



Press release

Accor set to launch the first Mercure in Takayama, Japan, in the last quarter of 2022

THE LOCALLY INSPIRED MERCURE HIDA TAKAYAMA WILL BOAST 161 ROOMS



Above: Rendering of private onsen

TOKYO, JAPAN, 21ST APRIL 2022 - Accor, one of the world's leading international hotel operators, is set to welcome its first hotel in Takayama, Japan, with the signing of Mercure Hida Takayama. Inspired by the reinterpretation of Takayama's traditional handicrafts, the hotel brings warmth and tranquil touches, enriched with modern hotel experiences allowing travellers to fully immerse in the destination. The hotel is set to open in November 2022.

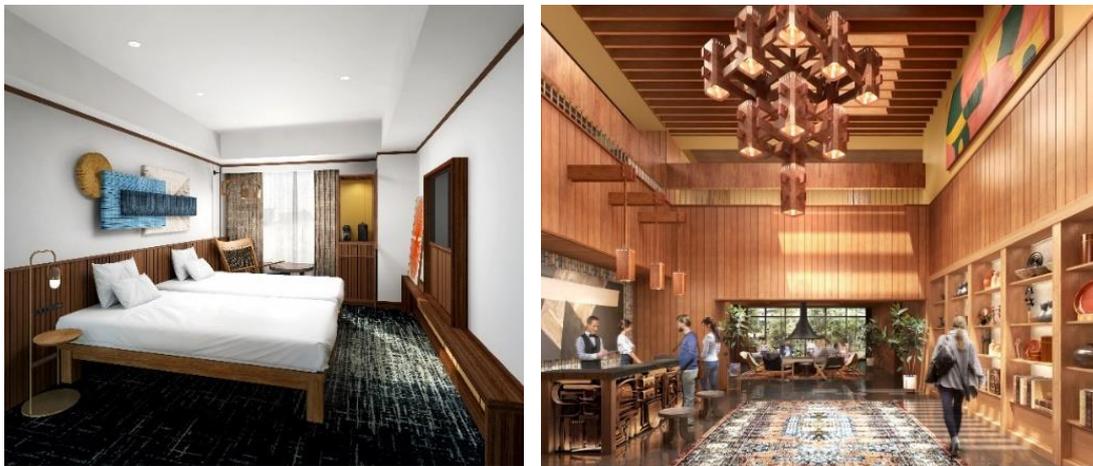
Takayama is a city in the mountainous Hida region of Gifu Prefecture. The famous Historic Villages of Shirakawa-go, a UNESCO World Heritage site, are within convenient access by bus. Located in the heart of Takayama, the Sanmachi Historic District will



transport travellers back to the Edo Period with its preserved wooden merchant houses and small museums. Local treats and original Sake breweries await to be discovered. The city is also famed for its biannual Takayama Festival, one of the most beautiful festivals to celebrate spring and fall.

Located in the heart of the city within a four-minute walk from Takayama JR Station, Mercure Hida Takayama offers 161 beautifully designed guestrooms and two dining experiences. The highlight facilities include the indoor and outdoor onsens on the top floor, which allow guests to unwind while enjoying the beautiful scenery of Takayama.

"Accor remains positive in Japan's strong tourism potential and we are delighted to expand our network in the country to offer unique and authentic hotel experiences for local and international travellers. As one of the largest international operators in Japan, we are excited to be taking the Mercure brand into Takayama, a charming cultural destination. Mercure Hida Takayama will be a great showcase for a locally-inspired hotel, where the decorative design is rooted in authentic values. In partnership with Samty, we believe the hotel will become an exciting addition to the Japan hotel scene. Mercure Hida Takayama will offer travellers yet another breath-taking base to explore the beautiful experiences the city has to offer," said Garth Simmons, Chief Executive Officer, Accor Southeast Asia, Japan and South Korea.



Above: Rendering of guestroom and lobby area

Mercure, one of the world's most expansive midscale brands, is locally inspired to reflect the distinct character and culture of each destination in which it resides, through design, dining and local experiences. Mercure believes that travel connects guests to the locality and people.



Accor currently operates 18 hotels across eight destinations in Japan. Mercure Hida Takayama will become the 7th Mercure hotel in Japan and will join a collection of over 810 Mercure addresses globally across 60 countries.

IMAGE LINK: [CLICK HERE](#)

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ABOUT ACCOR

Accor is a world leading hospitality group consisting of more than 5,300 properties and 10,000 food and beverage venues throughout 110 countries. The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing more than 40 luxury, premium, midscale and economy hotel brands, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor's unmatched position in lifestyle hospitality – one of the fastest growing categories in the industry – is led by Ennismore, a joint venture, which Accor holds a majority shareholding. Ennismore is a creative hospitality company with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Accor boasts an unrivalled portfolio of distinctive brands and approximately 260,000 team members worldwide. Members benefit from the company's comprehensive loyalty program – ALL - Accor Live Limitless – a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 – Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the Group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information visit group.accor.com, or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#).

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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