

# *Press kit* *The mountains with Mercure*

*Winter 2010 / 2011*



**Mercure**

[mercure.com](http://mercure.com)



# *Contents*

The mountains with Mercure

Mountain hotels in France

Mountain hotels in Switzerland

Mountain hotels in Germany and Poland

Mercure in brief

Mercure hotels in photos



April 2010

# *The mountains with Mercure*

*11 hotels in the heart of renowned ski resorts, for a stay that is all about feeling on top of the world!*

Mercure hotels welcome people who love the mountains and care about their personal well-being, for getaways as a couple, with the family or among friends.

"Ski-in/ski-out" hotels at the foot of the slopes...  
with fitness and beauty centres, for a weekend or a whole week...  
in France, Switzerland, Germany, and Poland...  
...how about enjoying winter differently?

Being in the mountains with Mercure means the freedom to put together the stay that suits you best.

For Mercure, "slopes and snow" cover short breaks or long holidays, with custom packages for a group or a specific service offer for one person, and can be geared to winter sports, gastronomy, or well-being.

## **Family fun in the snow**

Besides the spacious rooms, many of which can be adapted as needed, accommodating 4 persons or more, families will appreciate the numerous activities geared to the younger set on offer at most of the 11 featured hotels during school holidays: professional daycare, après-ski snacks of crepes, hot chocolate and other treats; a game room for kids, a heated swimming pool, and theme evenings. Discover all this in France at the **Mercure Belle Plagne 2100** or at the **Mercure Zakopane Kasprowy** in Poland.

## **Mountains every which way**

People into fitness will love the ideal locations enjoyed by the majority of Mercure mountain hotels in Europe, either in the centre of town or right on the slopes in prime ski areas. All have ski rooms, many have a ski shop, and some even sell ski passes, such as at the **Mercure les 2 Alpes 1800** in France or the **Mercure Garmisch-Partenkirchen** in Germany.

These fabulous locations may also be enjoyed for a "wellness" break. A good many of the hotels feature a heated swimming pool, whirlpool, sauna and treatment room where guests can treat themselves to a bit of pampering in a stunning natural setting, such as at the **Mercure Bristol Leukerbad/Loèche-les-Bains** in Switzerland or the **Mercure Chamonix Les Bossons** in France.

Hotel interiors promote the notion of totally letting go. At sundown, relax in front of a dancing fire at a cosy bar. Or take it easy in your room and order dinner from room service, available at several of the hotels, such as the **Mercure Val Thorens** in France or the **Mercure Classic Leysin** in Switzerland.

Lastly, all the hotels have restaurants offering tasty fare highlighting the local or regional culinary heritage and products. If desired, a half-board option is available.

For more information and to make reservations: [www.mercure.com](http://www.mercure.com).



**Mercure**  
mercure.com

## France



### Mercure Belle Plagne 2100

Wonderfully situated at an altitude of 2100m in the heart of the pedestrian ski resort village of Belle Plagne, the "ski in-ski-out" the **Mercure Belle Plagne 2100** with spa offers direct access to "Paradiski," one of the largest ski areas in the world, with over 420 km of trails linking La Plagne to Les Arcs. Favourite features: The Fitness Centre with sauna, hammam, gym, massage and balneotherapy booths.

144 rooms (each 21m<sup>2</sup>) in a 4-story alpine-style building, "La Grange" panoramic restaurant, "La Luge" bar with fireplace and solarium terrace, "Le Chaudron" terrace snack bar, 7 meeting rooms, parking, ski room. Club for children aged 4 to 12 with age-appropriate activities. Afternoon snack and theme evenings during school holidays. 2 children's packages; 3 spa packages: "energy source for skiers," "Well-being and vitality," and "Aro'montagne".

*Mercure Belle Plagne 2100 – Montagne des Génisses- 73 210 Belle Plagne- FRANCE / Tel: +334 79 09 12 09*



### Mercure Val Thorens

Ideally situated in the highest (2300 m) village of the Trois Vallées, the **Mercure Val Thorens** stands at the foot of the ski trails in the world's biggest ski area. The hotel's warm atmosphere, fully renovated spacious rooms, and "wellness area" will appeal to passionate skiers and mountain lovers as well as children.

Favourite features: the spacious rooms and the wellness area with its sauna, hammam, whirlpool, body sculpting and beauty treatments.

