



Press release

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Accor Ambassador Korea expands its footprint across the country

THE GROUP HAS SIGNED 4 NEW PROPERTIES IN SOUTH KOREA EXPANDING ITS PRESENCE ACROSS 10 CITIES



Left: ibis Styles Ambassador Incheon Airport, rendering



Right: Mercure Ambassador Mokpo, rendering

SEOUL, SOUTH KOREA – Accor Ambassador Korea has announced the signing of four new hotels in South Korea. The latest addition of Mercure Ambassador Jeju, ibis Styles Ambassador Incheon Airport, Mercure Ambassador Pyeongtaek, and Mercure Ambassador Mokpo will see the group enter Pyeongtaek, Mokpo and Jeju for the very first time. With this expansion, Accor Ambassador Korea will operate 33 hotels and resorts across 10 destinations in South Korea by 2025.

"I am very proud to see the strong development of our footprint in South Korea with the recent signings of Mercure Ambassador Jeju, ibis Styles Ambassador Incheon Airport, Mercure Ambassador Pyeongtaek, and Mercure Ambassador Mokpo. These signings represent our commitment to South Korea, leveraging our global distribution network and extensive history as a world-leading hotel operator. We are so excited to launch our first resort in Jeju, the most visited island destination in the country, welcoming an average of 1.25 million people each month in 2019 or 41,000 tourists per day. I am also



pleased to see the trendy and economical ibis Styles brand arrive at Incheon International Airport, which will serve as a great gateway hotel for visitors traveling through Seoul. With the destinations of Pyeongtaek and Mokpo added to our offering, we will provide even more opportunities for international and domestic travellers to explore Korea,” said Garth Simmons, Chief Executive Officer, Accor, Southeast Asia, Japan and South Korea.

Andrew Langdon, Senior Vice President Development, Accor, Southeast Asia, Japan and South Korea added *“2021 will be a milestone year for our group with two key luxury hotels opening in South Korea. The first Fairmont and Sofitel hotels will debut in Seoul next year offering an array of luxurious accommodation and facilities. We will also be unveiling the Grand Ambassador Seoul associated with Pullman following its extensive transformation. Despite the current economic climate, our partners remained committed to working with us and share our belief that the long term future of the tourism sector is very bright. Accor offers a collection of renowned brands and has a proven track record for operational excellence, which is recognised by owners and investors.”*

Featuring 72 guest rooms, **Mercure Ambassador Jeju** is set to open in mid of 2021. Boasting an array of dining outlets, a pool, spa and indoor driving ranges, the resort is located 30 minutes’ drive from Jeju International Airport and 10 minutes’ by car to Jungmun Tourist Complex.

Located in International Business Complex II of Incheon International Airport, the 360-room **ibis Styles Ambassador Incheon Airport** is slated to open in 2022. Featuring quirky and creative design, the hotel is renowned for its “all-inclusive” offer for travellers looking for budget friendly accommodation at an affordable price.

Boasting 219-rooms, **Mercure Ambassador Pyeongtaek** is located in the high-tech industrial area nearby to the US army base and residential district. Set to open in 2024, the hotel features a restaurant and bar, meeting room and business centre. Leisure facilities include a swimming pool, spa and fitness centre.

As the first internationally branded hotel in the historic port city of Mokpo, the 235 room **Mercure Ambassador Mokpo** is located within walking distance to KTX station, Mokpo Ferry Passenger Terminal and surrounding tourist attractions. Opening in 2025, the hotel features a restaurant and bar, a 500-seat convention and meetings facility, fitness centre, pool and a kid’s club.



"We are delighted with the continued expansion of our network in South Korea. This fast pace of development is the result of our successful joint partnership with the Ambassador Hotel Group. With local expertise and international marketing and distribution capabilities, we believe that we can provide an enhanced guest experience, giving travellers the opportunity to explore new destinations across the Accor network in South Korea," said Vincent Lelay, Vice President of Operations for Accor Ambassador South Korea.

Accor Ambassador Korea Hotel Management Co., Ltd. currently operates 26 hotels across seven cities in the country with the recent openings of Mondrian Seoul Itaewon and Mercure Ambassador Seoul Hongdae.

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IMAGE DOWNLOAD: [CLICK HERE](#)

ABOUT ACCOR AMBASSADOR KOREA

Accor Ambassador Korea Hotel Management Co., Ltd, established in 2006 is a joint venture company built in partnership with Accor and Ambassador Hotel Group. The company currently operates 26 hotels in 7 cities in South Korea through management and franchise contract. The portfolio of brands include Fairmont, Pullman, Mondrian, Grand Mercure, Novotel Suites, Novotel, Mercure, ibis Styles, ibis, and ibis Budget.

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