



Release Date: 20 September 2010

The second ibis hotel in Kuwait opens

Accor Middle East is proud to announce the official opening of ibis Sharq. ibis, the worldwide economy hotel brand of the Accor group expands its growing network in Kuwait, which now totals 9 hotels in the Middle East region.

Following the successful opening of ibis Al Rigga in Deira, Dubai in March this year and the expansion of new Accor hotels in Jordan and Oman last year, with the opening of ibis Amman and ibis Muscat, Accor is right on track in its aggressive expansion plans for their leading economy hotel brand.

Christophe Landais, Managing Director, Accor Middle East said: "Opening our second hotel in Kuwait represents the acceptance and trust of our guests in Accor's products and services, as well as the credibility and confidence of our partners in the country. It is consistent with the growing demand in the country for economy hotels with services of international quality."

"Our second ibis hotel in Kuwait aims to offer frequent business and leisure travellers alike high quality hotel services, well-equipped rooms and state-of-the-art facilities at attractive price points. We also aim to contribute to the local economy in Kuwait and to add value to its travel and tourism sector," he added.

ibis Sharq is located in the central business district of Jaber Al Mubarak Street. This hotel is just two minutes away from Al Hamra Center, and within walking distance of the vibrant Souq Sharq shopping mall. It is also only 15 minutes drive away from Kuwait International Airport. Close to financial, business and entertainment hubs, the hotel is adjacent to Dasman Sharq District houses, the traditional Heritage Souk, the Dhow Harbour as well the Grand Mosque and Kuwait National Assembly.

Featuring 160 rooms, of which 18 are twin rooms, 64 are connecting rooms, ibis Sharq also has two special need rooms. The hotel's facilities include 24-hour snack service and freshly-prepared buffet breakfast which is served from 4am to 12noon. The vibrant Open Restaurant offers an unlimited choice of recipes for tailor-made menus where guests can create delicious pasta and grilled dishes.

A designated web corner and free WIFI access in the public areas have been thoughtfully designed for business travellers. Health enthusiasts can also use the gym for their work-outs which is equipped with modern fitness machines.

Accor ME plans to build a target network of 12 ibis hotels in prime commercial and leisure destinations in the Middle East by 2012.

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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 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 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 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 9 in the Middle East. For additional information, please visit www.ibishotel.com.

Accor Middle East:

Accor ME is one of the fastest growing hospitality groups in the Middle East. Currently, the company's regional portfolio includes a total of 33 operational hotels in nine countries. Among the existing global brands ranging from Sofitel, Novotel, Mercure and ibis, new brands such as Pullman and Adagio are emerging as strong players in the region.

With over 25 years of regional experience, Accor ME is the first to establish a training academy. Dubbed as Tamheed – Accor Academie Middle East, the training facility is dedicated to educate and prepare staff at all levels and ensure optimal career development.

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.



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