



## Openings

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### **ibis: already 900 hotels throughout the world!**

On January 31 2011, ibis inaugurated its 900th hotel in Tangiers, Morocco. A highly significant event for the brand, symbolising its exceptionally dynamic development since its creation in 1974.

The inauguration of the new hotel brought together 300 guests, who were treated to a genuine sound and light show projected onto the hotel façade. It was a highly festive occasion, testifying to the originality of ibis ceremonies, nearly two years after another impressive event: the celebration of the 100,000th ibis room in Germany!

#### **ibis: the keys to success**

During the almost 37 years since its creation, the brand's recipe has clearly been successful. From the start, ibis distinguished itself from the traditional hotel industry, offering higher standards than ordinary economy hotels. Positioned as modern and well equipped, the brand gradually built up a specific DNA in the course of its growth: simplicity, quality, proximity and team spirit.

The first ibis was inaugurated in 1974 in Bordeaux, France and the brand quickly expanded in France and in Europe. The 1990s marked a turning point in the history of ibis, with the opening of the brand's first hotel in Latin America, the ibis Fortaleza in Brazil.

In 1992, ibis opened its 300th hotel in the world and arrived on a new continent – Australia – where it revolutionised the perception of economy hotels. In 1997, Morocco joined the ibis network.

The 2000s ushered in a new strategic phase with the arrival of ibis in China, where it now operates 50 hotels, and in new countries such as Kuwait, Russia, India, etc.

*"ibis plans to maintain its current pace of expansion with 70 new openings a year, or 10,000 rooms", recalls Yann Caillère. "The opening of the ibis hotel in Tangiers was also an important step for the Group in Africa, for it is the 100th Accor hotel on the continent".*

The event signals a new turning point, to be followed by numerous development projects, particularly in Asia and Latin America, where ibis aims to open 100 additional hotels by 2015.

#### **ibis: a spearhead in Morocco**

The brand has been operating in Morocco for 14 years. Today, it boasts 16 hotels positioned in the heart of kingdom's main tourist destinations: Agadir, Casablanca, Essaouira, Fez, Marrakech, Rabat, Meknes and Ouarzazate. ibis hotels account for more than 50% of the Group's portfolio in Morocco, making it the indispensable market leader.

The brand new ibis Tanger City Center, located less than ten minutes from the city centre and close to beaches and the cliff road, will undoubtedly quickly become one of the top hotels for tourists and business travellers in the region.

To find out more about ibis