



THE WORLD'S LARGEST MERCURE HOTEL OPENS ON SINGAPORE'S HIP CLUB STREET

THE NEW 989-ROOM MERCURE ICON SINGAPORE CITY CENTRE OFFERS STYLISH ACCOMMODATION ADORNED WITH LOCALLY INSPIRED TOUCHES

SINGAPORE, 15 APRIL 2024 - Mercure, a midscale brand from global hospitality leader [Accor](#), announces the opening of Mercure ICON Singapore City Centre. Featuring 989 thoughtfully designed rooms, this newly built hotel is the largest Mercure hotel in the world.

At Mercure hotels, guests can immerse in a locally inspired ambiance where every detail reflects the distinctive characteristics of the destination. Drawing inspiration from the nearby Chinatown's colourful façades and the urban vibe of its central business district location, the hotel's design creates a stimulating sense of space that embodies the neighbourhood's heritage-rich surrounds. This design approach is expressed in the hotel's expansive lobby with a LED mural and artworks of the iconic shophouses by local artist Ripple Root.

Ideal for leisure seekers and business travellers alike, the guestrooms provide a cosy retreat from the city's hustle and bustle, featuring floor-to-ceiling windows or balconies. All rooms are equipped with eco-conscious amenities, including filtered water dispensers and biodegradable bathroom amenities.

MERCURE
HOTELS



Mercure ICON Singapore City Centre stands out as a culinary destination on Club Street, offering six distinct dining experiences. *Chara Brasserie*, an all-day dining restaurant, specialises in authentic Mediterranean buffets alongside Asian and Pacific favourites. At the hotel lobby, *Klara Café and Bar* offers a fusion of international and local delights, coupled with specially crafted cocktails and drinks.

Debating in Singapore is *L'antica Pizzeria da Michele*, a renowned establishment from Naples – a Michelin Guide-listed restaurant that was featured in the 'Eat, Pray, Love' movie, drawing long lines for its signature Margherita and Marinara pizzas in Naples. Helmed by veteran French Chef Michael Muller, *La Table d'Emma* offers a blend of Alsace traditions and classic French cuisine in 'La table d'amis' – or 'the friends' table' – fashion.

Guests can enjoy sushi at *Ashino*, craft beer at *Upward Taproom*, and homegrown coffee at *TAG Espresso*, which are opening later in the second quarter of 2024.

The hotel's *Landscape Deck* is an oasis of wellness and serenity, where guests can enjoy an invigorating dip in the swimming pool or rejuvenate their mind and body at the tranquil wellness deck. Fitness enthusiasts are catered for with a well-equipped gym.

Mercure ICON Singapore City Centre invites guests to an unparalleled adventure right at their doorstep, where the charming shophouses of Club Street, Ann Siang Hill, and Duxton Hill offer a blend of exquisite dining and vibrant street art. Steps away, the alleys of Telok Ayer and Chinatown allure with authentic hawker fare. The hotel's convenient location offers seamless access to Chinatown and Telok Ayer MRT stations, with the city's attractions effortlessly within reach. Enhancing the experience, guests are treated to a complimentary Chinatown Food and Heritage Walking Tour, offering a deep dive into the locale's culinary and cultural heritage.

Garth Simmons, Chief Operating Officer of Accor's Premium, Midscale, and Economy Division in Asia, commented: *"Singapore continues to captivate visitors with its rich cultural heritage and vibrant energy. Mercure ICON Singapore City Centre, with its locally inspired design, experiences, and culinary offerings, ensures that every stay reflects the character of this dynamic city. As the world's largest Mercure hotel, this milestone marks a proud achievement for Accor in Asia. We invite travellers to embark on a journey of discovery in the heart of this dynamic city. I am thrilled to welcome Mercure ICON Singapore City Centre to our network."*

Ms. Carolyn Choo, CEO of Worldwide Hotels, the owner of Mercure ICON Singapore City Centre, said: *"We are excited to welcome guests to Mercure ICON Singapore City Centre, the new flagship of the Worldwide Hotels group. From the charming shophouses and rich cultural sights, to the myriad cafes, restaurants and bars at its doorstep, the Mercure ICON Singapore City invites travellers to live like a local and experience Singapore in its most authentic and vibrant light."*

MERCURE
HOTELS

Mercure ICON Singapore City Centre is a part of ALL - Accor Live Limitless, Accor's lifestyle loyalty programme. Guests can take advantage of ALL when staying or dining at the hotel, as well as gaining access to rewards, services, and limitless experiences. Becoming a member is simple and free of charge. To join, visit the website all.com.

Room rates start from SGD195++. For more information or to make a reservation, visit <https://all.accor.com/hotel/C2S1/index.en.shtml>

###

IMAGE LINK: [CLICK HERE](#)

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.

mercure.com | all.com | group.accor.com

About Worldwide Hotels Group

Worldwide Hotels manages 7 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. The group also owns 11 hotels in Australia, Malaysia, Japan, South Korea, and Thailand, run by external operators such as Accor, Holiday Inn, Oakwood, Swiss Garden, and Travelodge.

www.wwhotels.com.

Press Contact

Keane Sua

Director of Marketing Communications
Worldwide Hotels Group
keanesua@wwhotels.com
+65 6664 0139

Wong Wye Leng

PR Representative
LEAP Integrated Marketing Solutions
wyleng@leapmarketingasia.com
+65 9826 4097

Nontawan Laohakiat (Toey)

Communications Manager
Accor, Thailand & Philippines
Premium, Midscale & Economy
Nontawan.LAOHAKIAT@accor.com

MERCURE
HOTELS