



*Press Release*

APRIL 20, 2021

## *Accor announces the signing of Mercure Cebu Downtown*

**THE 182-ROOM HOTEL IS SET TO DEBUT IN 2024 AND WILL FORM AN INTEGRAL  
PART OF THE PATRIA DE CEBU MASTERPLAN**



Above: Mercure Cebu Downtown Rendering

**MANILA, THE PHILIPPINES** — Accor has signed another hotel in Cebu, as part of the hospitality group's pioneering expansion across the Philippines. The 182-room Mercure Cebu Downtown is set to open in 2024, joining a pipeline of 18 hotels across the country including the Sofitel Cebu City which was announced in February.

Mercure Cebu Downtown will be situated in the historic downtown area of Cebu and form an integral part of the Patria de Cebu masterplan which features an integrated shopping centre, offices and beautiful central plaza. The hotel will offer a restaurant, an executive floor lounge, swimming pool, gym and a rooftop bar in addition to extensive events facilities including a ballroom, meeting rooms and business centre.



The Mercure hotel collection offers over 115,000 rooms, with passionate hoteliers always ready to reveal numerous secret tips and ideas for their region, whilst ensuring uncompromising commitment of the highest quality. The hotel network is renowned for its focus on sharing 'Local Stories' to help travellers discover hidden spots that cannot be found in guidebooks and surprising tales that only the locals know.

Staying true to Mercure's commitment to showcasing a unique personality firmly rooted in its local environment, contemporary Filipino-Spanish design will form an integral part of the hotel's character. Mercure Cebu Downtown seeks to act as a "doorway" to the City, celebrating the rich culture and heritage of the area through its design. Travellers will benefit from the hotel's central location with some of the most renowned heritage landmarks of Cebu located in close proximity including The Metropolitan Cathedral, Parish of Saint Vitalis and of the Immaculate Conception and the Basilica of Santo Niño. The hotel will also be the first international branded hotel to open in the historic City Centre.

*"The signing of Mercure Cebu Downtown demonstrates our confidence in the future of tourism for the Philippines. We know that our internationally renowned brands and extensive experience as a leading hotel operator will enable us to drive performance. We have a vast distribution system and global marketing capabilities, allowing us to generate international awareness for the stunning destinations which can be found in this archipelagic country. We are entering into an exciting stage of development with Accor now boasting a pipeline of 18 hotels which will debut in the Philippines over the next five years. Authenticity and curiosity are central values of the Mercure brand; it is this attention to providing a localised experience that has made this portfolio of hotels so successful. We look forward to crafting an authentic personality for Mercure Cebu Downtown and welcoming guests to come and enjoy all the hidden secrets around Cebu,"* said Garth Simmons, Chief Executive Officer, Accor, Southeast Asia, Japan and South Korea.

Joe Soberano III, CEO of Cebu Landmasters, commented *"We are looking forward to an exciting phase of development in Cebu with the signing of Mercure Cebu Downtown with Accor, which joins the recently signed Sofitel Cebu City we announced in February this year. With Mercure, we found the right brand that incorporates local inspiration and design preserving the strong cultural heritage of Patria de Cebu. We remain confident in the longevity of the tourism industry in the Philippines and its future success as the world returns to travel following this challenging period."*



Accor is one of the leading international operators in the Philippines with seven hotels across three regions and a strong pipeline of 18 committed projects across the country. Mercure Cebu Downtown will join a collection of over 870 Mercure addresses globally across 61 countries.

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#### **ABOUT ACCOR**

[Accor](#) is a world leading hospitality group consisting of more than 5,100 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 luxury and premium brands, midscale and economy offerings, unique lifestyle concepts, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor also boasts an unrivalled portfolio of distinctive brands and approximately 260,000 team members worldwide. Over 68 million 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](https://group.accor.com) or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#).

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