

# MERCURE

HOTEL

TOKYO HIBIYA



*Restaurant "La Scène"*

## **Mercure Tokyo Hibiya Opens in the Heart of Japan's Theater and Entertainment District**

**THE CLASSIC YET MODERN URBAN HOTEL, WELCOMES TRAVELERS UNDER THE DESIGN CONCEPT OF "STAGE ART"**

**TOKYO, 18 DECEMBER 2023** - Mercure, a world leading brand from Accor, unveils its newest property to its growing portfolio in Japan, Mercure Tokyo Hibiya, located in the heart of Tokyo's theater district.

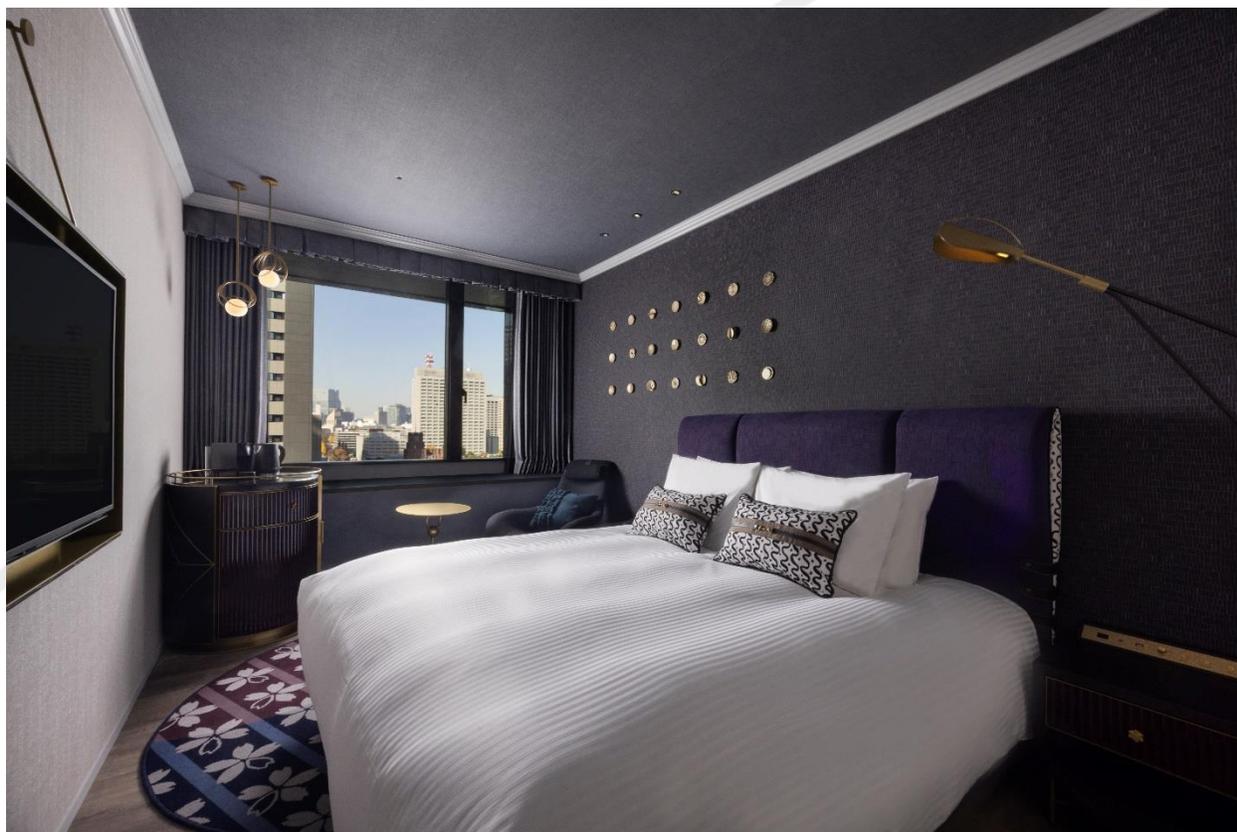
The Hibiya neighborhood became a symbol of Japan's modernization during the Meiji period (1868-1912) and a center of glamorous social and diplomatic events when the Rokumeikan Hall was established. Many theaters and cinemas were constructed in the area, including the Imperial Theatre, Nissay Theatre, and Hibiya Film Theater. Hibiya continues to evolve as a mecca of Japanese entertainment culture, highlighting theaters, cinemas, and other forms of stage performances.