104 rooms of 27m<sup>2</sup>, one 36m<sup>2</sup> suite, room service, WiFi, dry cleaning, south-facing traditional cuisine restaurant with terrace with view of ski trails, cosy bar with fireplace and terrace, solarium with creperie, wellness area, 6 meeting rooms, parking, ski room. Special activities for children during school holidays (Family Plus label). Free accommodation for children under 16 years old staying in their parents' room

*Mercure Val Thorens- Place de la Lombarde - 73 440 Val Thorens – FRANCE / Tel: +334 79 00 04 04*



### Mercure Courchevel 1850

At an altitude of 1850 metres, **Mercure Courchevel 1850** stands amid pine trees in the Jardin Alpin quarter. Facing the Massif de La Saulire and at the foot of Lake Biollay, this beautiful all-wood hotel promises charm and comfort with its family rooms, the huge fireplace in the bar, as well as the direct "ski-in/ski-out" access to the biggest ski area in Europe, Les Trois Vallées.

Favourite feature: its exceptional location in Courchevel's Jardin Alpin.

127 mountain style family-size rooms for 4 persons, with balcony, WiFi, dry cleaning, traditional panoramic restaurant "La Laiterie" which opens on to a terrace, "La Montagnette" specialty restaurant, bar "Le Ratrack" with fireplace and terrace, heated outdoor swimming pool in summer with solarium terrace, 1 auditorium, 12 meeting rooms, parking, ski room.

*Mercure Courchevel 1850 - Quartier du Jardin Alpin- 73 120 Courchevel 1850 – FRANCE / Tel: +334 79 08 11 23*



## France



### Mercure Chamonix Centre

In the centre of Chamonix at 1000 metres of altitude, in full view of the Mont Blanc, the **Mercure Chamonix Centre** welcomes guests to the warm and cosy atmosphere of an alpine lodge. This is the ideal place to start off for the Mer de Glace glacier and the Aiguille du Midi at 3842m!

Favourite features: the big family rooms with balcony and separate room for the parents.

*123 rooms and 2 suites including 65 family-size rooms for 4 persons, WiFi, dry cleaning, traditional restaurant "La Cordée", bar "Le Parapente" with fireplace, 10 meeting rooms, ski shop, ski room, covered parking. Special afternoon snack every day with hot chocolate and crepes next to the chimney fire. Game room. Children activities during school holidays.*

*Mercure Chamonix centre- 39 rue des Allobroges- 74 400 Chamonix – FRANCE / Tel: +334 50 53 07 56*



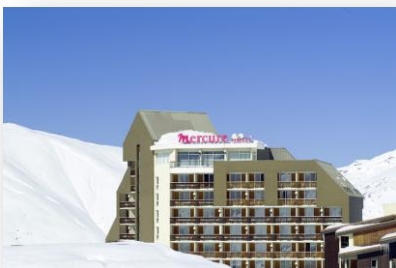
### Mercure Chamonix Les Bossons

Crowned by the snowy peaks of the Aiguille du Midi and the Mont Blanc, the Chamonix valley is among the world's premier skiing and mountaineering areas. At the foot of the glaciers, the **Mercure Chamonix Les Bossons** combines charm and comfort in a very contemporary "grand chalet" atmosphere.

Favourite features: the wellness/relaxation area with heated swimming pool, sauna, and whirlpool with the view of Mont Blanc.

*89 spacious family rooms, entirely renovated, accommodating 4 persons. Free WiFi, dry cleaning, regional restaurant "Le Glacier" with terrace at the foot of the glacier, bar "La Jonction" with fireplace, covered, heated swimming pool, sauna and whirlpool, ski room, 6 meeting rooms, covered parking, free shuttle to centre of Chamonix.*

*Mercure Chamonix les Bossons- Vers le Nant – 74 400 Chamonix- FRANCE / Tel: +334 50 53 26 22*



### Mercure Les 2 Alpes 1800

Right at the entrance to the town, the **Mercure Les 2 Alpes 1800** offers a wonderful location at the foot of Europe's largest glacier, skiable in winter and summer alike. This "ski-in/ski-out" hotel is surrounded by 220 km of pistes varying in altitude from 1600 m to 3600 m.

Favourite features: the beautiful family rooms and the children's club during the school winter holidays.

