



*An elegant Deluxe King Room at Grand Mercure Hanoi, overlooking the city*

## **GRAND MERCURE HANOI OPENING MARKS BRAND DEBUT IN HANOI, VIETNAM'S VIBRANT CAPITAL CITY**

**LOCALLY-INSPIRED 181-KEY HOTEL REFLECTS THE SOUL OF THIS 1,000-YEAR-OLD CITY, WITH AUTHENTIC INTERIOR DESIGN, ARTS & CRAFTS, CUISINE AND WELNESS**

**HANOI, 29 MARCH 2023** - Accor today celebrates the opening of [Grand Mercure Hanoi](#), a new premium hotel in which local Indochinese style, Western neoclassical beauty and world-class amenities blend harmoniously to reveal Vietnam's rich cultural heritage to visitors, has opened its doors.

Ideally positioned in the heart of the city, close to the Temple of Literature and within walking distance of the Imperial Citadel of Thang Long and Ho Chi Minh's Mausoleum, this characterful and culturally-immersive hotel allows global explorers to uncover the heart and soul of Hanoi – a city with over 1,000 years of history.

The hotel's interior design concept is inspired by rice, the iconic grain which has come to symbolise the spirit of Vietnam's villages and its people. From the shimmering water-filled fields and hillside terraces, where rice is grown, to the colour and shape of the individual grains, this iconic symbol is showcased in many elements throughout the hotel, including the walls, ceilings and tapestries.



Throughout their stay guests can also admire the skill of local artisans with lacquerware from Hà Thái lacquer village, Chu Dau pottery from Hai Duong province and Bat Trang ceramics, which are on display all around the hotel, from lobby tables to in-room lamps, hallway vases and more. Inspired by the architecture of the Temple of Literature, splashes of red and yellow, Vietnam's auspicious colours representing prosperity and affluence, can be seen throughout the hotel.



*From left to right: Deluxe Suite Living Room - Main Lobby - Deluxe Suite Bed Room*

Within this treasure trove of arts and crafts, a choice of 181 rooms and suites ranging from the graceful 27-square metre Deluxe Rooms to the grand 116-square metre Presidential Suite await travelers. With exquisite interiors and state-of-the-art amenities, including 50-inch Smart TVs, high-speed Wi-Fi, pod coffee machines, walk-in rain showers and high-tech Japanese toilets, every visitor can discover their own private sanctuary. The 11 suites feature separate living areas and the Executive Lounge provides an exclusive space for guests staying in the hotel's premium accommodation to relax in comfort and privacy.

Grand Mercure Hanoi offers four restaurants and bars with originally curated culinary concepts, comprising of four diverse culinary and social venues which include LỘC-ALLY, which promises contemporary all-day dining with international flavours and local favourites, and Cat Vi - a signature 15th floor Asian brasserie that blends the finest regional gastronomy and Vietnamese soul food with spectacular city views. Van's lobby lounge is a great place to stay connected, meet with friends or colleagues and grab light refreshments, and VIVU Rooftop Sky Bar is a stunning setting to chill out and sip cool cocktails as the sun sets over the city's most iconic attractions.

Grand Mercure Hanoi is an exceptional venue for meetings and events, with three inviting and flexible venues that can host a wide variety of business functions and social occasions. For life's most important moments, the grand ballroom offers 324 square metres of sophisticated, soundproof space with integrated screens and a state-of-the-art sound system to bring every event to life.





*From left to right: LỘC-ALLY All Day Dining Restaurant, Private Dining Room, Executive Lounge*

After a long day of work, meetings or sightseeing, travellers can take an invigorating dip in the unique glass-sided rooftop pool or work out at the well-equipped fitness centre, both of which are perched on the 16th floor. For deeply soothing therapies, the 4th floor SÔNG Spa promises world-class wellness based on time-honoured Vietnamese techniques.

“We are delighted to unveil Grand Mercure Hanoi, nestled in the heart of one of Asia’s most historic cities. By highlighting its classical arts, crafts, culture and cuisine, this new premium hotel will help visitors to get a deeper understanding of their destination. Accor is fully committed to Vietnam; as the recovery of travel accelerates, we look forward to welcoming a rising number of business and leisure guests to this dynamic country.” said Garth Simmons, Chief Executive Officer of Accor, Southeast Asia.

“Discover Hanoi from our new city hotel, with a visionary design that uniquely combines traditional Vietnamese culture with contemporary flair. Modern yet timeless, matching the lifestyle of modern-day travellers, Grand Mercure Hanoi is the perfect base from which to explore Vietnam’s captivating capital and its rich heritage.” commented Andre Erasmus, General Manager of the new Grand Mercure Hanoi.

Accor is one of the leading hospitality companies in Vietnam with 40 hotels and a strong pipeline of 40 projects across the country. Grand Mercure Hanoi is the group’s eighth hotel in Vietnam’s capital city.

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**About Grand Mercure**

Grand Mercure Hotels & Resorts tempts travelers with a charming and inviting hotel experience that appeals to their imagination and insatiable sense of discovery. With its debut in Asia Pacific nearly 20 years ago, the Grand Mercure network consists of more than 55 hotels that embrace cultural tradition, locally influenced cuisine and inspired artistic expression. Flagship hotels include Grand Mercure Mysuru in India, Grand Mercure Belem Do Para in Brazil and Grand Mercure Rio de Janeiro Riocentro in Brazil. Grand Mercure is part of Accor, a world leading hospitality group consisting of more than 5,300 properties and 10,000 food and beverage venues throughout 110 countries.

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