



Accor expands Dubai footprint with **ibis Al Barsha** launching in spring

A new ibis is scheduled to fill demand for value pricing as visitors seek budget accommodation for both leisure and business stays. Countdown is underway for the launch of Dubai's third ibis hotel.

Dubai, February 2009 – The 480-room ibis Al Barsha is located in the upcoming area, on the front line of Sheikh Zayed Road within easy reach of shopping, beach and business facilities at Jumeirah, Media City and Internet City and Mall of the Emirates.

With a commitment to full service at value for money pricing, ibis Al Barsha will have 378 double rooms, 100 twin-bed rooms and two special needs rooms (accessible rooms for disabled people) across six floors, with 48 interconnecting rooms suitable for families, while all will feature international direct dial telephones, satellite TV, high speed Internet and WIFI connections, as well as a 24 hours a day hot and cold snacks. Well-designed and fully equipped bedrooms offer customers the conditions of quality sleep as well as the possibility to work in a welcoming room.

Facilities include free WIFI in lobby and public areas, indoor car parking, free safety deposit boxes at reception, an airport shuttle service, plus a variety of dining options including the Baharat restaurant featuring an international buffet with flavours of the Mediterranean and Orient accompanying the traditional Arabic recipes. ibis Al Barsha will also offer guests the convenience of 24-hour dining at the Café Bonjour, plus live music at the Casa Latina Cuban Restaurant/Bar and a handy meeting venue for both business and pleasure in the Madison Bar.

“The ‘15 minutes satisfaction contract’ is the illustration of ibis’ concrete commitment to quality. If a customer reports a problem which is the hotel’s responsibility, the teams are committed to finding a solution within 15 minutes maximum, 24 hours a day; every day of the week. If no solution is found, the client is invited”, said Philippe Montaubin, General Manager of ibis Al Barsha.

ibis was launched in the Middle East with ibis World Trade Centre Dubai in 2003. In 2008, ibis Salmiya in Kuwait opened in March and then ibis Deira City Centre in Dubai, in November.

“ibis Al Barsha is strategic to the development of Accor group brands throughout the Middle East, where a network of 50+ properties are planned by 2012” comments Christophe Landais, Managing Director Accor Hospitality Middle East.

ibis, the worldwide economy hotels 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 90,000 rooms and 800 hotels in 40 countries, including 3 in United Arab Emirates.

For additional information, please visit www.ibishotel.com.

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, Ibis, all seasons, Etap Hotel, Formule 1 and Motel 6 brands, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, such as Lenôtre;
- Services, with 30 million people in 40 countries benefiting from Accor Services products in employee and public benefits, rewards and loyalty, and expense management.



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