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ibis further expands its footprint in the Middle East with ibis Al Rigga opening

Following the successful expansion of new Accor hotels in Jordan and Oman in 2009, with the opening of ibis Amman and ibis Muscat, Accor Hospitality Middle East continues its rapid expansion in the region with the official opening of ibis Al Rigga today.

“It is my pleasure to welcome everyone today and to celebrate the official opening of ibis Al Rigga. We at Accor are very confident with our ibis hotel brand, due to its strong global brand recognition in major feeder markets to the UAE. We are well-known with the quality of service that Accor Hospitality offers. The ibis brand has carved a niche in the fast growing mid-market branded hotel segment, and has developed rapidly to a network of eight hotels in the region. We are successful with new hotel openings for ibis as we are committed to maintain the ibis value of offering high quality service and well-equipped rooms and facilities at the best value for money prices,” said Christophe Landais, Managing Director, Accor Hospitality Middle East.

ibis Al Rigga is located in the central business district of Deira, which is considered one of the historic sites of Dubai. This hotel is just five minutes away from the newly-built Al Rigga Metro Station, and within walking distance of the vibrant Deira shopping area with attractions such as Al Ghurair Shopping Mall, Dubai Creek, the Gold Souk, Spice Souk and the Dubai Museum. It is also within easy access to the Dubai International Airport.

ibis Al Rigga features 280 rooms comprising 220 double and single rooms, 58 connecting rooms, in addition to two special needs rooms. The hotel’s facilities include 24-hour snack service that offers both early and late morning risers with a freshly-prepared buffet breakfast, hot and cold snacks, pastries and beverages. To help keep guests on the move catch up with emails, there is a designated web corner in the lobby and free WIFI access in the public areas. Guests can also leave their important belongings in safety deposit boxes available at the reception and leave their cars in an underground secured car park. A gym has been designed for health enthusiasts.

“The Middle East is definitely an important market for ibis as we are eyeing to open an additional four new ibis hotels in Manama, Kuwait City, Abu Dhabi and Fujairah in the next two years,” added Christophe Landais.

Accor Hospitality’s leading economy brand ibis is on a definite strategic expansion mode with a target network of 12 ibis hotels in prime commercial and leisure destinations by 2012 and 850 distinctive properties across the world.

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For more information, visit our website www.ibishotel.com

About ibis:

ibis, the worldwide economy hotel brand of the Accor Group, offers consistent quality accommodation and services in all facilities at the best local value for quality: a fully equipped room, the security of service available 24 hours a day, 7 days a week, and a great variety of restaurants. The quality of the ibis offering has been recognised by international ISO 9001 certification since 1997. The chain is also the first in the world to demonstrate its environmental involvement by obtaining ISO 14001 certification, already granted to nearly a third of its hotels. Created in 1974, ibis is today the leader in Europe and one of the top economical hotel chains in the world, with more than 100,000 rooms and 847 hotels in 43 countries.

For more information, please visit our web site at www.ibishotel.com.

Accor Hospitality ME:

Accor Hospitality ME is one of the fastest growing hospitality groups in the region.

Currently, the company's portfolio includes a total of 29 operational hotels in nine countries in the Middle East. Among the existing global brands ranging from Sofitel, Novotel, Mercure and Ibis, new brands such as Pullman and Suitehotel are emerging as strong players in the region.

With over 25 years regional experience, Accor Hospitality ME is the first to establish a training academy, Tamheed – Accor Academie Middle East, which is dedicated to train all staff levels ensuring career development.

About Accor:

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 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, Accor Thalassa, Lenôtre, CWL.

-Services, with 32 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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