



Communiqué de Presse

Du confort, des designs,
un prix tout compris

ibis Styles arrives in Brazil!

Paris, May 28th, 2014 – ibis Styles, the economic multiple styles brand, generous and family friendly, launches its Brazil network with three hotels.

Accor announces the arrival in Brazil of its economy and design brand, ibis Styles which is distinctive because all its hotels have a unique design. Among the ibis family, also composed of ibis and ibis *budget*, ibis Styles is the generous and family-oriented brand. Most of them are franchisees, every one of them radiates independent hotel charm, no two designs are alike and service quality is outstanding.

“Each ibis Styles hotel offers guests the ibis family’s core features of modernity, simplicity and well-being. However, they also boast their own distinctive personalities and unique styles. The wide range of styles available in this network of non-standardized hotels allows the brand to develop through franchises and the renovation of existing hotels.” explains Franck Pruvost, in charge of Economy & Budget brands in South America.

A sustained development in Latin America

Latin America is a widely developing market for Accor. The group already operates about 250 properties from luxury and upscale, midscale and economy segments. Accor plans to reach more than 400 hotels which means 65 000 rooms by the end of 2017. The ibis Styles network is a concrete illustration of the dynamic expansion of Accor in this area: Joinville, Belo Horizonte Pampulha and Belo Horizonte Minascentro are the three locations chosen by the brand for its new establishments in Brazil. Three other hotels will open by the end of 2014: Anhembi SP ibis Styles, Ponta Porã ibis Styles and Balneário Camboriú ibis Styles. The ibis Styles network in Brazil will expand very rapidly, mirroring its growth around the rest of the world. **16 contracts have already been signed** thanks to the investment of close to €75 million fully made by Accor partners. By the end of 2017, the ibis Styles network will be composed of **19 hotels** located in key cities like: Balneário Camboriú, Ponta Porã, São Paulo, Goiânia, Palmas, Taguatinga, Três Ríos, Campinas, Birigui, Salvador, Ribeirão Preto, Guarujá.

A 100% design brand

Each ibis Styles hotel boasts its own unique, colorful, bright, dynamic interior design and style as well as a strong personality which reflects the convivial atmosphere that typifies the ibis family establishments.

In Brazil, the ibis Styles Belo Horizonte Minascentro was designed by Consuelo Jorge Architectes and inspired by Brazilian writer Carlos Drummond de Andrade. In its rooms quotations from his poems lull guests to sleep.



The ibis Styles Belo Horizonte Pampulha, designed by Moema Wertheimer, is inspired by the beauty of the Church of Saint Francis of Assisi, known as the Church of Pampulha, which was designed by Brazilian architect Oscar Niemeyer.

Cycling aficionados will enjoy the ibis Styles Joinville Santa Catarina, designed by Francisco Almeida, who created a daring interior inspired by bicycles.



An all-inclusive package

Guests benefit from an all-inclusive rate that includes the room, unlimited Wi-Fi internet access and breakfast. The brand's generosity also extends to a host of extra amenities, for example a free bottle of water in the room and the conviviality area which offers complimentary tea, coffee and water on a self-service basis all day long. The hotel also welcomes pets.

The "conviviality wall" is also one of the brand's strong points. Guests can use this interactive wall to calculate their itinerary to the airport or organize visits of the city, for example.

Hotels where parents are also welcome!

The ibis Styles hotels offer the “family pack” which guarantees parents and children a worry-free stay. Children receive welcome gifts and facilities such as cots, pushchairs, changing mats, bottle warmers and highchairs are available free of charge. The lobby includes a kids’ corner complete with board games and drawing and coloring supplies so little ones can express their creativity.

All ibis Styles establishments also have either a suite or an adjoining room for families, which can cater for up to four people – two adults and two children under the age of 16.

About ibis Styles

ibis Styles is the all-inclusive economy brand of Accor, the world’s leading hotel operator, present in 92 countries with close to 3,600 hotels and 170,000 employees.

The stylishly designed ibis Styles hotels all boast simplicity, comfort, quality and conviviality. Situated in the heart of cities and in other major centers of activity, each establishment has its own distinct personality and reflects a colorful, bright and energetic brand spirit with a hint of humor. ibis Styles is distinctive for its all-inclusive package with room rates including an all-you-can-eat breakfast buffet as well as broadband internet access and a host of other extras. At the end of 2013, the network comprised over 233 hotels in 21 countries. For more information about the ibis Styles hotels visit www.ibisstyles.com

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