*100 rooms, including 40 family rooms of 28m², some accommodating up to 3 children. WiFi, traditional restaurant "La Muzelle", bar "Les Ecrins" with fireplace and solarium terrace, 6 meeting rooms, ski rental and passes, ski room, sauna with view on the ski area, hammam, whirlpool, massage and balneotherapy booths, fitness center, covered parking.*

*Special afternoon snack every day.*

*Club for children aged 4 to 12 February school holidays.*

*Mercure les 2 Alpes 1800- 1, Promenade des Ecrins- 38 860 Les 2 Alpes 1800- FRANCE / Tel: +334 76 79 29 29*



## Mercure Classic Leysin

In the very centre of the village of Leysin, situated at 1263 m of altitude; and 300 m from the ski lifts, **Mercure Classic Hotel Leysin** nicely shows its Swiss roots with international flair and comfort. More than 100 km of snowy trails offer ample opportunity for everyone, even the most adventuresome, to enjoy the fabulous terrain and hone their skills at cross-country skiing, snowshoeing, skating or even horse riding. Favourite features: The ideal location lets guests fully benefit from all Swiss traditions.

113 rooms, 2 suites, room service, WiFi, 2 restaurants, "Le Café Terrasse" and "Le Leysin," listed as a historic monument for its décor dating from 1670, and offering local and gastronomic cuisine featuring regional products and open-fire grilling, cinema on the ground floor, free access to Leysin's public swimming pool, 13 meeting rooms, parking. Child care on demand. Free accommodation for 2 children staying in their parents' room.

*Mercure Classic Leysin- Route de la Cité - 1854 Leysin – SWITZERLAND / Tel: (+41)24 4930 606*



## Mercure Bristol Leukerbad

In the heart of the Valais Alps, at 1411 m of altitude, the **Mercure Bristol Leukerbad & Spa** offers the perfect combination of leisure activities in a magnificent, peaceful setting. The hotel's new spa ensures well-being, with the indoor and outdoor thermal pool where one can admire the superb panorama, biotope, hammam, sauna and fitness centre; more than 50 types of massages and professional cosmetic treatments are available. If you're there for the skiing, the cable car to the top of the Torrent is next to the hotel, where you have over 50 km of runs at your disposal.

Favourite features: The wellness centre, whose outdoor pools fed by natural springs let you bask in the fantastic scenery, and the incredible massages!

72 very spacious rooms, 2 suites, WiFi, room service, dry cleaning, indoor and outdoor thermal pools, sauna, fitness centre, spa, hammam. 2 restaurants: "La Table Gourmande" and "Le Carnotzet," to discover and enjoy the Valais lifestyle and sample local specialties. 1 bar with fireplace, 1 piano bar, 3 meeting rooms, free shuttle to bus station, parking. Free accommodation for 2 children under 5 years old staying in their parents' room. Children's play area.

*Mercure Bristol Leukerbad- Rathausstrasse 51 - 3954 Leukerbad – SWITZERLAND / Tel: (+41)27 4727 500*



**Mercure**  
mercure.com

## *Allemagne*



### **Mercure Garmisch-Partenkirchen**

In the Bavarian Alps, the rustic **Mercure Garmisch-Partenkirchen** is centrally located in the village of Garmisch-Partenkirchen, famous for its ski jumping contest and Olympic stadium. Avid skiers will be thrilled with the direct access to the Zugspitze ski area as well as the Garmisch Classic with its Kandahar slope. Others may prefer the relaxation facilities with swimming pool, sauna and steam bath, massages and beauty treatments. Favourite features: The perfect harmony between sports, well-being and tradition.

*117 rooms including 35 family rooms, 5 suites, WiFi, room service, swimming pool, sauna, fitness centre, 1 restaurant "Alt-Partenkirchen," the perfect place to sample tasty Bavarian specialties; a beer garden with alpine view, ski room, 9 meeting rooms, parking. Free accommodation for 2 children staying in their parents' room. Children's play room.*

*Mercure Garmisch-Partenkirchen- Mittenwalder Str. 2 - 82467 Garmisch-P. Bavaria – GERMANY / Tel: (+49)8821 7560*

## *Pologne*



### **Mercure Karpacz Skalny**

At the foot of Mount Snezka, the highest peak in the Karkonosze (or Giant) mountains, the **Mercure Karpacz Skalny** hotel welcomes guests in a pinewood setting just 300 m from the town centre. Ideal for families, it is opposite beginners' trails where children can learn the joys of skiing in a safe environment. For experienced skiers, a free shuttle is available to take them to the Kopa ski area, while less than 50 km away, Polish and Czech ski areas offer even more runs, all making for a fun-filled ski holiday.

*146 rooms, 2 suites, WiFi, room service, dry cleaning, indoor heated swimming pool, sauna, fitness centre, solarium, 1 restaurant, the Liczyrzepa, with terrace, offering a large choice of Polish dishes (including regional specialties), a grill, bar, ski room, ski rental, 4 meeting rooms, parking. 2 Game rooms for children.*

*Mercure Karpacz Skalny- ul. Obrońców Pokoju 5, - 58-540 Karpacz – POLAND / Tel: (+48)75 7527 000*



### **Mercure Zakopane Kasprowy**

Lying at the foot of the Tatra Mountains in southern Poland, Zakopane is a culturally vibrant mountain city and the country's winter sports capital. The **Mercure Zakopane Kasprowy**, with its great location on the trails, offers easy access to over 160 km of pistes on a variety of interlinked sites. In the evening, enjoy the relaxation facilities including a swimming pool, sauna and massages.

