



Grand Mercure Network P25



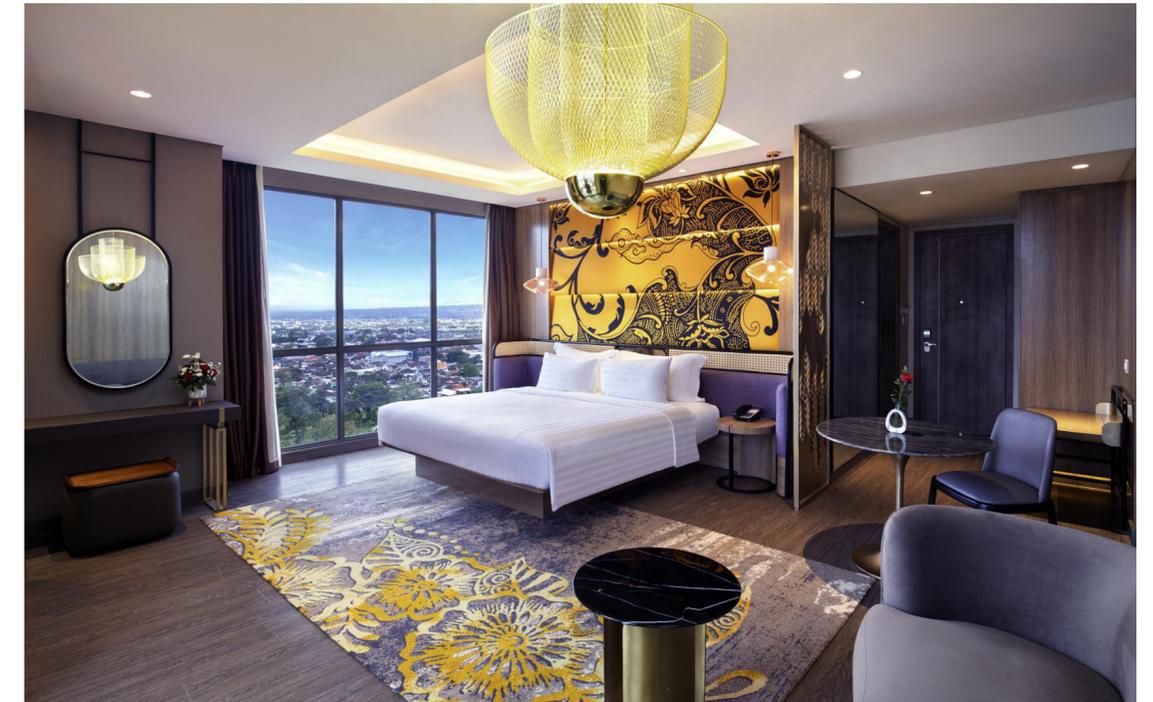
 181 rooms

Grand Mercure Hanoi, Vietnam

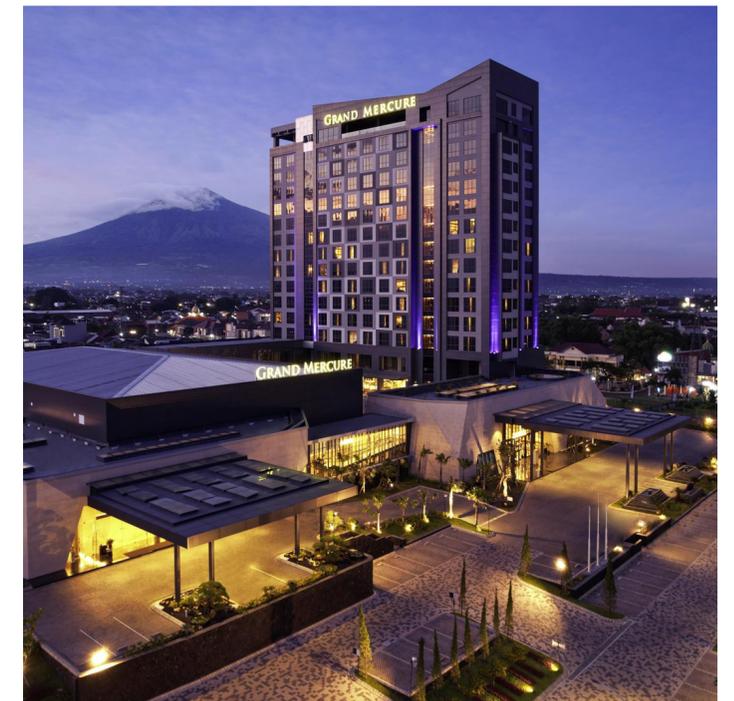


HOTELS

Grand Mercure Malang Mirama, *Indonesia*



 264 rooms



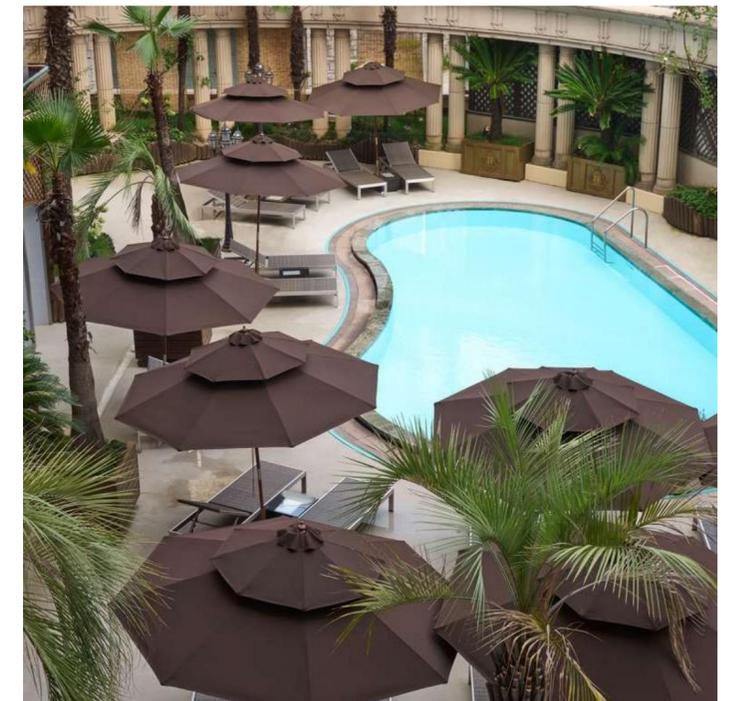


