



Press release

MARCH 15TH, 2023

Accor strengthens its presence in Eastern Europe with the signing of a new Mercure hotel in Chisinau

THE NEWLY RENOVATED HOTEL WILL BE LOCATED IN THE HEART OF CHIȘINĂU AND WILL BE READY TO RECEIVE GUESTS BY THE END OF 2023.



Accor, a world-leading hospitality group, has signed an agreement to open a new Mercure hotel in Chișinău, Republic of Moldova under a franchise agreement with a local partner, Coriap SRL. The hotel will be the first Mercure brand in Moldova.

The hotel will welcome guests in 74 generous and tastefully designed rooms. Guests will be able to indulge in delicious culinary delights and create cherished memories at the hotel's a-la-carte restaurant and a lively bar. The hotel will be the perfect venue for hosting business events, private celebrations, and ceremonies in its three versatile conference rooms. Business travellers will appreciate the convenience of a business corner, as well as the opportunity to relax and revitalize in the gym and sauna area. The hotel also offers outdoor parking for guests' convenience.

The new Mercure hotel project is located in the heart of Chisinau, on 72 Vlaicu Pîrcălab Street. Placed in an area that ideally blends tourism and business attractions, the hotel is only steps away from the city's most iconic landmarks. Guests will be surrounded by the city's main political and civic institutions, embassies, museums, cultural institutions, universities, and a plethora of delectable restaurants. This is truly an opportunity to immerse oneself in the city's unique culture and history while enjoying the comfort of a world-class hotel. The property is only 4 kilometres away from the railway station and the drive to the Chisinau International Airport takes less than half an hour.

Chișinău is the main city of the Republic of Moldova, both in terms of population and economic activity. It is located in the centre of the country, along the Bâc River. It is the most developed area in Moldova and about a third of the population of Moldova lives in the surrounding metropolitan area.



"We are thrilled to announce the opening of a new Mercure hotel in the beautiful city of Chisinau, the heart of the Republic of Moldova. Accor's decision to open a new hotel here is a testimony to our passion for promoting tourism and introducing the world to this region of Europe. By bringing Chisinau to the attention of Accor's international travellers, we are opening new opportunities for guests to experience the city's unique culture and charm. Our commitment is to deliver the same high standards of service and comfort that Accor is known for and are confident that the new destination will leave guests with unforgettable memories. In bringing the new Mercure hotel to Chisinau, we are honoured to be collaborating with a well-respected local developer, who has already made a significant impact on the city." says **Maria Drăgulin, Accor Development Director for Romania, Bulgaria, Moldova and the Czech Republic.**

"The hospitality industry is more than a business today. It is a vocation that requires a firm commitment to care for, delight, and surprise every traveller. To take them on an emotional journey, from the moment they take their first steps into your property. It is a well-balanced mix of passion and service excellence. We have the passion and the ambition to honour our city's cultural heritage and show it to the world. Accor has the operational know-how and the key to a rich and complex network of distribution and loyalty channels that make our property visible and tell the story of our destination. We are confident in the future of our partnership and we look forward to bringing our new hotel to the market." said **Chiorescu Virginia, representative of Coriap SRL.**

The Mercure Hotels boasts a powerful international network of more than 900 hotels in over 60 countries. Each Mercure hotel is rooted in local culture and is complimented by generous hospitality and a commitment to offering high-quality standards. The brand is renowned for its focus on sharing 'Local Stories' to help travellers discover hidden gems that cannot be found in guidebooks and surprising tales that only the locals know. The network prides itself on offering high-quality standards with a true take on locality. From the moment guests arrive –be it in Rio, Paris, Bangkok, or any other destination globally –they are instantly immersed in a locally inspired atmosphere. Everything from the decorative design to a passion for local food and beverage discoveries is rooted in the unique features of each destination.

ABOUT ACCOR

[Accor](#) is a world leading hospitality group offering experiences across more than 110 countries in 5 400 properties, 10 000 food & beverage venues, wellness facilities or flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 40 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor is committed to taking positive action in terms of business ethics & integrity, responsible tourism, sustainable development, community outreach, and diversity & inclusion. Founded in 1967, Accor SA is headquartered in France and publicly listed on Euronext Paris (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit www.group.accor.com or follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

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