

Press Release

London, 9th June 2014

Accor announces Mercure London Hyde Park Hotel

The world's biggest hotel operator, Accor today announced it will open a 78 room hotel under its Mercure brand in Talbot Square, London. The hotel is situated in a prime location close to Hyde Park and Paddington Station (the main central London terminus for express trains to Heathrow Airport).

Mercure London Hyde Park hotel will be operated under a franchise agreement with the property owner, London Town Hotels Group, which is extensively renovating the property ahead of its scheduled opening later this year. The new four star hotel will re-open under the Mercure hotel brand within the next four months. Mercure London Hyde Park will give the hotel brand a foothold in both Paddington and London's iconic Hyde Park.

Accor and London Town Group already have a very successful partnership with Mercure London Paddington, Mercure London Kensington and Mercure Nottingham already trading with impressive results.

Koolesh Shah, Managing Director of London Town Hotels Group added, "Mercure is a strong global brand which perfectly complements and exemplifies London Town Hotels' ethos of four star city centre hotels. I am keen to expand our four star offering within key city centre destinations and this deal achieves a part of this vision which will greatly benefit our customers. It is really exciting to build upon our flourishing relationship with Accor and the Mercure brand."

Mercure prides itself in being the only 4-star hotel brand that combines the strength of an international network, with a strong quality commitment and individualised local touches. The Mercure London Hyde Park hotel joins a network of 74 Mercure hotels in the UK and 725 Mercure hotels worldwide.

Jonathan Sheard, SVP Operations Luxury, Upscale and Midscale Brands, Accor UK and Ireland said, "We are very happy to add another Mercure hotel to Accor's expanding portfolio, especially since it represents the further growth of a successful franchise relationship with London Town Hotels. This deal is a clear reaffirmation that the Mercure brand can deliver great performance even in competitive markets like London."

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

Thomas Dubaere, Managing Director, Accor UK & Ireland concluded: "We're pleased to see the Accor network growing in the UK and this announcement is especially good news for our midscale business. This is a clear demonstration that independent hotels continue to be attracted to Accor's brands and the strength of our distribution services."

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Note to editors

About London Town Group of Companies Ltd

London Town Hotels, a privately held real estate investment organization, founded in 1988 by MrKoolesh Shah, has consistently identified high-yielding investment opportunities with particular emphasis in the hospitality sector.

As an owner and operator, London Town Hotels has increased its portfolio significantly in Central London and the provinces with global franchisors. London Town Hotels portfolio of brands – Mercure, Days Inn and Indigo hotels.

For additional information, please visit <http://www.londontowngroup.com>

About Mercure: Mercure, a genuine experience guaranteed by a strong brand.

Mercure is mid-scale hotel of Accor group, the first hotel operator worldwide, with over 3,500 hotels and 160,000 employees in 92 countries. For business or leisure, Mercure offers a real alternative to hotel chains or independent hotels. Mercure is the only midscale hotel brand that combines the strength of an international network of more than 725 hotels with guaranteed quality standards and the genuine experience of hotels that are all different, rooted in their community and managed by passionate hoteliers. Located in city centers, by the seaside or in the mountains, the Mercure hotel network welcomes you in 50 countries across the world.

For additional information, please visit <http://www.mercure.com>

ABOUT ACCOR



Accor, the world's leading hotel operator, offers its guests and partners the dual expertise of a hotel operator and brand franchisor (**HotelServices**) and a hotel owner and investor (**HotelInvest**) with the objective of ensuring lasting growth and harmonious development for the benefit of the greater number. With around 3,600 hotels and 460,000 rooms, Accor welcomes business and leisure travelers in 92 countries across all hotel segments: luxury-upscale with **Sofitel, Pullman, MGallery, and Grand Mercure**, midscale with **Novotel, Suite Novotel, Mercure and Adagio** and economy with **ibis, ibis Styles, ibis budget** and **hotelF1**. The Group boasts a powerful digital ecosystem, notably its booking portal **accorhotels.com**, its brand websites and its loyalty program **Le Club Accorhotels**. **As the world's top hospitality school**, Accor is committed to developing the talents of its **170,000 employees** in Accor brand hotels. They are the daily ambassadors of the culture of service and innovation that has driven the Group for over 45 years.

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