HOTELS

Grand Mercure Imperial Palace Seoul, *South Korea*



 341 rooms





Why invest - Grand Mercure

HOTELS

Grand Mercure Shanghai Lingang, *China*



 212 rooms



Why invest - Grand Mercure

HOTELS

Grand Mercure Chengdu East, *China*



 346 rooms
inc. 46 serviced
residences

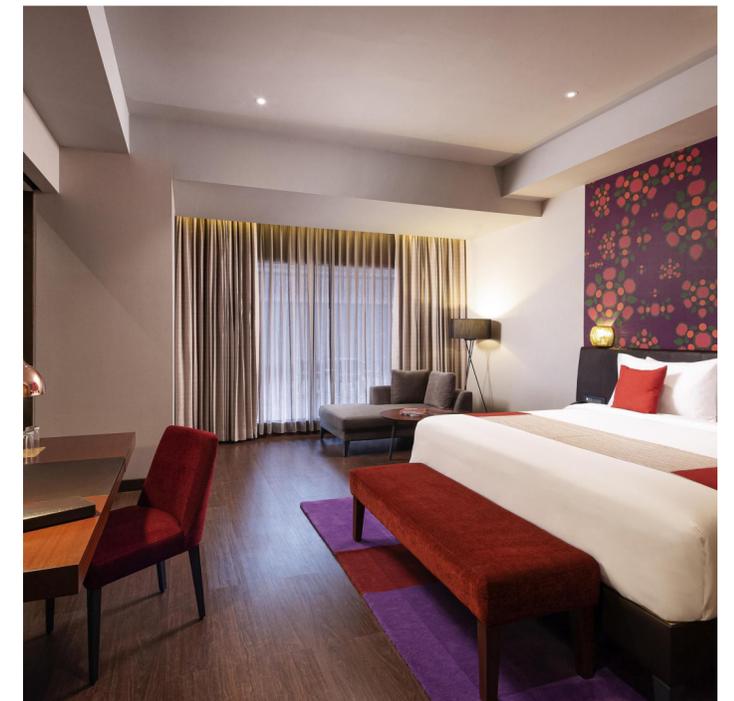


HOTELS

Grand Mercure Bengaluru, *India*



 212 rooms





Why invest - Grand Mercure

Grand Mercure Network

P31

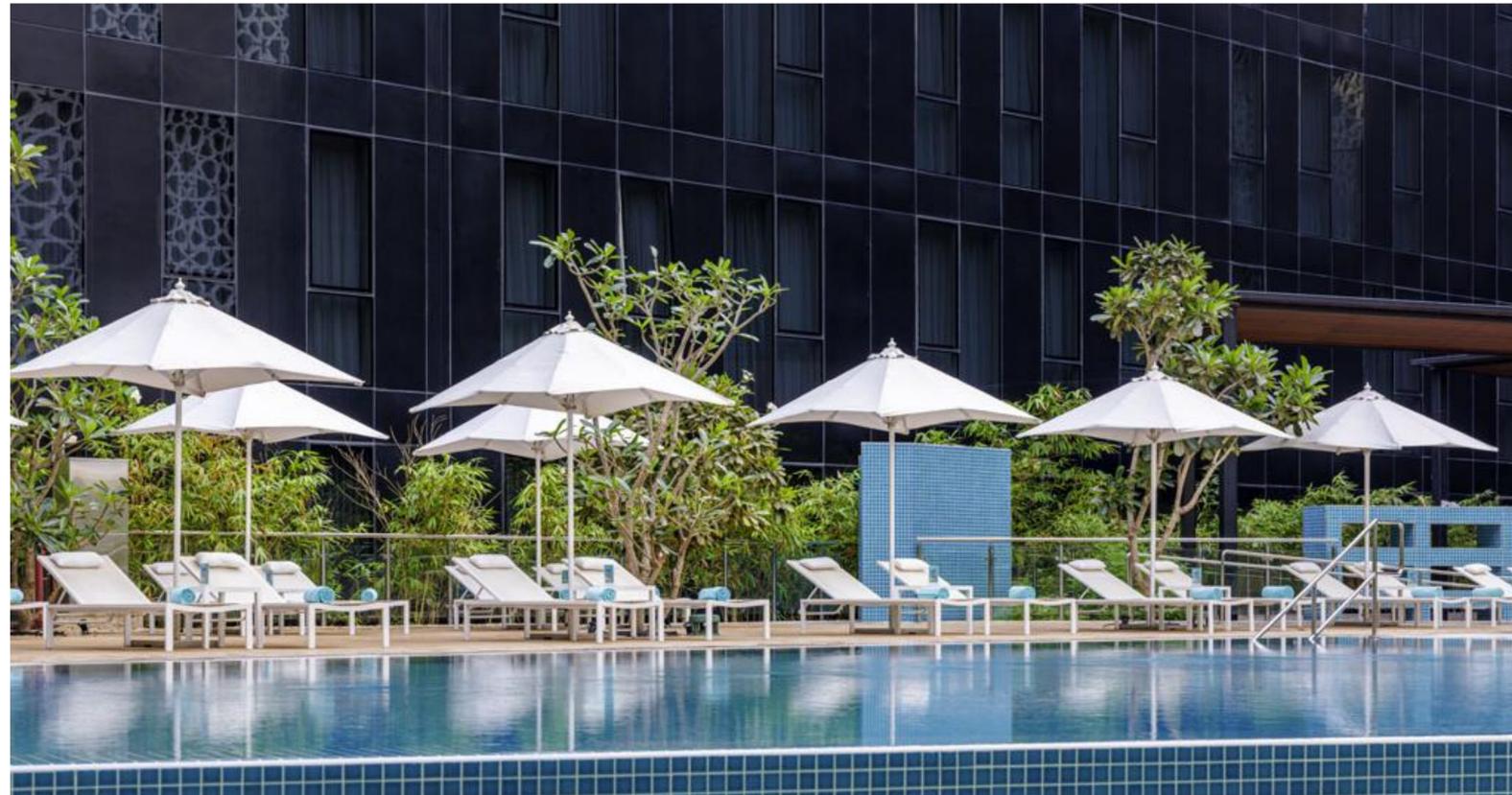


HOTELS



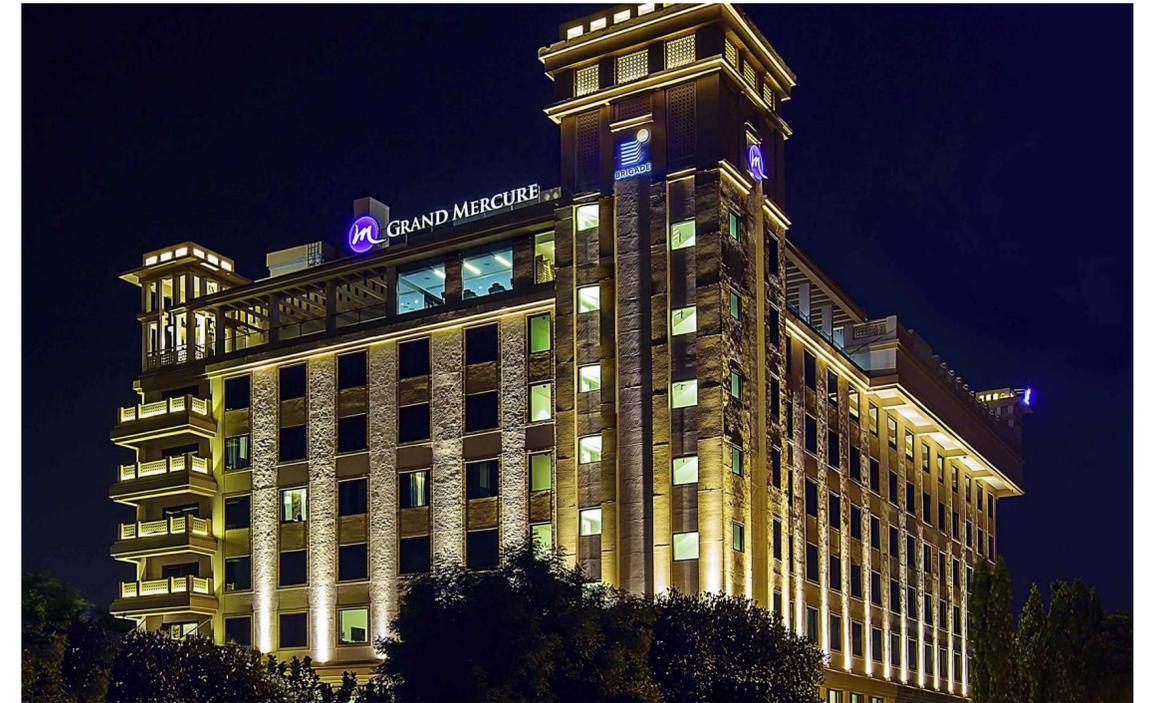
