



Press release

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Accor concludes 2023 on a high note with significant new signings

**ACCOR GROUP ENDS 2023 WITH STRATEGIC PARTNERSHIPS IN SINGAPORE,
PHILIPPINES AND INDIA, EXECUTING ITS VISION FOR GROWTH AND
EXPANSION ACROSS THE REGION**



Mercure ICON Singapore City Centre

SINGAPORE – Accor, a world-leading hospitality group, is delighted to announce the addition of several new properties to its Asia portfolio signed at the end of 2023, which continue the company's commitment to growth and expansion.

The new signings include additions to the Novotel, Mercure, and ibis brands, reinforcing Accor's position as a leader in the Premium, Midscale, and Economy segments. The strategic expansion aligns with the company's vision to provide diverse and exceptional experiences to guests across the globe.

Garth Simmons, Chief Operating Officer, Premium, Midscale and Economy Division for Accor in Asia, expressed his enthusiasm about the recent developments: *"We are very pleased to welcome these exceptional properties into the Accor network. These signings under the Novotel, Mercure, and ibis brands showcase our commitment to providing a wide range of offerings to meet the evolving needs of our guests. These new additions underline our dedication to delivering unparalleled hospitality experiences and further solidify our presence in key markets."*



New signings include:

Mercure ICON Singapore City Centre (Singapore)



In collaboration with Worldwide Hotels Group, Singapore's largest hotel operator, Accor is set to introduce the world's largest Mercure hotel to Singapore – Mercure ICON Singapore City Centre, boasting an impressive 989 keys and scheduled to open in Q1 2024. Located at 8 Club Street, this locally-inspired hotel seamlessly blends the historical charm of Chinatown with the dynamic energy of the Central Business District (CBD). Guests will immerse themselves in the vibrant culinary and entertainment scene of Singapore's hip enclave, enjoy historic temples and quaint shophouses, and savor local delights at nearby restaurants and hawker centers. The dynamic lobby features a captivating video wall, while the all-day dining restaurant serves as a social hub. A Lounge & Bar concept offers a versatile space with lounge seating and power sockets. The hotel also boasts a landscaped pool deck, an indoor gym for rejuvenation, and EV charging car lots, providing a comprehensive and innovative guest experience.

ibis Styles Subic (Philippines)



ibis Styles Subic, set to become the first international branded hotel in Subic, boasts a strategic location across from the Ayala Malls' Harbor Point, making it easily accessible.



Anticipated to open in 2026, the hotel offers updated interior design, catering to both business and family guests with its playful and trendy design. The 175 keys' property prioritises a holistic stay experience, featuring a swimming pool, meeting space, and a gym, all aimed at promoting enjoyment. Conveniently situated a 10-minute walk from the Subic Bay Yacht Club and a 3-minute drive to SBMA Beach, ibis Styles Subic promises to be a prominent addition to the vibrant Subic Bay area.

Mercure Subic (Philippines)

Mercure Subic, poised to become the second international branded hotel in Subic, is strategically situated adjacent to ibis Styles Subic, at the heart of the Subic area. Scheduled to open in 2026, the hotel will present 250 modern designed rooms that draw inspiration from local influences, in line with the Mercure brand's standards. The facilities and amenities at Mercure Subic will encompass an all-day dining venue and a specialty restaurant, a swimming pool complemented by a pool bar, a well-equipped gym, and versatile meeting and conference spaces.

Mercure Rajahmundry City Centre (India)



In collaboration with Compass Enterprise Private Limited, Mercure Rajahmundry City Centre emerges strategically on the city's main 100 Feet Road. Positioned in the industrially thriving and spiritually significant city of Rajahmundry, known for its bullion markets and Hindu pilgrimage sites, the hotel is set to offer a harmonious blend of authenticity and comfort across its 120 rooms. Elevating the culinary experience, Mercure Rajahmundry will feature three distinctive Food and Beverage Outlets, complemented by an expansive 1,000 sqm banqueting facility for hosting grand events. Guests can indulge in holistic relaxation at the fitness centre and spa, ensuring a memorable and rejuvenating stay amidst the city's vibrant energy and cultural richness.

ibis Styles Mysuru (India)



Set to become the inaugural ibis Styles in Mysuru, the cultural capital of Karnataka, India, this vibrant addition to the ibis Styles family promises to redefine hospitality with its playful design, contemporary amenities, and a comfortable stay. Set to open its doors in Q1 2025, ibis Styles Mysuru will boast 130 rooms, each infused with a unique character. The culinary offerings at the property will cater to diverse tastes, featuring an all-day dining restaurant, a specialty restaurant, and a relaxing lounge bar. Beyond accommodation and dining, the hotel is equipped with a comprehensive range of amenities, including a generous 450sqm banquet space, a well-appointed fitness center, and a serene swimming pool, ensuring a delightful and well-rounded experience for guests.

Novotel Bengaluru Airport Varun and ibis Styles Bengaluru Airport Varun (India)



Nestled in the KIADB Aerospace SEZ, Hardware & IT Park, North Bangalore, the two properties are located in close proximity to the Bengaluru International Airport, boasting 180 well-appointed rooms each. With a commitment to modern aesthetics and comfort, guests can indulge in diverse cuisines at the restaurants and chic bars, with Novotel offering a specialty dining experience. Positioned conveniently adjacent to each other, the properties share essential facilities, including expansive banquet and meeting spaces, a cutting-edge fitness center, and a refreshing swimming pool. This unique arrangement allows guests to



enjoy the distinctive personality of each of Accor's brands, providing an exceptional dual-brand experience in the heart of Bangalore's thriving hub.

These signings come as a culmination of a successful year for Accor, with over 62 signings (14.8K keys) in 2023. The Group's strategic expansion in various markets reflects its resilience and adaptability to the changing landscape and consumer demand.

Looking ahead to 2024, Accor remains committed to pursuing growth opportunities and expanding its footprint worldwide. The group envisions an exciting future, characterised by innovative partnerships and new signings that align with the evolving needs of travelers. As Accor continues to focus on delivering exceptional hospitality experiences, the group's vision is to continually redefine the landscape of the global hospitality industry.

For images, please click [here](#).

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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](#).

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