



*Press Release*

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## *Accor Doubles Japan Footprint with Opening of 22 Hotels*



*Above: Rendering of Grand Mercure Okinawa Cape Zanpa Resort*

**TOKYO** – Accor, the region’s largest international hospitality group, is delighted to announce the opening of 22 hotels and over 6,000 rooms in Japan on Monday, 1 April 2024. With these openings, the Group’s footprint in Japan will instantly double increasing Accor’s portfolio of hotels in Japan to 46 properties.

The hotels, comprising twelve Grand Mercure and ten Mercure hotels, range in location from the northernmost prefecture of Hokkaido to the southernmost prefecture of Okinawa and are located close to local hidden gems such as Cape Zanpa in Okinawa, Asuka village in Nara, Shiroyo Park in Hokkaido and Senri Beach in Wakayama. Each hotel offers a range of guestrooms, restaurants, and wellness facilities such as



onsen (hot springs), saunas and swimming pools, with select hotels also offering stunning views of the local landscape.

Grand Mercure Hotels & Resorts, a premium brand of Accor, appeals to a traveller's insatiable quest for discovery, offering an immersive experience that celebrates national culture and stimulates the senses. Each hotel is unique and authentically reflects its destination by embracing the local way of life, infusing age-old traditions with modern flair. Grand Mercure makes its debut in Japan offering "Proudly Local" premium hotels, inspiring guests to experience their destination through local celebrations and multisensory experiences crafted by local hosts.

Mercure Hotels & Resorts, is positioned within the midscale segment and focuses on unveiling the local neighbourhood treasures surrounding each address. Inspired by Mercury, the Roman god of travellers, Mercure hotels offer far more than just a place to sleep – they are a portal to the destination, a warm invitation to discover and explore the locale.

Accor is proud to unveil the following 22 properties in Japan:

Grand Mercure Sapporo Odori Park  
Grand Mercure Nasu Highlands Resort & Spa  
Grand Mercure Yatsugatake Resort & Spa  
Grand Mercure Minamiboso Resort & Spa  
Grand Mercure Lake Hamana Resort & Spa  
Grand Mercure Ise-shima Resort & Spa  
Grand Mercure Lake Biwa Resort & Spa  
Grand Mercure Nara Kashihara  
Grand Mercure Wakayama Minabe Resort & Spa  
Grand Mercure Awaji Island Resort & Spa  
Grand Mercure Beppu Bay Resort & Spa  
Grand Mercure Okinawa Cape Zanpa Resort  
Mercure Miyagi Zao Resort & Spa  
Mercure Urabandai Resort & Spa  
Mercure Nagano Matsushiro Resort & Spa  
Mercure Toyama Tonami Resort & Spa  
Mercure Wakayama Kushimoto Resort & Spa  
Mercure Kyoto Miyazu Resort & Spa



Mercure Tottori Daisen Resort & Spa  
Mercure Kochi Tosa Resort & Spa  
Mercure Fukuoka Munakata Resort & Spa  
Mercure Saga Karatsu Resort

Notable properties include Grand Mercure Okinawa Cape Zanpa Resort and Grand Mercure Wakayama Minabe Resort & Spa.

Grand Mercure Okinawa Cape Zanpa Resort is a modern hotel located on Zanpa Beach in Okinawa. Boasting splendid ocean views, this resort-style hotel combines modern amenities with traditional Okinawan hospitality. Its strategic location allows guests to enjoy the beauty of the coastline, enjoy a variety of recreational activities such as water sports, or simply relax on the beach. The hotel has one of the largest pool areas in Okinawa, with a river pool, an adults-only pool, water slides, and a children's pool area. The hotel offers a variety of accommodations with 465 spacious guest rooms and suites, dining options, a large public bath, and event space, making it an ideal destination for leisure travellers and those looking to relax in a quiet seaside setting.

Surrounded by the scenic beauty of southern Wakayama Prefecture and located in Wakayama Minabe, Grand Mercure Wakayama Minabe Resort & Spa offers a sophisticated retreat that blends contemporary elegance with a serene environment. Surrounded by a beautiful coastline, the hotel offers a sophisticated getaway for travellers seeking comfort amidst natural beauty. Accommodations at Grand Mercure Wakayama Minabe Resort & Spa are the epitome of modern comfort with 323 spacious rooms and suites that are equipped with modern amenities and offer charming sea views, creating an atmosphere of relaxation and luxury. Guests can enjoy the diverse flavours of the buffet restaurant, where outstanding chefs use local ingredients to create exquisite dishes and showcase Wakayama's rich culinary traditions.

*"As Japan continues to welcome back international travel and experiences a steady recovery of the tourism industry, we are excited to add these great hotels to our portfolio and in doing so we are doubling our Group's presence in Japan. As the desire to connect with local culture and nature is increasingly in demand amongst travellers today, we offer our loyal guests just that; a range of local experiences offered in charming coastal towns and amongst nature. Popular destinations such as Tokyo, Osaka and Kyoto will always remain in high demand, however if you want to truly immerse yourself in the*



*authentic culture of a country, sometimes you need to escape the big cities and head off the beaten path,"* said Garth Simmons, Chief Operating Officer, Premium, Midscale and Economy Division for Accor in Asia.

Prior to the addition of these new hotels, Accor was operating 24 hotels (5,741 keys) in Japan, under eight brands: MGallery; Pullman; Swissôtel; Mercure; Novotel; ibis; ibis Styles and ibis *budget*. In addition to the 22 Grand Mercure and Mercure hotels joining Accor's network on 1 April 2024, there are two more properties currently in the group's pipeline.

For more information or to make reservations for Grand Mercure and Mercure, visit [www.accor-resorts-japan.jp](http://www.accor-resorts-japan.jp).

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

#### **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 45 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 [www.group.accor.com](http://www.group.accor.com) or follow us on [X](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

#### **ABOUT GRAND MERCURE**

Grand Mercure Hotels & Resorts tempts travellers 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 60 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 5,500 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.

#### **ABOUT MERCURE**

Inspired by Mercury, the Roman god of travellers, Mercure hotels offer so much more than a place to find comfort and sleep – they are a portal to discovery, a springboard to exploration.



Since its founding in 1973, Mercure prides itself on offering high-quality standards with a true take on locality. Through its "Discover Local" program, Mercure welcomes guests – be it in Rio, Paris, Bangkok or any other destination globally – and instantly immerses them in a locally inspired atmosphere. Everything from the decorative design to our passion for local food and beverage discoveries is rooted in the unique features of each destination. Mercure hotels are conveniently located in city centres, by the sea or in the mountains, with more than 960 hotels in 65+ countries. Mercure is part of Accor, a world leading hospitality group counting over 5,500 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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