 361 rooms

Grand Mercure Dubai City, *UAE*

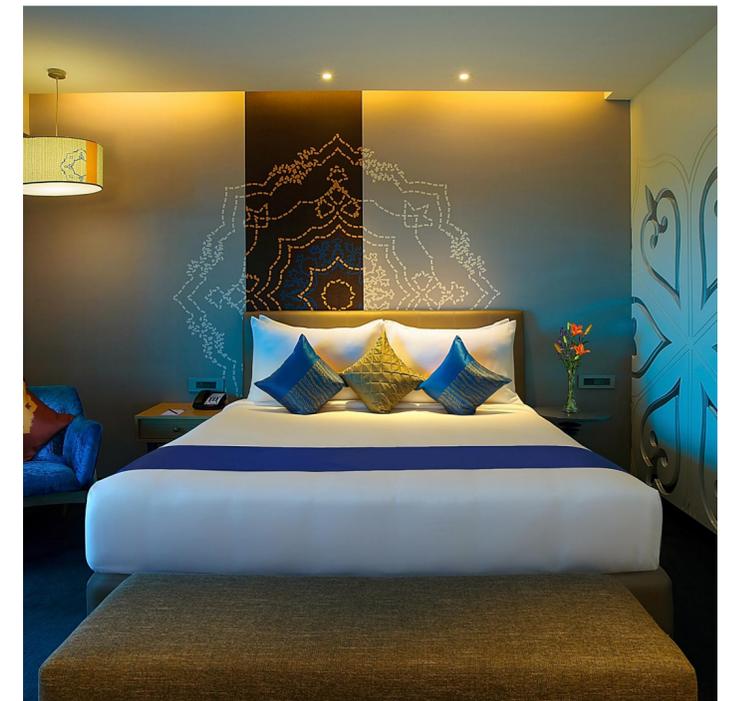


HOTELS

Grand Mercure Mysore, India



 146 rooms



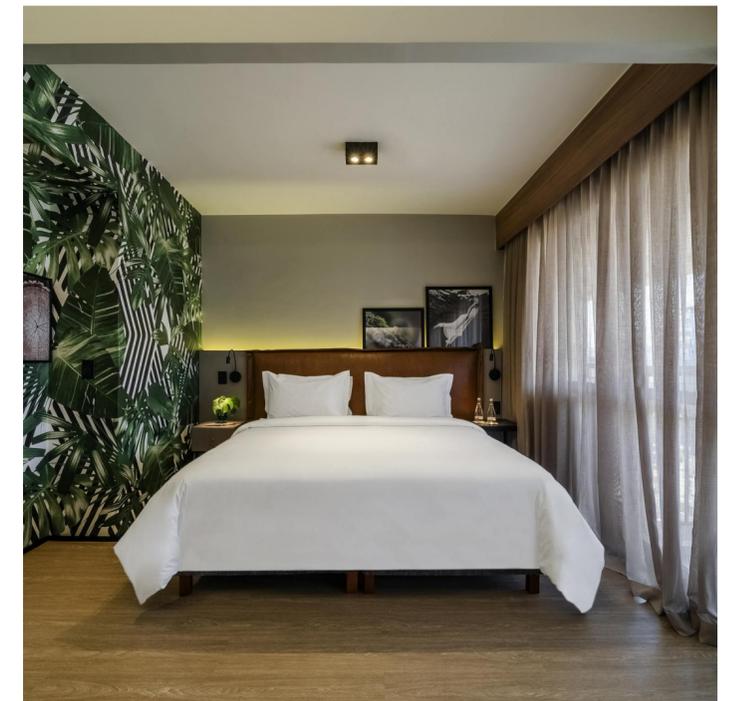


HOTELS

Grand Mercure São Paulo Itaim Bibi, *Brazil*



 170 rooms





