



Press release

15 SEPTEMBER 2023

Accor unveils first look for Grand Mercure brand entry into Japan

**23 GRAND MERCURE AND MERCURE HOTELS SLATED TO OPEN IN Q2 OF 2024,
DEMONSTRATING ACCOR'S CONTINUED GROWTH IN KEY TARGET MARKETS**



Image L-R: Grand Mercure Yatsugatake Resort & Spa Lounge, Grand Mercure Okinawa Cape Zanpa Resort Guestrooms

JAPAN, 15 SEPTEMBER, 2023 - Accor, the region's largest international hospitality group, is expanding its presence in Japan with the addition of the Daiwa Resorts portfolio, adding 23 properties and over 6,000 rooms to its nationwide network. All hotels are set to open simultaneously in Q2 of 2024, and reservations will begin from 6 November, 2023.

Grand Mercure will make its debut in Japan, offering "Proudly Local" premium hotels, inspiring guests to experience their destination through local celebrations and multi-sensory experiences crafted by local hosts. Additionally, **Mercure** offers locally inspired, high-quality midscale hotels that awaken people's appetite for discovery.

Two key properties scheduled to open are Grand Mercure Yatsugatake Resort & Spa, located in the beautiful mountainous landscape of Yatsugatake and Grand Mercure Okinawa Cape Zanpa Resort, surrounded by the blue sea and white sand of the popular Zanpa Beach. Both properties will undergo extensive renovations, including common spaces such as the lobby, restaurants and *onsen* (hot springs.) Additionally, Grand Mercure Okinawa Cape Zanpa is set to open one of the largest swimming pools in Okinawa prefecture.



Image: Grand Mercure Okinawa Cape Zanpa Swimming Pool

"We are very pleased to be able to share a first glance at what some of these incredible properties will look like once they are ready to open. Stemming from Mercure's brand beliefs and considering the popularity of Japan as a tourism destination, we are convinced that these 23 properties give us an opportunity to offer our guests truly authentic local experiences that can only be offered in these unique destinations," said **Garth Simmons, Chief Executive Officer, Premium, Midscale and Economy Division for Accor in Asia.** *"We appreciate the immense trust that Japan Hotel Reit Advisors, Daiwa Resort's asset manager, has placed in Accor to lead this transformative project to success, alongside the opportunity to introduce the Grand Mercure brand into Japan."*

"In April 2024, Daiwa Resort Co., Ltd. will take on the major challenge of rebranding and opening 23 hotels simultaneously nationwide under two new brands, Mercure and Grand Mercure. This rebranding of our properties will undoubtedly promote undiscovered rural areas across the country as well as tackle the current overtourism challenge of Japan. This incredible undertaking will also give us an opportunity to respond to diversifying travel needs by creating a new story with Accor to enhance the value of the undiscovered gems all over the country and deliver them to customers in Japan and overseas. We will contribute not only to the hotel but also to the entire destination and help to revitalize the communities," commented **Koji Mayanagi, Daiwa Resort Co., Ltd. President & CEO.**

Grand Mercure and Mercure Hotels joining the network in Q2 2024

Grand Mercure Okinawa Cape Zanpa Resort

Grand Mercure Lake Hamana Resort & Spa

Grand Mercure Nasu Highlands Resort & Spa



Grand Mercure Beppu Bay Resort & Spa
Grand Mercure Yatsugatake Resort & Spa
Grand Mercure Awaji Island Resort & Spa
Grand Mercure Nara Kashihara
Grand Mercure Ise-shima Resort & Spa
Grand Mercure Lake Biwa Resort & Spa
Grand Mercure Minamiboso Resort & Spa
Grand Mercure Wakayama Minabe Resort & Spa
Grand Mercure Sapporo Odori Park
Mercure Kyoto Miyazu Resort & Spa
Mercure Nagano Matsushiro Resort & Spa
Mercure Saga Karatsu Resort
Mercure Wakayama Kushimoto Resort & Spa
Mercure Toyama Tonami Resort & Spa
Mercure Kochi Tosa Resort & Spa
Mercure Miyagi Zao Resort & Spa
Mercure Tottori Daisen Resort & Spa
Mercure Urabandai Resort & Spa
Mercure Noto Resort & Spa
Mercure Fukuoka Munakata Resort & Spa

Renovations of the properties will begin in Q4 2023 and are expected to be completed by Q2 2024, after which the properties will operate under the Grand Mercure and Mercure brands.

Accor currently operates 21 properties (5,085 keys) in Japan under several brands, including Pullman, Swissôtel, Mercure, Novotel, ibis, ibis Styles and ibis Budget. In addition to the hotels signed within this agreement, there are five more properties (1,147 keys) currently in Accor's pipeline.

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ABOUT ACCOR

[Accor](#) is a world leading hospitality group offering experiences across more than 110 countries in 5,500 properties, 10,000 food & beverage venues, wellness facilities or flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 40 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor is committed to taking positive action in terms of business ethics & integrity, responsible tourism, sustainable development, community outreach, and diversity & inclusion. Founded in 1967, Accor SA is headquartered in France and publicly listed on Euronext Paris (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit group.accor.com or follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

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 counting over 5,400 properties throughout more than 110 countries, and a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

grandmercure.com | all.accor.com

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 940 hotels in 60+ countries. Mercure is part of Accor, a world leading hospitality group counting over 5,400 properties throughout more than 110 countries, and a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

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