Favourite features: the hotel's strong winter sports and family atmosphere

*288 rooms including 33 connecting rooms, 12 suites, HD Internet, room service, dry cleaning, swimming pool, sauna, fitness centre, 3 restaurants including the "Alpska" featuring traditional mountain cuisine, 1 bar with panoramic view of the Tatras, 1 nightclub, ski room, ski rental, 12 meeting rooms, parking. Junior Club and children's activities.*

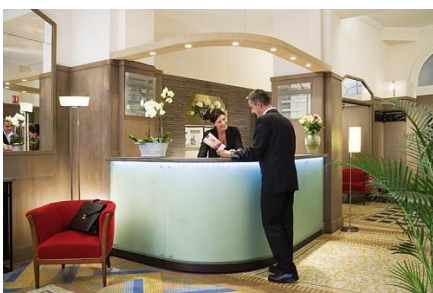
*Mercure Zakopane Kasprowy- Szymaszkowa str - 34 500 Zakopane – POLAND / Tel: (+48)18 2024 000*



# Mercure in brief

*A genuine experience guaranteed by a strong brand.*

Whether you are on a business or leisure trip, Mercure promises your stay will be a success thanks to the **unique combination** it offers: the strength of an **international network of 700 hotels with guaranteed quality standards** and the genuine experience of **hotels all different** rooted in their local community and managed by passionate hoteliers.



## An extensive network & a worldwide growth

In number of rooms, Mercure is the **third largest midscale hotel chain worldwide** – *outside North America* - with a network of **700 hotels** in **49 countries**. Today, as it refocuses on its core segment, Mercure reaffirms its **midscale positioning** and is pursuing its strategy to develop a **dense network in each country in which it operates**.

In 2010, Mercure reinforced its position as a prime player on its segment and intensified its growth, in particular in emerging countries: Slovakia, India, China and Vietnam. In terms of its **world growth ambitions**, the **Mercure network** will continue to expand, essentially through franchises and management

## The brand with character

Mercure is a network of midscale hotels whose **authentic personalities and distinctive styles** are preserved while being played up and shown to advantage in natural ways.

Together, the hotels form a family united around strong identity traits developed by the brand and found worldwide:

- the **Grands Vins Mercure**, in place now for nearly 30 years
- the **'Privilege' room**, giving guests a choice in the level of comfort they desire,
- a staff who are **thoroughly knowledgeable** about their hotel and love telling guests about it.

## The trustworthy brand

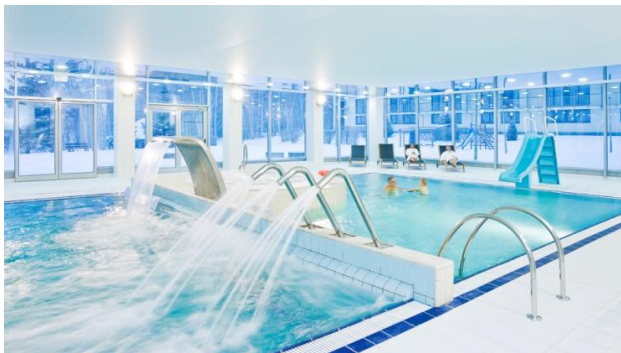
Within the framework of its quality management system, Mercure has implemented regular and systematic audits of its products and services throughout its network. **This quality insurance now rolled out globally** allows Mercure hotel teams to commit themselves to satisfy guests before, during and after each stay

## A talent for hospitality

Friendly, available, ever attentive, Mercure hotel staff, motivated by shared values, cultivates an innate sense of hospitality. Each employee sees guests at their hotel as special people in a very special place, providing them with unexpected gratifying extras to make their stay an enjoyable experience free of every possible source of displeasure.



# *Mercure hotels in photos*



Chamonix Centre - France / Courchevel- France / Chamonix Les Bossons – France / Skalny Karpacz – Pologne / Classic Leysin – Suisse / Les Deux Alpes 1800 – France / Val Thorens – France / Chamonix Centre – France / Belle Plagne 2100 – France / Skalny Karpacz – Pologne / Chamonix Les Bossons – France / Belle Plagne 2100 - France