Why invest - Grand Mercure

Grand Mercure Network P34



HOTELS



 213 rooms

Grand Mercure São Paulo Vila Olimpia, *Brazil*

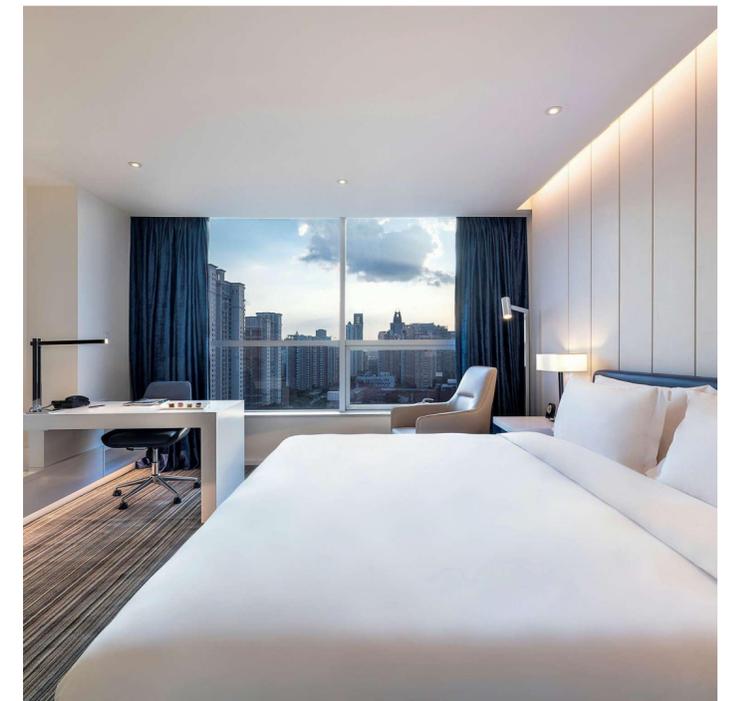


HOTELS

Grand Mercure Shanghai Century Park, *Greater China*

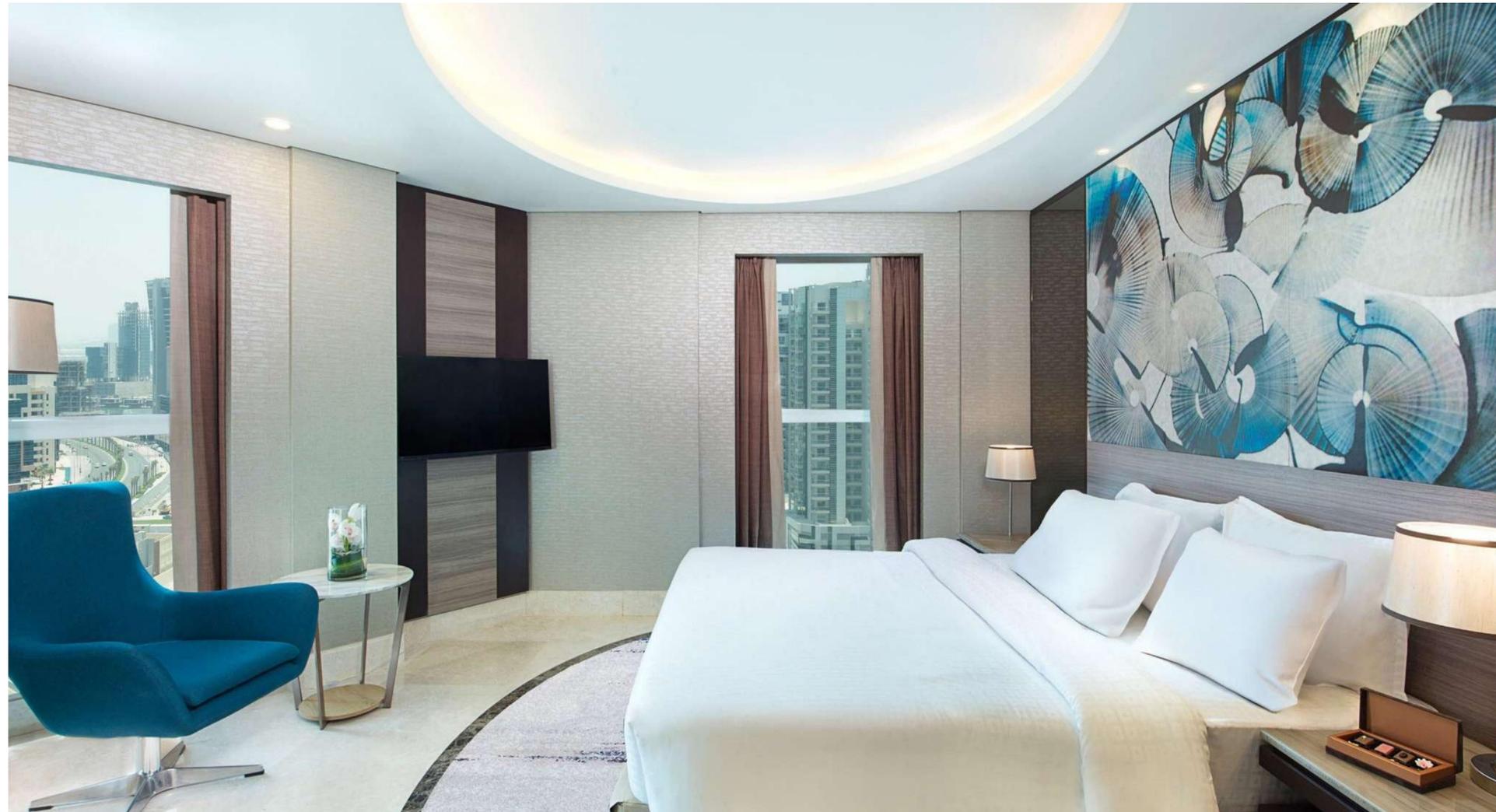


