

# MERCER

HOTELES

## **Mercer Hoteles to Debut New 5-Star Hotel Early 2026 in Madrid's Historic Jerónimos District**

*Landmark Opening marks 20 years of the acclaimed Family Owned Hotels*



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**Madrid, Spain (September XX, 2025)** [Mercer Hoteles](#) is pleased to announce the opening of Mercer Madrid in early 2026. Marking its first property in the capital and its eighth in Spain, the launch coincides with Mercer Hoteles' 20th anniversary, cementing the brand's growth across the country while honoring its legacy of curating exceptional hospitality within heritage buildings.

### **A Heritage Landmark Reimagined for a New Chapter in Madrid' Luxury Hospitality Scene**

Mercer Madrid will open its doors within a landmark building of exceptional historical value - formerly headquarters of the Sociedad General Azucarera de España (General Sugar Society of Spain) - built in 1905 by royal architect Enrique María Repullés y Vargas, the visionary behind Madrid's Stock Exchange Palace. With Level One heritage protection, the building is a striking example of Madrid's beauty, blending neoclassical and neo-Múdejar architectural elements.

The rehabilitation and transformation of the building is being led by the [Alting Group](#) in collaboration with [RCCyP Arquitectura](#), under the direction of architect Luis Galiano, and interior designer [Andreu Carulla](#), one of Spain's leading voices in contemporary design. Estimated at €10 million, the conversion will maintain the building's protected architectural details while introducing contemporary design, aligning with Mercer's philosophy of timeless elegance with a sense of place.

With views over the Madrid Stock Exchange and proximity to Plaza de Cibeles, Puerta de Alcalá, and Retiro Park, Mercer Madrid places guests within walking distance of the Prado, Thyssen-Bornemisza and Reina Sofia museums. The five-star luxury hotel will feature 61 elegant guest rooms and suites, many overlooking the capital's most iconic monuments.

*“Mercer Madrid represents a return to our origins,” shares Pedro Molina, CEO and Founder of Mercer Hoteles. “We begin by honoring the history of the Azucarera (the former headquarters of Spain’s General Sugar Society), using it as a foundation to offer the Mercer experience - discreet, understated luxury driven by a pursuit of beauty and excellence. Mercer hotels are designed to evoke emotion and tell stories, with a refined, timeless aesthetic. We will deliver the same exceptional, intuitive service to Madrid that defines us, just as we have in Barcelona and Seville.”*

### **An Elevated Culinary and Cocktail Experience Led by Spain’s Award-Winning Talents**

Mercer Madrid will also introduce an exceptional food and beverage program, reflecting the brand’s dedication to excellence and its collaboration with Spain’s most celebrated talents. The hotel’s fine dining restaurant will be helmed by none other than [Eneko Atxa](#), one of the country’s most renowned chefs, whose restaurants have earned an impressive total of five Michelin Stars. Atxa’s commitment to sustainability, innovation, and refined Basque cuisine has placed him at the forefront of Spain’s gastronomic scene, and Mercer Madrid will mark his latest culinary venture in the capital.

Complementing the dining experience, Mercer Madrid’s cocktail bar will be developed by the team of legendary mixologist [Javier de las Muelas](#). Known as one of Spain’s most influential figures in the world of cocktails, De las Muelas has built an international reputation for his sophisticated approach to mixology, with iconic bars in Barcelona and beyond. His signature style will bring a world-class cocktail culture to the heart of Madrid, offering guests and locals alike a refined, vibrant social destination.

This opening marks the latest addition to the Mercer Hoteles portfolio, which includes award-winning properties in Barcelona and Seville, each set within architecturally significant buildings and restored with a deep sense of place. In 2024, Mercer Hoteles debuted two luxury properties in the heart of Seville: [Mercer Plaza Sevilla](#) in July 2024 and [Mercer Residences Sevilla](#) in December 2024.

Reservations for Mercer Madrid will begin at €850. Discover more at [www.mercermadrid.com](http://www.mercermadrid.com).

The Mercer Hoteles portfolio includes luxury properties such as the Mercer Hotel Barcelona 5\*GL Monument (2012) and Mercer Hotel Sevilla 5\*GL (2016) located in the Casa Palacio Castelar, as well as the EME Catedral Mercer 5\* (2018) facing the Cathedral of Sevilla and Mercer Plaza Sevilla 5\*GL (2024) in the city hall square, along with the new Mercer Residences Sevilla (2024) in the Casa Palacio de los Marqueses de Nervión and Mercer Residences Barcelona (2025) in the Palau Moxó. Expansion continues with the Mercer Hotel Madrid 5\*GL in 2025, as well as Alella in 2026 and Córdoba in 2027.

### **About Mercer Hoteles**

Since 2005, Mercer Hoteles has transformed luxury hospitality in Spain with a unique proposition combining central locations, singular buildings restored by prestigious architects, and service that cares for even the smallest detail. Each hotel highlights original architectural elements, creating spaces where

history and modernity coexist in harmony. With sophisticated and timeless interior design, enriched by exclusive artworks from Agustí Puig, Mercer hotels offer a personalized and authentic experience in every destination. The gastronomy of its hotels champions local products with à la carte breakfasts, bars, restaurants, cocktail bars, and terraces open to both locals and visitors.

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