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It's summer special time again at ibis!

To really enjoy your vacation travels without worrying about spending a lot of money, ibis brings back its special summer offer: €10 or €15 off per night from 8th July until 4th September, in nearly 600 hotels in 27 countries.

Paris, June 2011 – Every year when the warm weather comes back, thoughts turn to vacation plans. How about a weekend with friends or a romantic getaway? Want to visit new countries and new cities? The ibis summer offer is going to make a lot of people happy travelers indeed! It's a great way to have a good time all summer and discover France, Europe and the rest of the world*, without fretting about the budget!

Today, ibis, Europe's leading economy hotel chain, launches an exclusive online offer** at www.ibishotel.com and www.accorhotels.com, bookable now, and until 4th September.

At ibis, this summer, we've cut the price, not the service!

Reduced prices do not mean reduced service: ibis fully maintains all its guest-oriented service values. Hotel staffs know how to take care of guests by offering an array of round-the-clock services, such as 24-hour reception, Internet and snacks. As always, guests can take advantage of breakfast served from 4:00am to noon, with menus both the early birds and late risers will enjoy. We may cut the price, but not the service!

Advertising campaign

To publicize this promotion, ibis is launching an ad campaign based on "caring," the brand's true service attitude of attending to and taking care of its guests. The mainly online media plan targets big European portals like Yahoo, TripAdvisor and Mappy. In France there's also a TV spot, while print ads are planned for Italy and Spain, and radio ads will be broadcast in Poland.

* Offer valid in the following countries: Austria, Belgium, Benin, Cameroon, Czech Republic, France, Germany, Italy, Ivory Coast, Jordan, Kuwait, Luxembourg, Madagascar, Morocco, Netherlands, Nigeria, Oman, Poland, Portugal, Rumania, Russia, Spain, Sweden, Switzerland, Togo, Turkey, United Arab Emirates.

** All sales conditions for this offer on www.ibishotel.com

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.

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