



*Press release*

6<sup>TH</sup> MARCH, 2022

## *Accor to open “By Mercure” hotel in Belgrade*

**ACCOR, WORLD LEADING HOSPITALITY GROUP, WILL OPEN ANOTHER HOTEL IN SERBIA. THE GROUP HAS SIGNED AN AGREEMENT FOR A NEW HOTEL LOCATED IN NEW BELGRADE. THE 95-ROOM FACILITY WILL WELCOME ITS FIRST GUESTS THIS FALL.**



Thanks to partnership between Accor and BGroup the very first “By Mercure” hotel in Serbia will open in Belgrade in the autumn. The former Bleecker Hotel, located in the New Belgrade in the Block 64, will undergo a refurbishment and rebranding as Hotel Bleecker Belgrade By Mercure and it will welcome its first guests in autumn this year. Joining Accor network provides partners with all of the benefits of brand’s international standards of service and quality, including the opportunity to become a member of the global loyalty program ALL - Accor Live Limitless.

The 5-floor hotel will comprise 95 modern and comfortable rooms and suites. 95 is a key number in the hotel concept. There will be also 95 stairs from the top to the ground floor, 95 sqm green garden terrace, perfect for coffee break and serenity, as well as 95 sqm



conference area for business meetings, brainstorming and other social purposes. The hotel restaurant will consist of 95 seats to eat, drink and socialise in splendid atmosphere.

*We are delighted to strengthen our presence in Serbia and to introduce a new brand in Belgrade and the region. Hotel Bleecker Belgrade By Mercure successfully blends contemporary, locally inspired design with modern, stylish décor and all-day-dynamic ambiance. Together with BGroup, we will create a captivating and engaging atmosphere to socialize in. The hotel will feature a newly designed restaurant & bar, social hubs to work and play in and event spaces to meet in. Guests will be able to relax in bright balcony rooms with an incredible view over the city and become immersed in to the locality – ensures **Dilek Sezer, Development Director – South Eastern Europe Accor.***



*We choose Accor as our partner in this project due to the Groups' unique offering and extensive range of well recognized and respected brands, as well as Accor's powerful distribution and loyalty platform. Our hotel is located in the New Belgrade, the fastest-growing business part of Belgrade, near the highway and Zemun - well-known for its top-quality restaurants. Close neighbourhoods include sports, events and exhibitions centres, with only a 10-min drive to the city centre. With the hotel's location and Mercure's local inspiration, we will offer guest a range of possibilities to explore Serbian history, art and culture – they say from **BGroup company.***



Thanks to its convenient location the new hotel will be perfect for business travellers, couples retreats, friends and family gatherings as well as sport or leisure groups seeking locally inspired and authentic guest experience based on Serbian hospitality. The surrounding of the hotel is full of greenery, wide pedestrian and bike-friendly streets.

Hotels operating as "By Mercure" use their own property name alongside the brand for up to five years, working towards full integration into Mercure family. "By Mercure" assures guests of the same well-recognized international comfort standards, room size, facilities and service quality as a Mercure hotel. The facilities have also implemented Accor's ALLSAFE label, an accreditation showing that the hotel meets group's verified trusted health and safety standards.

#### **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](http://group.accor.com), or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#).

#### **Contact media relations:**

##### **Agnieszka Kalinowska**

Manager Media Relations & PR Poland & Eastern Europe

[Agnieszka.KALINOWSKA@accor.com](mailto:Agnieszka.KALINOWSKA@accor.com)