



## ibis launches new operating model for expansion in China

Innovative franchise model will enable ibis hotels in China to grow to 100 hotels by 2013

- China continues to be an expansion driver for ibis in Asia and around the world
- The franchise development launched in China amid efficient expansion
- 4 franchise development agreements already signed, anticipate up to 15 further contracts for 2010
- Plans to add 15 to 20 hotels each year from next year
- Boost the network to 100 hotels in China by 2013

**Shanghai, 11 May 2010** – ibis, the international economy hotel brand of the Accor group, announced its plan to ramp up expansion in China through the launch of a franchise operating model. This new model together with the existing ownership and leased models, will boost the ibis network in China to around 100 hotels by 2013.

This plan marks an unprecedented expansion rate for the brand in the Chinese market. 4 initial franchise agreements have been signed, with up to 15 agreements anticipated to be closed during 2010. The first two of these franchise hotels will open in May 2010, both in city centre locations of Shanghai.

"China is one of the major growth markets internationally for the ibis brand," said Gilles Larrivé, Senior Vice President of ibis Asia. "The launch of this franchise operating model is an important step in the brand's growth strategy. It will allow hotel owners seeking a quality three star international hotel brand that benefits from a strong distribution platform, in market infrastructure and a recognized loyalty program. With this operating model, 4 franchise ibis hotels will open by the end of this year, with further plans to accelerate the development significantly thereafter."

The stimulus expansion of the tourism industry and sustainable economic growth has and will continue to act as a major demand driver for affordable hotels in China. By 2015, China is expected to become the world's largest tourist destination as well as the first international outbound market globally; ibis is set to build itself as a brand of choice.

Since entering China in 2004, ibis has opened 37 hotels comprising of 7,056 rooms across 27 cities. This year, will see ibis add hotels in cities such as Beijing, Shanghai, Guangzhou, Suzhou, and Qingdao.

Franchised ibis hotels are consistent with ibis brand standards offering double and twin bedrooms, air-conditioning, well-controlled air quality and good sound insulation. Additionally all hotels are to be certified ISO9001, assuring high quality and efficient service standards. The "8-hour non stop" breakfast concept implemented in all ibis hotels globally is adapted to the pace of guests – available anytime from 4am to 12pm.

The ibis franchise model is an innovative hybrid product developed specifically for expansion in China, provides flexibility for network with a platform to maintain the international quality standards that the ibis brand worldwide stands for.” added Gilles Larrive.

Within the scope of franchise agreement, the hotel owner holds the property while ibis provides through a 10-year agreement, a broad array of hotel management skills and services. These include the assistance during the conception and construction stage, sharp quality control through the ISO 9001 Certification, effective cost management, people development, and its marketing, sales and distribution expertise.

“The ibis hotel brand continues to form a significant part of Accors’ expansion in Asia Pacific and around the world. The launch of franchise model will take the expansion of the network throughout the region to a new and accelerated pace.” said Michael Issenberg, Chairman and Chief Operating Officer for Accor Asia Pacific. “We are very excited for the prospects for this ibis franchise model in China and it is a notable milestone in our continued expansion in this strategically important market.’

World wide, ibis is a large chain of hotels. In 1974, the first hotel was opened under the ibis name and today, the brand opens around one hotel every week. The current global network consists of 861 hotels in 45 countries. The brand is present in almost every capital city throughout Asia Pacific and is renowned for its value and quality proposition. Recently, it celebrated the opening of its 100,000th hotel room.

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**ibis**, the worldwide economy hotel brand of the Accor group, offers consistent quality accommodation and services in all its hotels, for the best local value: a well-designed and fully-equipped bedroom, major hotel services available 24/7 and a wide choice of on-site food and beverage options. The quality of the ibis standard has been recognised by the International Organization for Standardization certification ISO 9001 since 1997. ibis is also the world’s first hotel chain to demonstrate its environmental commitment through securing the ISO 14001 certification, which has already been awarded to one third of its hotels.

Established in 1974, ibis is the European leader and one of the first economy hotel chains in the world, with more than 102,000 rooms and 861 hotels in 45 countries, including 37 in China.

For additional information, please visit [www.ibis.cn](http://www.ibis.cn).

**Accor**, a major global group and the European leader in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in two core businesses:

- Hotels, with the **Sofitel**, **Pullman**, **MGallery**, **Novotel**, **Mercure**, **Suitehotel**, **Adagio**, **ibis**, **all seasons**, **Etap Hotel**, **Formule 1**, **hotelF1** and **Motel 6** brands, representing 4,100 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, **Thalassa sea & spa**, **Lenôtre**, **CWL**.

- Services, with 33 million people in 40 countries benefiting from **Accor Services** products in employee and constituent benefits, rewards and incentives, and expense management.



PRESS CONTACTS  
[ibishotel.com/press](http://ibishotel.com/press)

Angel LIU  
Communications Manager,  
ibis China  
Tel : +86 21 6119 7676  
E-mail: [angel.LIU@accor.com](mailto:angel.LIU@accor.com)

Evan Lewis  
Vice President Communications  
Accor Asia Pacific  
Tel : +65 6408 8888  
E-mail : [evan.lewis@accor.com](mailto:evan.lewis@accor.com)