 326 rooms



HOTELS

Grand Mercure Dubai Business Bay, UAE



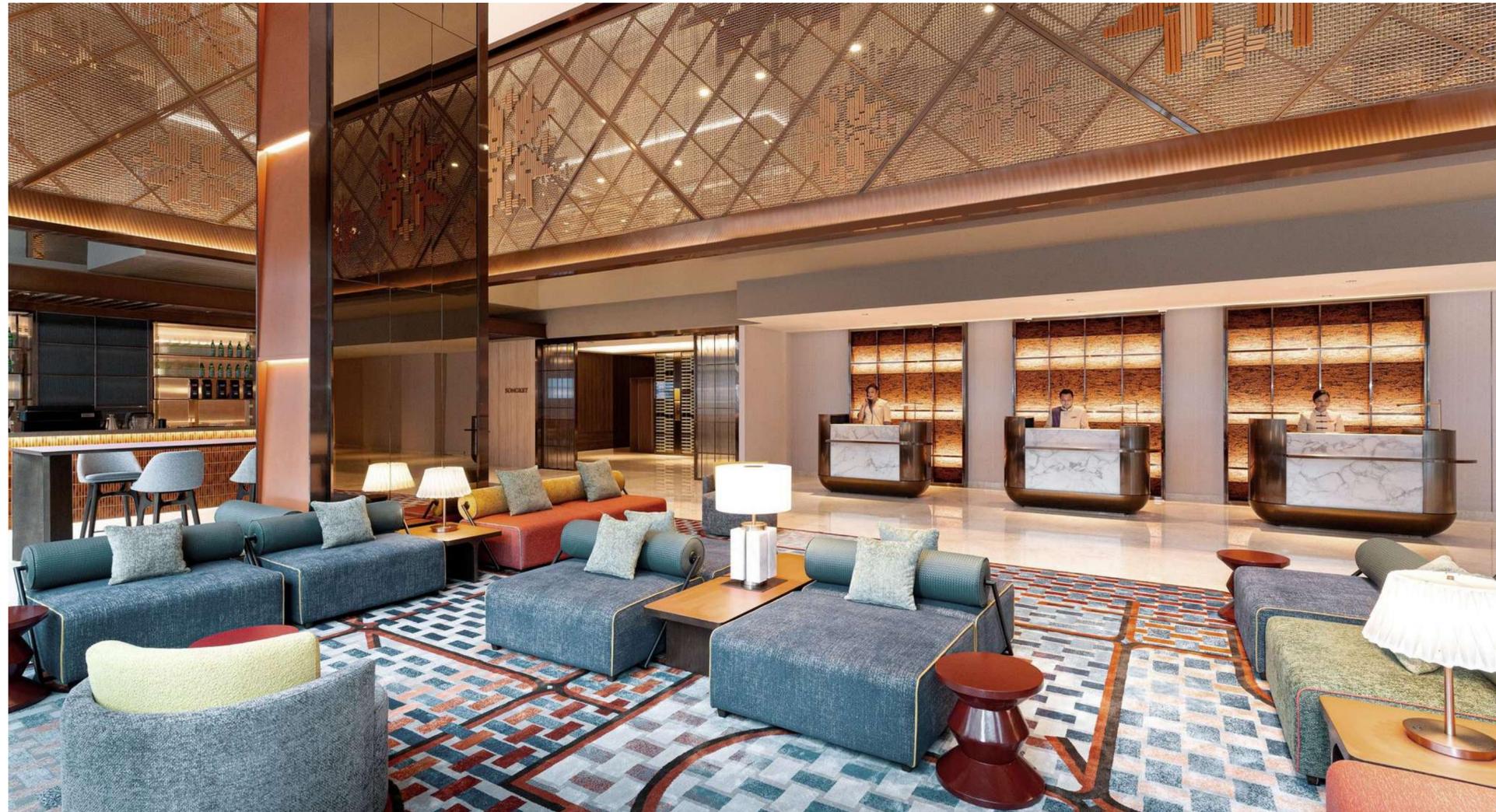
270 rooms





HOTELS

Grand Mercure Kuala Lumpur Bukit Bintang, *Malaysia*



 325 rooms





RESORTS

Grand Mercure Okinawa Cape Zanpa Resort, *Japan*



