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## Ibis hotel brand takes flight in Vietnam

### Accor partners with Benthanh Group to develop at least 8 new ibis hotels

**Ho Chi Minh City, November 16, 2010** – Accor, the largest international hotel operator in Vietnam, announces a partnership with Benthanh Group to develop a network of at least 8 newly built ibis hotels throughout the major cities of Vietnam.

**Patrick Basset, Vice President of Operations for Vietnam, the Philippines, Japan and South Korea** says, “ibis is Accor’s worldwide economy hotel brand and is ideally suited to expansion in Vietnam. The brand stands for international quality accommodation with modern facilities and amenities along with friendly and efficient services.”

Basset added “Vietnam is experiencing a period of consistently strong domestic growth and significant foreign investments. These factors are driving demand for business and leisure travel from both domestic and international markets. As this new network evolves throughout the country, it will provide a consistent and affordable accommodation option to travellers.”

The partnership between the Benthanh Group and Accor is not new. “We announced earlier this year and have commenced construction of the ibis Saigon Centre in Ho Chi Minh City’s District 1, and anticipate that the hotel will open in 2012. We see significant potential for expansion in the economy hotel sector in Vietnam and intend to secure a prominent presence in this segment of the hotel industry throughout the country” says **Nguyen Quang Tien, General Director of Benthanh Group**.

“Vietnam forecasts to welcome 5 million international tourists this year and when combined with domestic travel, totals close to 22 million trips. This landmark partnership will lead to a string of new ibis hotels in major cities across Vietnam including Hanoi, Ho Chi Minh City, Danang, and Binh Duong.

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#### **About ibis**

**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 en-suite 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 nearly 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.

For additional information, please visit [www.ibishotel.com](http://www.ibishotel.com).

### Accor in Vietnam

Accor operates 11 hotels throughout Vietnam under the **Sofitel**, **MGallery**, **Novotel**, and **Mercure** hotel brands. Additional hotels committed to development including; 3 **Pullman** Hotels, 1 **MGallery**, 3 **Novotel's**, 3 **Mercure's** and 2 **ibis** hotels, further strengthening **Accor's** commitment to the hotel sector in Vietnam and continuing as the largest international operator of hotels throughout the country.

### About Accor

Accor, the world's leading hotel operator and market leader in Europe, is present in **90 countries** with **4,100 hotels** and close to **500,000 rooms**.

Accor's broad portfolio of hotel brands - **Sofitel**, **Pullman**, **MGallery**, **Novotel**, **Suite Novotel**, **Mercure**, **Adagio**, **ibis**, **all seasons**, **Etap Hotel**, **Formule 1**, **hotelF1** and **Motel 6**, and its related activities, **Thalassa sea & spa** and **Lenôtre** - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its **clients and partners** nearly 45 years of know-how and expertise.



**PRESS CONTACT**  
ibishotel.com/press

### Media Contact

Evan Lewis  
VP of Communications – Asia Pacific  
Tel: + 65 64 08 8888  
Email: [Evan.LEWIS@accor.com](mailto:Evan.LEWIS@accor.com)