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Press release

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Discover Podlasie with new Mercure Białystok hotel

The new Mercure hotel invites guests to relax in the atmosphere of the picturesque Podlasie, combining modernity with the unique character of the region. It is the first Mercure hotel in Białystok, operating under the brand known for its unique design inspired by local culture. The central element of the hotel is giant bison - the symbol of the region. The vicinity of the national park and nature reserves, 92 modern and comfortable rooms and a unique guest experience make it an excellent choice for everyone looking to escape from the hustle and bustle of the city.



In the kingdom of the bison

This is the second Accor, a world leading hospitality group, hotel in Białystok, located close to the city centre. The guest visiting new hotel can benefit from 92 modern and spacious rooms. Inspired by the local flora and fauna, the design of the hotel's interiors fully draws from the proximity of the charming Białowieża Forest and surrounding nature reserves. The design shares an uncanny resemblance to the greenery of the neighbouring forests, visible in the decorations and on the murals picturing the landscapes and the Biebrza River. However, the main element of the decor, which attracts the attention of every guest entering newly opened hotel, is the giant bison figure placed above the restaurant table - a true landmark of the region.

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*Mercure Białystok with its modern and contemporary interiors, reflecting the nature of Podlasie offering truly inspiring and sensational guest experience. Professional and high standards of service, unique design and outstanding cuisine are the perfect recipe for unique atmosphere that hotel radiates. Thanks to the décor referencing to the abundance of natural flora in the area make Mercure Białystok a place where everyone will find the desired peace, quiet for unforgettable stay – says **Sebastian Pruchniak GM of Mercure Białystok**.*

An adventure in Podlasie

The 4-star Mercure Białystok at 46 Hetmańska Street is situated in an attractive area, 8 minutes from the city centre, with easy access to the main communication routes of the region. In addition to 92 rooms inspired by Podlasie nature, the hotel offers a restaurant with amazing dishes of Italian cuisine complemented by selection of local flavours and accents of regional culinary art. There is also a stylish bar, a fitness zone and an outdoor and underground car park. The hallmark of the hotel is the breakfast buffet full of local products and regional specialties. There is also a banquet and business space at guests' disposal, equipped with a modern and comfortable conference room with. Total capacity of that space is of up to 160 people with an area of nearly 200m².

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The design studio MIXD and Pracownia Projektowa Imagine Katarzyna Wigda are responsible for the decor of the hotel. The investor of new property is City Intehotels company.

Known for its love of local tradition and culture, the Mercure brand fits perfectly into the character of the hotel. The green neighbourhood of nature reserves and references to the abundance of natural flora in the area make Mercure Białystok a place where everyone will find the desired peace and quiet. Podlasie is the cradle of many ethnically diverse cultures, so a visit to a new hotel is a good starting point to discover all the secrets of the region – says Marek Piotrowski City Interhotels CEO.



Sebastian Pruchniak with over 25 years of experience in the industry has become the general director of the Mercure Białystok hotel. He started his adventure with the hotel

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industry from working at the Bristol Forte hotel in Warsaw, then he held the position of reception manager several times in high-standard hotels. He has been associated with Białystok since 2014, where he held the position of a director in two hotels in the city.

Białystok is the capital of Podlasie, located in the region known as the Green Lungs of Poland. The city was the first in Poland to be accepted by the World Health Organization as part of the international Healthy Cities Network project. Due to historical and geographical conditions, Białystok has been a place where many different cultures, religions and nationalities meet, traces of which can be seen everywhere in the city. The proximity of nature and the uniqueness of the location allow everyone in the new Mercure Białystok to find relaxation and unforgettable experiences that they are looking for.

Discover local with Mercure

Mercure brand is a guarantee of new, unique and unforgettable hotel experiences. Each facility is characterized not only by a unique style, but also by the atmosphere inspired by the local surroundings and culture. All this makes each visit to Mercure hotels extraordinary and full of unique impressions. Regional accents, local cuisine and tradition build the awareness of guests about the place they are visiting. Thanks to this, each of them can fully discover and experience the unique character of the brand.

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About Accor

[Accor](#) is a world leading hospitality group consisting of more than 5,300 properties and 10,000 food and beverage venues throughout 110 countries. The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing more than 40 luxury, premium, midscale and economy hotel brands, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor's unmatched position in lifestyle hospitality – one of the fastest growing categories in the industry – is led by Ennismore, a joint venture, which Accor holds a majority shareholding. Ennismore is a creative hospitality company with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Accor boasts an unrivalled portfolio of distinctive brands and approximately 260,000 team members worldwide. Members benefit from the company's comprehensive loyalty program – [ALL - Accor Live Limitless](#) – a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 – Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the Group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information visit group.accor.com, or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#).

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