 465 rooms



RESORTS

Grand Mercure Agra, *India*



 168 rooms





RESORTS

Grand Mercure Petra, *Jordan*



 90 rooms





RESORTS



 195 rooms

Grand Mercure Khao Lak Bangsak, *Thailand*





RESORTS

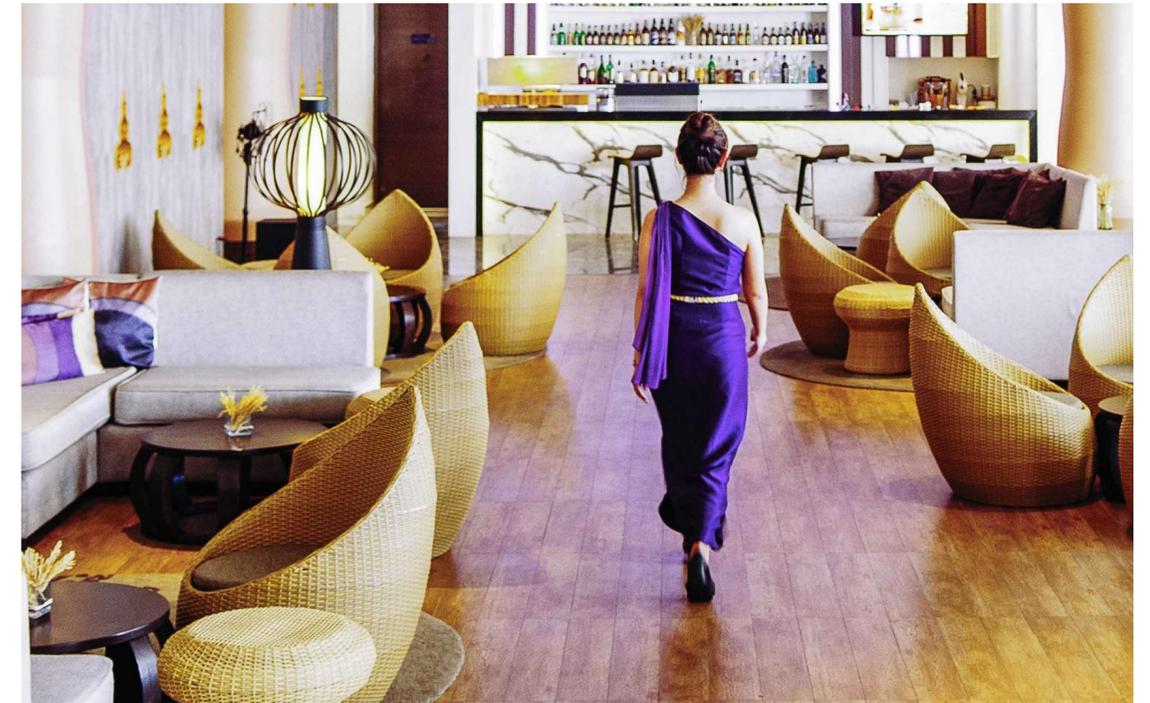
Grand Mercure Puka Park Resort, *New Zealand*



 48 rooms

RESORTS

Grand Mercure Phuket Patong, *Thailand*



 314 rooms





RESORTS



 272 rooms

Grand Mercure Danang, Vietnam





Why invest - Grand Mercure

LIVING

Grand Mercure Seoul, *South Korea*



 202 rooms

Thank

you

