

For immediate release

## *Mercure Okinawa Naha opens its doors as Accor's first hotel on Japan's southern islands*

**Tokyo, May 10, 2012** - **Accor**, the largest international hotel operator in Asia Pacific, announced the opening of **Mercure Okinawa Naha**, a newly built hotel located in the city of Naha, Okinawa Prefecture.



The hotel consists of 260 guest rooms with contemporary designs and fully equipped room amenities. The hotel's restaurant, **Bistro De La Mer**, is an all-day dining venue that serves French-inspired dishes in a cosy ambiance designed under the theme "the sea" or "la mer" in French. The hotel also provides meeting rooms for small-to-medium size meetings, Wi-Fi internet access, and a computer corner for guests.

"We are very excited to further extend the Mercure brand network and Accor's presence in Japan to include Naha (Okinawa) and providing more choice to visitors to the Japanese Southern Islands." says **Patrick Basset, Vice President for Accor Vietnam, the Philippines, South Korea and Japan**. "All of the hotels within the Mercure network in Japan bring together the best of French and Japanese hospitality which combined delivers a distinctive and unique guest experience that has made the Mercure brand in Japan a favourite for both Japanese and international visitors."



Situated right in front of Tsubogawa Mono Rail station, the hotel overlooks the Ounoyama Park across the Kokuba River and is around 10 mins from Naha Airport by both monorail or by car. The hotel is only a short distance from the Kokusai Dori, Naha City's main street full of souvenir shops, department stores, and entertainment. Mercure Okinawa Naha is the first Accor hotel in the Okinawa Prefecture. This hotel will extend the Mercure brand network to 6 hotels, and making it the 9<sup>th</sup> hotel in Accor's Japan network.

### **Mercure Okinawa Naha opening special offer:**

**Mercure Okinawa Naha** is offering a special introductory rate to invite guests to experience our hotel:

Room rate:       30% Discount from the day's best rate  
Validity:         Booking period from today – June 30, 2012;  
                      Stay period from today – September 30, 2012

Booking channel: [www.Accorhotels.co.jp](http://www.Accorhotels.co.jp)



**Mercure**

For more than 35 years, within the Accor Group, **Mercure** has exemplified **expert hospitality and personalised service**. Operating in more than 50 countries around the world, **Mercure** boasts hotels with **distinctive personalities** carefully preserved through the type of services offered and the decor, both of which vary from one hotel to the next. The hotel managers and staff of the 700 **Mercure** hotels are **hospitality professionals**. Attentive and available, they are ready to listen and make sure their guests enjoy a stay full of genuine moments of pleasure and relaxation in a truly warm and comfortable setting. More information on **Mercure** hotels is available on [mercure.com](http://mercure.com).



Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with more than 4,400 hotels and 530,000 rooms. Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, Ibis, all seasons/Ibis Styles, Etap Hotel/Formule 1/Ibis budget, hotelF1 and Motel 6 - provide an extensive offer from luxury to budget. With 145,000 employees worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

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