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Mercure Tokyo Hibiya is conveniently located just a 3-minute walk from Shimbashi station, a 5-minute walk from Uchisaiwaicho station and a 10-minute walk from Hibiya station. Inspired by the history of Hibiya, the hotel's design concept, "Stage Art," can be experienced in spaces featuring gorgeous lighting, rugs, artwork, and stage-inspired designs spread throughout the 178 guest rooms and suites, lobby, restaurant and bar, executive lounge, fitness center, and meeting room.



*Privilege King Guestroom*

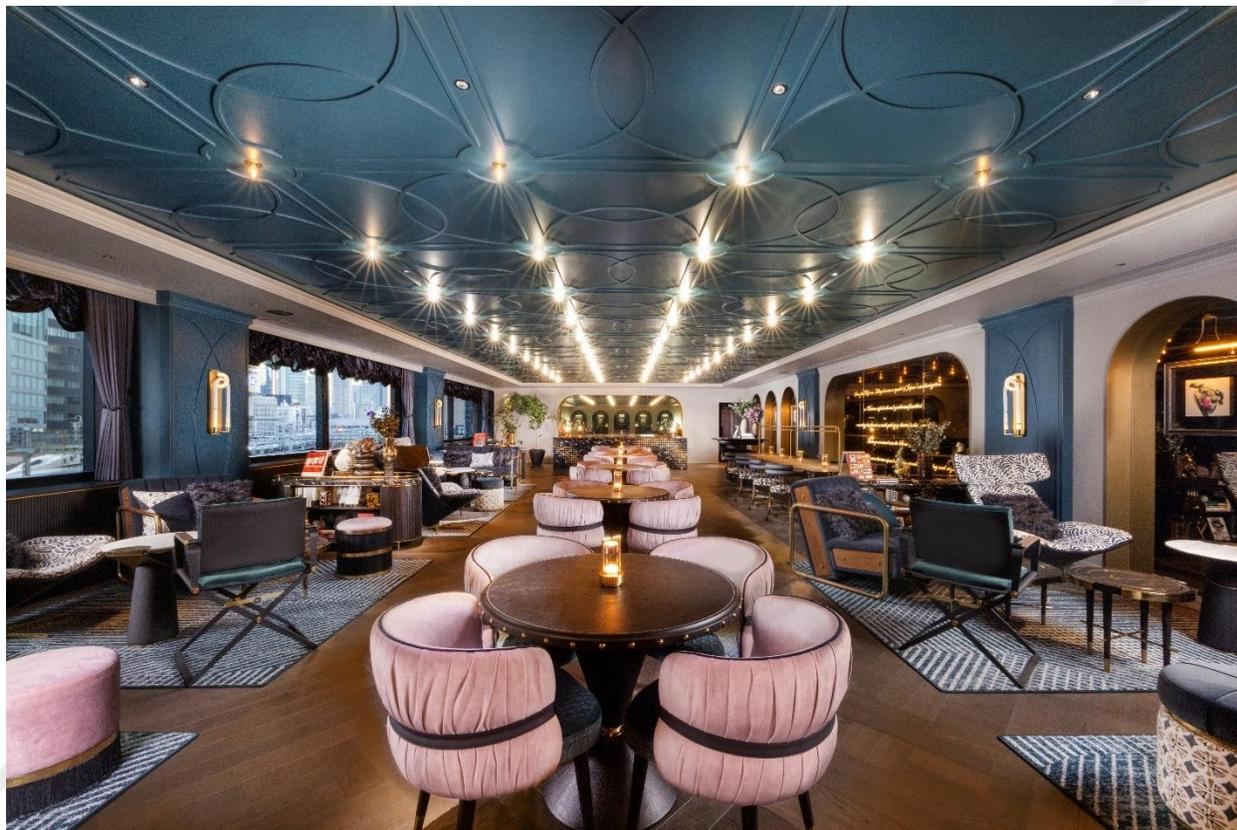
**La Scène** restaurant, meaning "the scene" in French, was named with the vision that the restaurant and hotel will become an important scene in our guests' stories. True to the design concept, a large art installation over the bar, inspired by the movement of twirling ribbons used in dance, welcomes diners to a warm and vibrant space. The menu offers dishes that blend the harmony of seasonal ingredients prepared by traditional French cooking techniques and emphasize the sourcing and use of local Japanese ingredients.

