



Press Release

Riyadh, Kingdom of Saudi Arabia, 21 February 2011

Accor expands in Saudi Arabia with second ibis in Yanbu

Accor, one of the leading hotel operators in the region and a leader in the economy lodging segment, has signed a management contract with His Highness Prince Abdullah Bin Saud Bin Mohammed Al Saud to develop its second ibis hotel in the Kingdom, in Yanbu.

Christophe Landais, Managing Director Accor Middle East, said: “Kingdom of Saudi Arabia’s travel and tourism market is currently maturing and we see the time is right to bring a second ibis hotel in the Kingdom, ibis Yanbu. Our fast-paced development platform for ibis in Saudi Arabia shows our seriousness in expanding Accor’s internationally branded economy hotel.

We are truly honoured to partner with His Highness Prince Abdullah Bin Saud Bin Mohammed Al Saud. His long-term vision in promoting KSA as a world-class destination echoes our passionate belief in providing world-class economy accommodation to business and leisure travelers visiting the Kingdom. With his full support, we are expanding Accor’s ibis network of high quality hotel services at the best value-for-money prices in Yanbu,” he added.

Accor’s development team chose the city of Yanbu in the Madinah Province as the next expansion target for the ibis brand. The city, with excellent infrastructures, such as a recently modernised domestic airport, is located at only 3 hours North from Jeddah by road and, due to its location on the Red Sea; it is a key gateway to African and European markets. Yanbu is a major industrial center, known for oil refinery and international export business. Yanbu also presents high potential for leisure tourism by being a coastal city with great spots for diving.

ibis Yanbu joins Accor’s rapidly expanding ibis network and is due for completion by 2012. It will be Accor’s second ibis hotel in KSA, after ibis Riyadh which is due to open in early 2012. Currently,



Press Release

Riyadh, Kingdom of Saudi Arabia, 21 February 2011

there are nine operational ibis hotels in the Middle East representing 2,203 rooms (five in the UAE, two in Kuwait, one in Jordan and one in Oman).

His Highness Prince Abdullah Bin Saud Bin Mohammed Al Saud, owner of Al Ahlam Marine Tourism Group, said: "We are happy to partner with Accor, the world's leading hotel operator and market leader in Europe. In them we find a trusted and globally-recognised partner. With their presence in 90 countries with 4,100 hotels representing more than 500,000 rooms, we are confident that they have the expertise and capability to expand their services in this market. Together we can make ibis number one in the Kingdom's economy lodging segment."

The new hotel will offer 196 well-appointed rooms, an all-day-dining restaurant, a coffee lounge, 3 meeting rooms as well as an outdoor swimming pool, a diving center and several leisure shops. It will be strategically located on King Abdulaziz Road, well connected to the industrial city and to the airport, and is ideal for both the business clientele who regularly travels in and out of Yanbu and for leisure travelers who will enjoy the marvelous diving spot and pristine beaches of Yanbu.

-Ends -

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 107,000 rooms and 900 hotels in 48 countries, including 9 in the Middle East.

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



Press Release

Riyadh, Kingdom of Saudi Arabia, 21 February 2011

Accor ME is one of the fastest growing hospitality groups in the Middle East. Currently, the company's regional portfolio includes a total of 36 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.

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,100 hotels representing more than 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.

Media contact:

Ferial Kurimbux

Tel : +971 4 377 2501

Fax : +971 4 395 1152

Feral.kurimbux@accor.com