



Press release

FEBRUARY 15TH, 2023

Accor Unveils the First MGallery in Sapporo, Japan

HOTEL SOUSEI SAPPORO – MGALLERY WILL JOIN A STORIED COLLECTION OF OVER 100 DISTINCTIVE BOUTIQUE PROPERTIES WORLDWIDE UPON ITS DEBUT IN 2024



Image: Lounge

Accor, a world-leading hospitality group, in partnership with Sapporo Real Estate Co., Ltd., one of the leading real estate developers in Japan, are delighted to announce the signing of the first MGallery Hotel in Sapporo, Japan. Scheduled to open in 2024, Hotel Sousei Sapporo – MGallery is located on the historic site of the very first authentic beer brewery founded by the Japanese.

Hotel Sousei Sapporo - MGallery, is one of the most anticipated additions to the brand's exclusive collection of singular, distinctive boutique properties, and will feature 118 beautifully appointed guestrooms and suites, a restaurant, lounge and fitness centre.



During the Meiji period, the *Kaitakushi* (Hokkaido Development Commission) established many businesses including a brewery which later became the Sapporo Brewery, and led the industrial development of Sapporo city. This frontier spirit and unique history, along with the abundant nature that Hokkaido has to offer, will be reflected in the hotel's design, providing guests with a perfect blend of Japanese and Western elements, while also revealing stories of the past with a nod to the future.



Image: Guestroom

The name of the hotel is derived from its location, on the East side of the Sousei River. The Sousei Bridge, the oldest bridge in Sapporo translates as "the first bridge to be built in Sapporo, the bridge to start the city" and the man-made Sousei river that flows beneath the bridge, has played an important role in the development of Sapporo since the time of the *Kaitakushi*. With the ongoing redevelopment of the Sousei East area and the upcoming Shinkansen bullet train, it is an area that is attracting much attention, and the new MGallery will be a key addition to this redevelopment project.

Adjacent to the site of the hotel is the Sapporo Factory, which is now a multi-use complex that includes a shopping mall, offices and movie theatres. Other attractions in the area include the beautiful Nagayama Memorial Park, symbolic Sapporo TV Tower and the popular Sapporo Beer Museum.



Image: Restaurant

"We are thrilled to continue expanding Accor's portfolio in Japan, and for the opportunity to bring the MGallery Hotel Collection brand to the exciting destination of Sapporo," said Maud Bailly, Chief Executive Officer, Sofitel, MGallery and Emblems. "Drawing inspiration from the uniqueness of Sapporo, the hotel is set to become a local landmark, promising travellers memorable moments and adventures of local discovery and exploration. With a rich history and special story to tell, the property will be a notable addition to MGallery's distinctive collection of boutique hotels around the world."

"We are delighted to be able to open Hotel Sousei Sapporo – MGallery in partnership with Accor. In the Sousei East area where the hotel is located, various redevelopment projects are progressing in preparation for the arrival of the Hokkaido Shinkansen scheduled to extend into Sapporo in 2030. It is an area where cafes, restaurants, art galleries, and creative offices gather in historic buildings and it is also attracting attention in Sapporo city. In this place, which is also the birthplace of beer brewing in Japan, a new MGallery will be born. We will provide guests from all over the world with an unforgettable and unique stay experience. We sincerely hope that the hotel will play a part in the local community and contribute to the development of this area, Sapporo city and Hokkaido as a whole," said Takanari Miyazawa, President of Sapporo Real Estate Co., Ltd.

MGallery is a collection of storied boutique hotels for explorers who are fuelled by passion, curiosity and an interest in the world around them. Each address is remarkable for its singular personality and deeply rooted in the destination's history. Poised for further growth, with over 50 hotels in varying stages of development, the MGallery brand is expected to open an additional 30 properties worldwide within the next two years.



Most recently, two MGallery Hotel Collection properties debuted in the Philippines and South Korea: Admiral Hotel Manila – MGallery in July 2022 and Hotel Naru Seoul – MGallery Ambassador in October 2022. Other notable properties in the MGallery Hotel Collection include Hotel Molitor Paris, INK Hotel Amsterdam, Santa Teresa Hotel Rio de Janeiro, Muse Bangkok Langsuan in Thailand, among others.

Accor currently operates 20 properties in Japan, across several brands ranging from premium to economy.

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ABOUT ACCOR

Accor is a world leading hospitality group consisting of 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 more than 230,000 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 global sustainability commitments (such as achieving Net Zero Carbon emissions by 2050, global elimination of single use plastics in its hotels' guest experience, etc.), 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, Instagram and TikTok.



ABOUT MGALLERY HOTEL COLLECTION

The MGallery Hotel Collection brand thoughtfully selects and curates unique properties around the world, forming a storied collection of boutique hotels with true soul where captivating stories are lived and shared. With more than 100 properties, each MGallery tells a unique story inspired by its own remarkable past or the destination it calls home. From bespoke design and sensorial mixology to well-being dedicated to everyday self-care, MGallery hotels are places where guests can enjoy an exquisite travel experience. MGallery Hotel Collection guests live a distinctive story through their delightful visits to these stylish, thoughtful and decidedly singular hotels. Well-known properties in the MGallery Hotel Collection include Hotel Molitor Paris, INK Hotel Amsterdam, Santa Teresa Hotel Rio de Janeiro, The Porter House Hotel Sydney in Australia, Muse Bangkok Langsuan in Thailand, and Hotel des Arts Saigon in Vietnam. MGallery Hotel Collection is part of Accor, a world leading hospitality group counting over 5,300 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.

mgallery.com | all.accor.com | group.accor.com

ABOUT SAPPORO REAL ESTATE

Since its establishment in 1988, Sapporo Real Estate Co., Ltd. has developed its business mainly in the cities of Ebisu and Sapporo, which have close ties to the Sapporo Group. In these two cities which are the founding places of the Sapporo Group, Sapporo Real Estate operates properties such as "Sapporo Factory", "Sapporo Garden Park" and "Yebisu Garden Place" which are well-known landmarks.

In line with its management philosophy, "We create and nurture 'enriching moments' and 'enriching spaces' together with the community and society," Sapporo Real Estate continues to offer a safe and secure environment where people can feel enriched by all five senses. The company creates moments and spaces where people feel the warmth from the human connections they make, and aims to foster a community that will bring liveliness to the towns, which will be passed on for generations to come.

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