The executive lounge on the 3rd floor provides a haven of relaxation exclusively for guests staying in privilege rooms and suites. During their stay, guests can enjoy Mercure's "Local Discovery" culinary experience with light drinks and bites throughout the day and a view of the local trains from the windows. The 3rd floor also features a private meeting room that accommodates up to 20 guests and a fitness center equipped with the latest cardio and weight training equipment.

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*Executive lounge*

*“Mercure Tokyo Hibiya is truly locally inspired, paying homage to the history and culture of Hibiya through its design. Its excellent location in the heart of the bustling capital of Tokyo will make it a popular destination for business and leisure travelers alike. The Mercure brand will continue to be a focus for us in Japan, and we are pleased to be able to welcome this property as the 10<sup>th</sup> Mercure in the country.”* said **Garth Simmons, Chief Executive Officer, Premium, Midscale and Economy Division for Accor in Asia.**

Guests can benefit from Accor’s lifestyle loyalty program ALL - Accor Live Limitless, a daily lifestyle companion. ALL harnesses and enhances the brands, services and partnerships offered within Accor’s ecosystem, delivering meaningful experiences and rewards to its most engaged customers while enabling them to work, live, and play far beyond their stay at home and around the world.

Accor currently operates 22 properties (5,448 keys) in Japan under several brands, including Pullman, Swissôtel, Mercure, Novotel, ibis, ibis Styles and ibis Budget. Mercure Tokyo Hibiya will become the 10<sup>th</sup> Mercure hotel in Japan and will join a collection of over 900 Mercure addresses globally across over 60+ countries.

For more information and reservations, visit <https://all.accor.com/hotel/C1FI/>

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## About Mercure

Mercure is a rare midscale brand that combines the strength of an international network with genuine and local hospitality experiences. The brand's unwavering commitment to quality ensures a consistent and reliable standard of service at every Mercure around the world, while the design of each hotel reflects the distinct character and culture of its location. Going beyond the ordinary for business and leisure travelers, Mercure team members are known for their passion, enthusiasm and warmth, sharing their knowledge of the local scene, providing insider tips and entertaining guests with tales of history and local folklore. Mercure hotels are conveniently located in city centers, by the sea or in the mountains, with more than 940 hotels in 60+ 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](https://mercure.com) | [all.com](https://all.com) | [group.accor.com](https://group.accor.com)

## About Heiwa Real Estate Co., Ltd.

Heiwa Real Estate was established in 1947 upon the dissolution of the Japan Stock Exchange (JSE) by owning buildings of the Tokyo Stock Exchange and Osaka Securities Exchange and leasing them to the stock exchanges. Since then, the company has expanded its business domain, focusing on the leasing of office and commercial facilities in major cities throughout Japan, and has played a role in the revitalization of cities through projects such as the completion of the Tokyo Stock Exchange Building in 1988 and the Osaka Securities Exchange Building in 2004, as well as the reconstruction of stock exchange buildings. In 2009, Heiwa Real Estate expanded the business base by entering the REIT business on a full-scale basis as a sponsor of HEIWA REAL ESTATE REIT, Inc. Currently, they are working on a project to revitalize Nihonbashi Kabutocho and Kayabacho, the heart of the Japanese stock market. The company is currently working on a project to revitalize Kabutocho and Kayaba-cho, the heart of Japan's stock market. In recent years, they have also entered the hotel management business to expand the business domain and enrich the lives of more people. For more information, please visit <https://www.heiwa-net.co.jp/>.

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