



## Openings

11/10/2014

### ibis budget now in the heart of Seoul

The **ibis budget Ambassador Seoul Dongdaemun** is the brand's first hotel in South Korea.

**The hotel:** North of the famous Han River, this brand-new hotel has **195 rooms** that could easily be mistaken for cocoons! With their pastel colors, contemporary wooden furniture and warm lighting, these functional, stylish rooms offer all the essential *ibis budget* comfort.

**Where:** A few minutes by car from the Dongdaemun Design Plaza mall and the bustling districts of Myeong-dong and Chunggyecheon Stream, the hotel is also easily reached by subway.



Commenting on this new opening, **Patrick Basset**, COO, Accor Thailand, Vietnam, South Korea, Cambodia, Laos, Myanmar and the Philippines, explains: "*With the successful opening of our ibis hotels in Seoul and Busan, we are proud and excited to introduce the first ibis budget hotel in South Korea. We saw an increasing demand in Seoul for international-standard accommodations coupled with affordable pricing, we therefore believe this hotel will become a favourite amongst domestic and international travellers visiting this vibrant city.*"

General Manager **Tchang Lee**, adds: "*Ibis budget Ambassador Seoul Dongdaemun integrates the core values of the ibis family brands – 'simplicity, modernity and well-being' and promises guests a quality accommodation at an affordable price, with the highlight being the signature beddings - Sweet Beds by ibis budget - for a good night's sleep.*"



Travelers will certainly be delighted to discover the fitness center and sauna, the varied and tasty restaurant service and the environs of this new *ibis budget* hotel.

**Soon in South Korea:** the Group won't be stopping there – our Korean teams are very happy to announce the opening of **three new Accor addresses** before the end of the first quarter of 2015! Their names: Novotel Ambassador Suwon, *ibis budget* Ambassador Busan Haeundae and *ibis Styles* Ambassador Seoul Myeongdong.



### **Seoul – One of the world's fastest growing megacities**

The world's third-most populated megacity after Tokyo and Mexico and just ahead of New York, the South Korean capital is an impressive and eclectic city that is home to half the country's population! In just a few years this modern, culturally rich and cosmopolitan city has become a magnet for international hotel brands.