



*Press information*

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## ***Mercure Kraków Fabryczna City will welcome first guests early 2021!***

### **ORBIS & ACCOR CONSISTENTLY DEVELOP THE HOTEL NETWORK IN POLAND**

The 200-room Mercure hotel will be built as part of the Fabryczna City investment in Krakow. A long-term franchise agreement was concluded between Orbis and the renowned Krakow developer - Inter-Bud. The opening of the hotel is planned for the first quarter of 2021.

**Mercure Kraków Fabryczna City** is under construction, on the site of the former distillery Polmos S.A. from 1931, in the Eastern part of Krakow (20 minutes by foot from the Market Square and from the main train station Kraków Główny). The hotel is part of an important investment project *Kraków Fabryczna City*, which consists of modern A-class *Fabryczna Office Park* buildings, an elegant residential part and two historical buildings that will be fully revitalized and turned into the Mercure hotel. The entire Fabryczna Office Park investment is carried out in the green BREEAM certification ("excellent" level), which consists of sustainable land management, saving water resources, even higher energy efficiency, a careful selection of materials and the highest quality of the indoor area.

*"This Mercure in Kraków is our first hotel investment in such a unique place, which is an industrial development created at the turn of the 20 'and 30' XIX century. For this hotel, we needed a strong and recognizable brand, which will be flexible enough to preserve the hotel's historical background and at the same time - will leave space for modern architecture, modern interiors and the newest technological solutions. Regardless of whether the guest arrives in business or for leisure time, we want **Mercure Kraków Fabryczna City** to be an exceptional experience for travelers."* - explains **Stanisław Łukasik**, owner of Inter-Bud Sp. z o.o. Sp. k.

The hotel is already under construction and will offer 3,500 sq m of modern and very attractive conference facilities, 1000 sq m of fitness & spa area with a swimming pool, underground car park, bar and two restaurants, one of which will have its own brewery.

*"This hotel will have an exceptionally attractive and rich offer for the MICE segment. The historical character will only underline the uniqueness of this investment. We feel honored that Inter-Bud has chosen the Mercure brand for this project. Krakow is today not only a tourist and business destination, but also a city that has its brand at the European and global level. We are sure that this investment is only the beginning of a larger cooperation between both companies. Krakow market still has room for new, more lifestyle hotels."* - adds **Jacek Stasikowski**, director of network development in the Orbis Group and Accor for Poland and the Baltic States.



Mixed-use projects that connect office, entertainment, shopping, service and residential space with history in the background enjoy growing popularity among developers and investors in Poland. The **IMB Asymetria** office is responsible for the architectural design of both historical buildings.

*"- Modernity of the **Mercure Kraków Fabryczna City** hotel will first of all manifest itself in newly designed elements and parts, added elements, superstructure fragments and in modern technology used in the interiors of buildings or passage spaces. Their character will differ from the historical fragments, emphasizing the difference between the preserved historical buildings and the new architecture while maintaining a subtle harmony of modernity with aesthetics of the architecture of the bygone era. This hotel will be unique because it will create a new architectural value, not competing but coexisting with historical buildings." - explains **Krystyna Pawlik** from the IMB Asymetria office.*

Mercure is Accor's internationally well-known and recognized midscale brand, offering hotels that are all different and locally inspired in over 770 properties in 63 countries across the world. Mercure is the only midscale hotel brand that combines the strength of an international network with a strong quality commitment and the warm experience of hotels that are rooted in their local community.

There are 21 Mercure hotels operating in Poland, and another 6 will open by the end of 2022. Mercure Krakow Fabryczna City will be the 9<sup>th</sup> hotel operating under one of the Accor group brands in the Royal City in Poland and the second address of the Mercure network in Krakow.

#### **ABOUT ORBIS HOTEL GROUP**

The Orbis Hotel Group is the largest network of hotels in Poland and in Eastern Europe. Orbis comprises more than 130 hotels and is the sole licensor of all Accor brands in 16 countries including Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Romania, Serbia, Slovakia and Slovenia. It offers a total of 20,500 rooms. The hotels operate under the brand names Sofitel, MGallery by Sofitel, Pullman, Novotel, Mercure, adagio, ibis, ibis Styles and ibis budget. These brands, recognized throughout the world, provide a quality of service to various standards, ranging from luxury 5-star to budget 1-star hotels. Since 1997 Orbis SA is quoted on the Warsaw Stock Exchange and Accor is the strategic shareholder of Orbis at the level of 85.8%.

#### **ABOUT ACCOR**

Accor is a world-leading augmented hospitality group offering unique and meaningful experiences in 4,800 hotels, resorts, and residences across 100 countries. With an unrivalled portfolio of brands from luxury to economy, Accor has been providing hospitality savoir-faire for more than 50 years.

Beyond accommodations, Accor enables new ways to live, work, and play with Food & Beverage, nightlife, wellbeing, and coworking brands. To drive business performance, Accor's portfolio of business accelerators amplify hospitality distribution, operations, and experience. Guests have access to one of the world's most attractive hotel loyalty programs—Le Club AccorHotels.

Accor is deeply committed to sustainable value creation, and plays an active role in giving back to planet and community. Planet 21 – Acting Here endeavours to act for positive hospitality, while Accor Solidarity, the endowment fund, empowers disadvantaged groups through professional training and access to employment.

Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRYF) in the United States. For more information visit [accor.com](http://accor.com). Or become a fan and follow us on Twitter and Facebook.



**Contact**

*Press Office*

**Emilia Maraszek**

*Corporate Communication*

*Coordinator*

T. +22 829 39 34

[emilia.maraszek@accor.com](mailto:emilia.maraszek@accor.com)

**Katarzyna Nowak**

*Corporate PR & CSR Senior Manager*

T. +22 829 39 97

[katarzyna.nowak@accor.com](mailto:katarzyna.nowak@accor.com)