



Press Release

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Accor Boosts Growth in Malaysia with Two New Hotel Signings

The signings will see the launch of the first Grand Mercure in the country as well as a trendy ibis Styles in Kuala Lumpur in Q1 2025



From left to right: Chris Cho, Vice President Development, Singapore, Philippines, Japan, Korea and Maldives, Accor; Garth Simmons, Chief Operating Officer, Premium, Midscale & Economy Division, Asia, Accor; Carolyn Choo, Chief Executive Officer, Worldwide Hotels Group; Jason Peck, Chief Business Development Officer, Worldwide Hotels Group

KUALA LUMPUR - Accor, a global leader in hospitality, has further strengthened its partnership with Worldwide Hotels Group by signing an agreement to introduce two new properties in Malaysia's capital. These properties, following refurbishments and rebranding, will mark the debut of the Grand Mercure brand in Malaysia as well as the addition of a trendy ibis Styles to Kuala Lumpur's vibrant hotel scene, both set to launch in Q1 2025.



In 2023, Accor introduced a dedicated Premium, Midscale, and Economy (PM&E) division to bring more focused expertise, accelerate growth, improve performance, and deliver the highest possible levels of service for owners and guests. Cementing its leading position across these segments in Asia, these two signings bring the total number of PM&E pipeline keys across Asia to 46,802.

As the first Grand Mercure branded hotel in Malaysia, the new Grand Mercure in Kuala Lumpur will offer an immersive experience that celebrates national culture and stimulates the senses. From arrival to departure, the premium hotel will immerse guests in multi-sensory experiences of Malaysia's culture, design, and dining. Strategically located between the entertainment hub of Bukit Bintang and the colourful Chinatown, the hotel will feature 325 well-appointed rooms, an all-day dining restaurant, a fully equipped fitness centre, and a pool. For social gatherings and corporate meetings, the hotel will offer versatile meeting and event spaces.

ibis Styles, known for its design-led, trendy, and affordable accommodation, will expand its presence in Malaysia with a new location in Kuala Lumpur. Located in the lively Bukit Bintang district, the new ibis Styles is just steps away from public transportation and within walking distance of modern shopping malls and a variety of dining options. The hotel will feature 168 rooms inspired by a unique theme, an all-day dining restaurant and bar, a self-service laundromat, and a modern fitness area.

"Kuala Lumpur is a strategic destination for Accor, and we are thrilled to bring our global brands to this high-potential location. The growth of our premium, midscale, and economy portfolio in Malaysia is a testament to the recognition and trust consistently shown by our guests, investors, and hotel partners in the region. We remain committed to our expansion strategy, with a clear roadmap to consolidate our presence in Asia," said Garth Simmons, Chief Operating Officer of Accor's Premium, Midscale, and Economy Division in Asia. *"Worldwide Hotels Group is a key partner, sharing our continuous commitment to transforming the future of hospitality. Together, we will set new standards to ensure the long-term success of the two properties,"* he said.

Commenting on the signings, Carolyn Choo, Chief Executive Officer, Worldwide Hotels Group said that they are excited to strengthen the partnership with Accor. *"This collaboration marks a significant milestone in our journey to enhance the hospitality landscape in Malaysia. Together with Accor, we are confident in delivering exceptional experiences that reflect the unique cultural essence of Kuala Lumpur. We anticipate the*



opening of these properties in early 2025 and are eager to see the positive impact they will have on the local hospitality sector,” she said.

Accor currently operates 24 hotels in the premium, midscale, and economy segments across five brands in Malaysia, including Pullman, Mövenpick, Novotel, ibis, and ibis Styles, and has a strong pipeline of 11 hotels.

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ABOUT ACCOR

[Accor](#) is a world-leading hospitality group offering experiences across more than 110 countries with 5,700 properties, 10,000 food & beverage venues, wellness facilities and flexible workspaces. The Group has one of the industry’s most diverse hospitality ecosystems, encompassing more than 45 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor 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, please visit group.accor.com or follow us on [X](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

ABOUT WORLDWIDE HOTELS GROUP

Worldwide Hotels manages seven hotel brands - ICON Hotel, Hotel Mi, Hotel Boss, V Hotel, Value Hotel, Venue Hotel and Hotel 81, with 41 properties at strategic locations in Singapore. It is Singapore’s largest homegrown tourist-class hotel group with over 8,600 rooms. It owns 11 hotels in strategic cities in Australia, Malaysia, Japan, South Korea and Thailand, run by external international operators such as Accor, Holiday Inn, Oakwood, Swiss Gardens and Travelodge.

www.wwhotels.com

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