



WELL-BEING AT THE BEST PRICE

IBIS OPENS SIX NEW HOTELS AND CONSOLIDATES POSITION AS CHINA'S LEADING INTERNATIONAL ECONOMY HOTEL BRAND

Shanghai, March 8, 2013 – ibis, Accor's leading economy hotel brand and European market leader, is pleased to announce the recent opening of six new hotels in Greater China - ibis Hangzhou Wensan Road, ibis Guangzhou GDD, ibis Lanzhou Zhangye Road, ibis Nantong Qingnian Road, ibis Chongqing Ranjiaba, and ibis Suzhou Amusement Xuguan. The announcement brings the ibis network in Greater China to 67 hotels, reaffirming the brand's position as the leading international economy hotel operator in the country.

THE IBIS NETWORK IN GREATER CHINA TODAY

The first ibis hotel opened in 1974 in France and, after nearly four decades of development, the brand has made itself a standout in the economy hotel segment by offering globally consistent, high quality, value-for-money accommodations. Since opening its first hotel in Tianjin in 2004, the brand has successfully brought its acclaimed expertise to the burgeoning Greater China market and has emerged as the leading international economy hotel brand in the country.

With a portfolio of 67 operating hotels, ibis today has a presence in major Chinese cities including Beijing, Shanghai, Guangzhou, Tianjin and is actively expanding into other vibrant markets such as Nantong, Lanzhou and Rizhao, as demand for international standard economy accommodation in these second and third tier cities continues to be robust.

"2012 was a strong year for ibis in Greater China, as the brand continued to expand its footprint at a desirable pace throughout the country," said Mr Paul Richardson, Chief Operating Officer of Accor Greater China. "In 2013, we expect to continue this momentum, especially in second and third tier cities, where we see tremendous opportunities to leverage our brand expertise and reputation to bring our internationally renowned, high quality products to more guests throughout Greater China."

LATEST IBIS OPENINGS IN CHINA IN 2012

ibis Hangzhou Wensan Road opened in Hangzhou, bringing the total number of ibis hotels in Shanghai's scenic neighbor to five. Adjacent to Ego Digital Flagship Square, the 138-room hotel enjoys convenient access to major tourist spots including West Lake and Xixi National Wetland Park. Xiaoshan International Airport is within 50 minutes' drive from the hotel and it takes less than half an hour to reach Hangzhou Railway station by car.



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Another addition to ibis China's operating network is **ibis Guangzhou GDD**. Located in the Economic & Technological Development District, the 142-room hotel is within walking distance to the commercial area and close to Nanhai Temple and Longtoushan Forest Park.

Also unveiled recently is **ibis Lanzhou Zhangye Road** in northwest Gansu Province. With a capacity of 150 rooms, the hotel provides a range of guest and family rooms and has many facilities, making it the ideal choice for both business and leisure travellers. The property is the first Accor brand hotel in the city.

ibis Nantong Qingnian Road, offering 96 comfortable rooms with free Internet access, is within an hour's drive from Shanghai. The hotel is conveniently located in the city center within walking distance to major shopping and entertainment areas.

Strategically located in the bustling Yubei District, **ibis Chongqing Ranjiaba** is the brand's first entry into the southwestern municipality. The 100-room hotel offers easy access to major business, commercial and entertainment areas as well as sightseeing spots around the city.

ibis Suzhou Amusement Xuguan opened with 150 spacious guest rooms including 14 family rooms. The second hotel under the brand in Suzhou, ibis Suzhou Amusement Xuguan Hotel enjoys convenient access to the hot spring and major business clusters, transport hubs and tourist attractions in Suzhou.

IBIS: A BRAND DESIGNED TO OFFER THE HIGHEST LEVEL OF SERVICE IN ITS CATEGORY

Thanks to ibis rejuvenation strategy initiated in 2011, the brand wrote a new chapter in its history. Ibis guarantees standardised and pleasant comfort across the world with the highest level of service in its category. As part of the brand's new global campaign, most ibis hotels in China have already adopted the brand's new "pillow" logo, demonstrating the brand's spirit of simplicity, modernity and well-being.

ibis hotels have recognizable features which include:

- **Ideal location** adjacent to city-center, airport, train stations or business centers;
- **Attentive staff** meeting customers' needs around the clock
- **Modern, linked-up and sound-proofed** rooms
- **Friendly and stylish** welcome area
- **Extended hours for breakfast** from 4am till noon to meet various demands of different customers
- The **15-minute satisfaction contract** that ensures customers' requests will be accommodated within 15 minutes
- A constant drive for excellence recognized by **ISO 9001 quality certification**



PRESS RELEASE

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ABOUT IBIS

Following the stimulation strategy dedicated to the economic brands of Accor Group, first hotel operator worldwide with over 3,500 hotels in 90 countries, ibis evolves. Amongst the main innovations, a plan of evolution for the bedding and a new set up for the common spaces, as an illustration of the devotion and the permanent availability that characterize the brand. ibis is the first hotel chain to obtain the ISO 9001 certification – 84% of the network certified – for its professionalism and reliability. More than a third of the ibis network is also certified ISO 14001, giving concrete expression to the brand's environmental involvement. Established in 1974, ibis is the European Leader and the 4th economy hotel chain in the world, with more than 117,171 rooms and 957 hotels in 55 countries.

Press Contact

Ying Zhao

Communications Director - Accor Greater China

+86 (0) 6119 9833

Ying.Zhao@accor.com

April Ling

Communications Manager - Accor Greater China

+86 (0) 6119 9839

April.Ling@accor.com