

# MERCURE

HOTELS

## Mercure Hida Takayama Opens its Doors in the Heart of a Historic Travel Destination in Japan

*The locally-inspired property features indoor and outdoor natural hot spring baths surrounded by the beautiful scenery of Takayama*



**TAKAYAMA, 16 December 2022** - Mercure, a world-leading brand of Accor, unveils its newest addition to its growing portfolio in Japan, Mercure Hida Takayama, located in the historic city of Takayama, Gifu. Set to open on 20 December 2022, the hotel is inspired by the reinterpretation of Takayama's traditional handicrafts, bringing warmth and tranquility, enriched with locally-inspired hotel experiences.

Ideally situated in the heart of the city within a four-minute walk from JR Takayama Station, Mercure Hida Takayama offers 161 beautifully designed guestrooms and seven room types to accommodate various travel needs including connecting rooms and accessible rooms.

On the first floor, a charming lobby with a modern wooden chandelier and shelves featuring local artwork creates a warm ambiance, while an inviting lounge by the hotel's main entrance is furnished with a fireplace creating a social gathering space for travellers as they step inside. A Mediterranean-inspired restaurant and bar "Hobar", named after the Japanese word for magnolia leaves which are traditionally used to cook the regional dish of Gifu Prefecture, offers breakfast, lunch, and dinner service making use of local produce and the famed Hida beef.

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*Lobby and lounge*

After a long day of sightseeing, the indoor and outdoor onsens on the top floor of the hotel provides guests with a refuge of relaxation. Three private onsens are perfect for couples and families who prefer some privacy as they unwind and take in the beautiful scenery of Takayama.

Takayama is a city in the mountainous Hida region of the Gifu Prefecture. The famous Historic Villages of Shirakawa-go, a UNESCO World Heritage site, can be conveniently accessed by bus. Located in the heart of Takayama, the Sanmachi Historic District will transport travellers back to the Edo Period with its preserved wooden merchant houses and museums. Local treats and original sake breweries await those seeking a taste of the region. The city is also famed for its biannual Takayama Festival, one of the most beautiful festivals to celebrate spring and fall.



*Privilege Twin Guestroom*

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*“As Japan continues to welcome back international travel, we are excited to be opening a Mercure address in such a unique and somewhat untapped destination as Takayama. Expanding our partnership with Samty, Mercure Hida Takayama will undoubtedly be one of our flagship Mercure properties in Japan, showcasing locally-inspired design as well as a breath-taking base to explore the beautiful city of Takayama,”* said Garth Simmons, Chief Executive Officer, Accor Southeast Asia, Japan and South Korea.



*Hobar All-Day Dining Restaurant & Bar*

Mercure, one of the world's most expansive midscale brands, offers hotels that are locally inspired, reflecting the distinct character and culture of each destination in which it resides. Bringing its brand promise to life through design, dining and authentic hotel experiences, Mercure believes that travel connects guests to the locality and people.

Accor currently operates 19 hotels across eight destinations in Japan. Mercure Hida Takayama will become the 8<sup>th</sup> Mercure hotel in Japan and will join a collection of over 810 Mercure addresses globally across 60 countries.

For more information and reservations, visit [www.all.accor.com/B9G5](http://www.all.accor.com/B9G5).

### **About Mercure**

Mercure is a rare midscale brand that combines the strength of an international network with genuine and local hospitality experiences. The brand's unwavering commitment to quality ensures a consistent and reliable standard of service at every Mercure around the world, while the design of each hotel reflects the distinct character and culture of its location. Going beyond the ordinary for business and leisure travelers, Mercure team members are known for their passion, enthusiasm and warmth, sharing their knowledge of the local scene, providing insider tips and entertaining guests with tales of history and local folklore. Mercure hotels are conveniently located in city centers, by the sea or in the mountains, with more than 810 hotels in 60+ countries. 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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