



## The first ibis open in Zhenjiang

### Ibis China Speed up the franchise model

- China continues to be an expansion driver for Ibis in Asia and around the world
- The franchise development model is launched in China amid efficient expansion
- Zhenjiang Ibis Hotel is the 4<sup>th</sup> franchised hotel opened in China

**Shanghai, June, 28, 2010** – Ibis, the international economy hotel brand of the Accor group, today announced the opening of Zhenjiang Ibis Hotel in the center of Zhenjiang City. The hotel is the 4<sup>th</sup> franchised hotel of Ibis in China.

"As the first budget hotel opened in Zhejiang, we are very proud," said Gilles Larrivé, Senior Vice President of Ibis Asia. "I believe, Ibis will bring price-worthy travel experience to businessmen and tourists in Zhenjiang with the internationalized and standardized service quality."

Zhenjiang Ibis Hotel has 168 guest rooms, enabling customers to enjoy kind smiles at any time. Fast and convenient reception service is offered to provide 24 hours of reception services for customers. The hotel also provides free broadband service to satisfy demands of modern tourists. Guest room of the hotel is in stylish and simple design. The soft mattresses and quilts and good noise isolation create a comfortable sleeping environment. The "Shuxiang Bar" in the hall on the first floor offers easy, comfortable and convenient bar services. 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. 24-hour of simple food service is also offered. The hotel is two hours drive to Shanghai Railway Station and 30 minutes drive to Nanjing Railway Station.

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 the brand 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 recognized 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 40 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.



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