



*Press Release*  
NOVEMBER 6TH, 2019

## *Accor to launch dual-branded Mercure & ibis in Central Bangkok*



BANGKOK, THAILAND — Accor has announced the launch of a dual branded Mercure & ibis hotel, which will open on Bangkok's Sukhumvit Soi 24 on 1<sup>st</sup> December 2019.

Situated in the capital's central business district, guests will enjoy convenient access to a diverse range of restaurants, vibrant entertainment options and the very best shopping malls. The Phrom Phong BTS Skytrain station is just 100 metres away, ensuring swift connections to the city's iconic cultural attractions as well as Suvarnabhumi and Don Mueang international airports.

Sukhumvit is the longest street in Thailand, with numerous adjacent 'sois' (sub-streets) where visitors can explore plush shopping malls, delectable dining and thrilling nightlife offerings. The trendy Phrom Phong district is filled with an excellent collection of restaurants, eclectic bars, creative cafes and hip clubs which give the area a distinctly contemporary, cosmopolitan essence enjoyed by locals and visitors alike.



*"We are excited to partner with The Erawan Group to launch this dual-branded property in Bangkok. The combination of our Mercure and ibis brands will ensure guests can choose between one of the world's largest midscale brands and the most recognised economy brand, offering an unbeatable price to fun ratio,"* said Mr. Patrick Basset, Chief Operating Officer, Accor Upper Southeast & Northeast Asia and the Maldives.



**Mercure Bangkok Sukhumvit 24** will feature 201 rooms and suites, an all-day dining restaurant, rooftop swimming pool, fitness centre and meeting facilities, complemented by the brand's authentic, locally-inspired service. Guests staying on the executive floor will enjoy privilege access to the Executive Lounge for complimentary refreshments throughout the day.

**ibis Bangkok Sukhumvit 24** has 300 rooms, boasting a vibrant atmosphere and convenient amenities. The hotel will offer the ibis 'Mission 15' promise, which provides guests with prompt service and support by the hotel team within 15 minutes at any time during their stay.

*"We are pleased to introduce our third dual-branded hotel concept in Bangkok in partnership with Accor. The 2-in-1 hotel concept offers our guests a superb choice between Mercure, a renowned midscale brand where business and leisure guests can experience local stories, and ibis, a popular economy brand aimed at today's budget-savvy and trendy travellers, in one of the city's most exciting districts,"* said Mr. Youssef Elkhomri, Senior Vice President – Hotel Operations, The Erawan Group

*"We very much look forward to welcoming guests to these cool, new hotels, where they will receive a warm and friendly reception and where all the excitement of the city is right at their fingertips. It really is a bustling part of the capital where memorable adventures await, and our exciting new location can serve as the perfect base for local discovery and exploration,"* said Mr. Nikolay Stoyanov, General Manager-Mercure ibis Bangkok Sukhumvit 24.

For more information, please visit [www.mercure.com](http://www.mercure.com), email [mercure.erawan@accor.com](mailto:mercure.erawan@accor.com) or contact +66 (2) 659 2888 for general inquiries or reservations.



IMAGE DOWNLOAD: [CLICK HERE](#)

ENDS

#### **ABOUT ACCOR**

Accor is a world-leading augmented hospitality group offering unique experiences in 4,900 hotels and residences across 110 countries. The Group has been acquiring hospitality expertise for more than 50 years, resulting in an unrivaled portfolio of brands, from luxury to economy, supported by one of the most attractive loyalty programs in the world. Beyond accommodation, Accor enables new ways to live, work, and play, by blending food and beverage with nightlife, wellbeing, and co-working. It also offers digital solutions that maximize distribution, optimize hotel operations and enhance the customer experience. Accor is deeply committed to sustainable value creation and plays an active role in giving back to planet and community via its Planet 21 – Acting Here program and the Accor Solidarity endowment fund, which gives disadvantaged groups access to employment through professional training. Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRYF) in the United States. For more information visit [accor.com](http://accor.com) or become a fan and follow us on Twitter and Facebook.

#### **Media relations contacts**

##### **Joyce Ong**

Vice President Communications & CSR  
Accor, Upper Southeast & Northeast Asia and the Maldives  
[joyce.ong@accor.com](mailto:joyce.ong@accor.com)

##### **Harry Greig**

Communications Manager  
Accor, Upper Southeast & Northeast Asia and the Maldives  
[harry.greig@accor.com](mailto:harry.greig@accor.com)

##### **Teerawan Sansabai**

Group Digital Marketing Manager  
The Erawan Group  
[teerawan.sansabai@accor.com](mailto:teerawan.sansabai@accor.com)

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND  
FAIRMONT \ SLS \ SO \ SOFITEL \ THE HOUSE OF ORIGINALS \ RIXOS  
ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN  
PULLMAN \ SWISSÔTEL \ ANGSANA \ 25HOURS \ HYDE \ MÖVENPICK  
GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE  
ADAGIO \ MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES  
IBIS BUDGET \ JO&JOE \ HOTELFI