

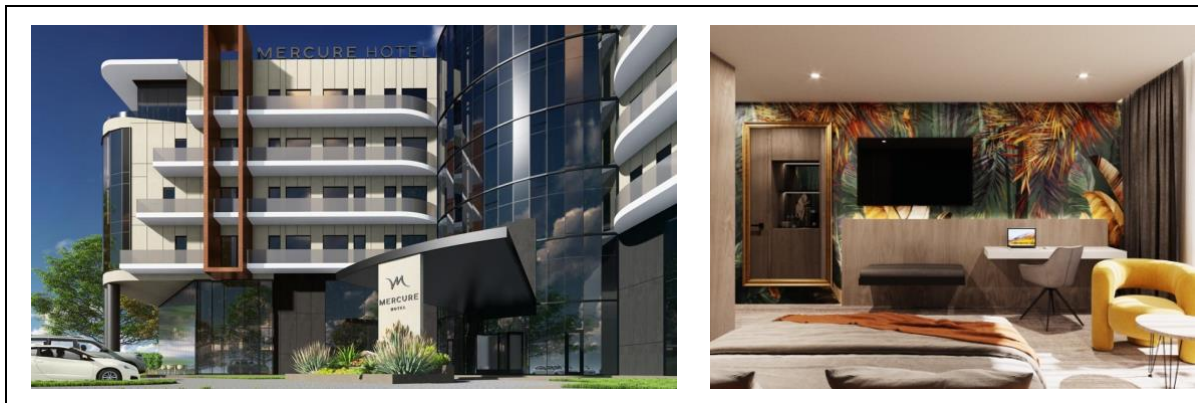


Press release

NOVEMBER 20TH, 2023

A brand-new Mercure hotel to open in Oradea

ACCOR, A LEADING GLOBAL HOSPITALITY GROUP, ANNOUNCES THE SIGNING OF A FRANCHISE AGREEMENT WITH LOCAL PARTNER GRAND HOTEL WEST, A FAMILY-OWNED HOTEL AND F&B BUSINESS. THE PARTNERSHIP WILL RESULT IN THE OPENING OF A NEW MERCURE HOTEL IN ORADEA IN EARLY 2026.



Mercure Oradea will bring the charming city in North-Western Romania 90 elegant and tastefully designed rooms, a restaurant, a lobby bar, and a wine cellar. A versatile conferencing area with two multifunctional rooms hosting up to 150 participants each make the hotel the optimum destination for both business and private events. Guests seeking relaxation will relish at the indoor pool, the spa area and the gym. A kids corner and a parking lot of 105 places will complete the services and the guest experience.

The brand-new hotel – currently under construction – will be located on 37 Ceyrat Street, in the South-Eastern part of Oradea town, 4 km away from the future Nokian Tyres factory and only 17 km from Borş, one of the most important crossing points on Romania's border with Hungary.

Oradea is a city of significant touristic and economic importance. It attracts visitors from all over the world with its rich history, architectural marvels, and vibrant cultural scene. Baroque, Art Nouveau, and Gothic styles merge seamlessly in the city's architecture, showcased by landmarks like Oradea Fortress, Black Eagle Palace, and Moon Church. With its picturesque central square and charming pedestrian streets, Oradea offers a vivid atmosphere that charms tourists.

In addition to its cultural appeal, Oradea is a vital economic hub for the region. The city boasts a diverse economy, with thriving industries such as manufacturing, services, and tourism. Its strategic location near the borders of Hungary and Romania positions Oradea as a gateway for international trade and investment. The city's well-developed



infrastructure, including modern transportation networks and a growing business sector, further enhances its economic potential.



"The opening of a brand-new Mercure Hotel in Oradea will further enhance the city's hospitality infrastructure, offering a higher level of accommodation and services to meet the demands of discerning travellers. It will not only provide a comfortable and memorable stay for leisure tourists the hotel will become the preferred destination for international business travellers and investors." – **says Maria Drăgulin, Accor Development Director for Romania, Bulgaria, Moldova and the Czech Republic.**

"As a local investor and relentless supporter of Oradea's development, I am confident that the new Mercure hotel we are opening in partnership with Accor will bring a valuable and attractive alternative to the range of hospitality options in the city. Furthermore, a new hotel affiliated to an international chain will reinforce the city's positioning as a travel destination, boosting its overall tourism potential and generating lasting economic benefits." – stated **Rareş Țicra, representative of GRAND HOTEL WEST, Oradea.**

Through the Mercure brand, Accor promises a completely new hotel experience. Each facility has its unique style and personality inspired by the local environment and culture. According to the brand's DNA, Mercure hotels are rooted in their local community, providing a full experience of the authenticity of the region, with its cuisine, crafts, and traditions.

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](#).

Evelina Necula
OneTouch PR
elena.necula@ota.ro

Agnieszka Kalinowska
Accor Poland & Eastern Europe
agnieszka.kalinowska@accor.com



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