

# Mercure to open £30m four-star Paignton hotel in time for Easter

Hospitality company Mercure, is set to open a new four-star hotel in South Devon.

The £30m [hotel](#) will be situated on Paignton's seafront and will feature 161 bedrooms, restaurant and two tier Mediterranean style terrace with an outside bar. The Mercure Paignton Hotel, which is owned by Singapore-based Fragrance Group, franchised by Accor group and operated by RBH Hospitality, is the latest edition to Accor's global portfolio of 5,3000 franchised properties.

The Mercure Paignton Hotel and the Ibis Styles Hotel, due to open on the seafront later this year, signifies an investment from the Fragrance Group in the local area of £30m. In addition, Torbay Council has committed to improving Paignton promenade and its sea defences, as part of the Paignton and Preston seafront masterplan.

Martin Rogers, managing director of the Global Hotels and Leisure Consultancy, which acts on behalf of Fragrance Group, commented: "We are delighted to be opening this new 161 bedroom Hotel in partnership with Accor and RBH. Our thanks go to Brady Construction in particular. We wish Jason Parry and his team every success."

Jason Parry, general manager for Mercure Paignton Hotel, said: "The Mercure Paignton Hotel is a hugely exciting project and one which promises a new age of prosperity for the area.

"In addition to enhancing Paignton's appeal for visitors from across the [South West](#) region and the UK, the hotels are set to deliver many benefits for the local economy, such as a boost

for Riviera tourism and employment for local people.”

*Business Live* has asked Mercure’s press team for confirmation on how many jobs the new enterprise will bring to the local area.

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