



Openings

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ibis Styles: the first signs have gone up!

Throughout December, several hotels sporting the colours of the new ibis Styles brand have been putting up their new signs. It is the first step in the mass roll-out which is to take place throughout 2012, across the entire megabrand ibis network (ibis, ibis Styles and ibis *budget*).

Two new hotels in Spain

Located in the heart of Saragossa, the capital of the province of the same name, the hotel **ibis Styles Zaragoza Ramiro I** is an ideal starting point for visiting the town and its numerous landmarks (La Plaza del Pilar 800 metres away, La Lonja, the Roman forum, San Salvador cathedral, la Plaza de España and la Plaza de la Magdalena). Formerly an independent hotel (El Ramiro I), it now joins the Accor network, offering 69 modern, elegant rooms, along with all the attributes of the ibis Styles brand (formerly All Seasons): free breakfast and WIFI, widescreen TV and excellent value for money.

The **ibis Styles Arnedo La Rioja**, meanwhile, is nestled at the heart of the famous wine-growing region, La Rioja. Also an independent hotel (Hotel Victoria), this new Spanish address sees the light of day in the town of Arnedo, just 45 minutes from Logroño. 46 modern, stylish rooms, as well as a convention centre covering 1,000 square metres, with natural lighting, comprising four meeting rooms, a business area, a screening room and of course the necessary equipment in order to hold seminars and group events.

While these two new sites have recently officially put up their ibis Styles signs, in the coming months they will undergo renovation works in order to ensure complete consistency with what is conveyed by the ibis Styles brand: modernity, style and energy!

A new Berlin address

En route for Germany where the **ibis Styles Berlin Ost** opens its doors in a few days' time, on 22 December. Located in the Friedrichshain district, to the east of the city centre, it lies close to the famous Alexanderplatz. The original decoration is a given for this resolutely modern, 75-room hotel, which has recently undergone substantial renovation works.

The first ever all seasons now becomes the first ibis Styles

We complete our overview in France, in Evry (Paris region) at the **ibis Styles Evry Cathédrale**, the successor to the very first All Seasons hotel, which opened in 2007 to coincide with the brand's launch! This hotel, which welcomed the very first pilot signs, has experienced a high occupancy rate, which is partly down to its excellent location: In the town centre of Evry, a university town and business hub, just a few dozen metres away from the RER suburban train station and just 20 minutes from Paris by car. Its 110 contemporary-styled rooms have won over a solid customer base particularly keen on the numerous services and the little extras offered by the brand with the pop colour scheme.

The key points

In September 2011, Accor opened a new chapter in its history, announcing a vast project to develop its economical brands. At the very centre is the ibis brand, which acquires megabrand status with three brands:

- ibis, which remains ibis,
- all seasons, which is to become "ibis Styles",
- Etap Hotel which is to become "ibis *budget*".

At the heart of this new brand architecture, ibis Styles is defined as a cheery brand, which captures the values of pleasure and modernity for customers looking for an offer that is continually diverse, highly urban, stylish and all inclusive, whilst remaining economical.

The implementation of these three brands will be completed across the worldwide network in early 2013.

To find out more about "A major project to energise economical brands"