



Press
release

ESSENTIAL COMFORT AT A BUDGET PRICE

THE WORLD'S FIRST IBIS BUDGET OPENS HOTEL IBIS BUDGET TANGER

Paris, November 16, 2011 – After unveiling the global economy brand dynamization project last September 13, Accor opens its first *ibis budget* in Tanger, Morocco.

ibis budget Tanger is located in the city's tax free zone near the international airport. It features **121 rooms** that can accommodate one, two or three people. They are all **cocoon & design** rooms designed to provide flexibility, flow and well-being. The **cozy** setting uses soft color schemes and a variety of light sources to create a **relaxing, intimate atmosphere**. Other differentiating plus-points include duvets on the beds, a spacious shower stall and a showerhead fitted with an LED that changes color depending on the temperature of the water, as well as a flat-screen TV featuring several channels and multi-media connections. Wi-Fi Internet access is free in all the rooms.



RECEPTION AND BREAKFAST USER-FRIENDLY AREAS provide an immediate impression of space and light with soft colors, LED lighting, transparent effects and curved furnishings. The breakfast room's interior provides a modern setting where guests can enjoy an **all-you-can-eat, well-balanced greedy buffet**. The reception areas now feature hot and cold drinks and snacks dispensers, Wi-Fi access and a tourist attractions display panel: all of which combine to create a **comfortable, friendly environment**.

ETAP HOTEL'S TRANSFORMATION INTO IBIS BUDGET

Accor created the *ibis budget* brand as part of its **economy brand dynamization strategy** whereby *ibis* acquires mega-brand status and encompasses the three other brands: *ibis*, *ibis Styles* and *ibis budget* which all have shared DNA based on **modernity, simplicity** and **well-being**.

The entire network, currently still under the Etap Hotel/Formule1 banners – or a total of 518 hotels in 17 countries – will gradually be converted to the *ibis budget* banner.

This transformation marks a turning point in the brand's expansion strategy with several growth projects in the pipeline. The brand is the European leader and intends to expand into new countries, notably with the new *ibis budget Porto Gaia* due to open in Portugal in the first half of 2012.



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A growth target of 600 new hotels in 20 countries by 2015.

The brand's next new hotels are due in December with the opening of the **ibis *budget* Grenoble Sud Seyssins** in France, **the ibis *budget* Leysin** in Switzerland and the **ibis *budget* Bonn Süd Königswinter** in Germany.



ibis *budget* Tanger
Route Nationale 1
TANGER FREE ZONE
90000 TANGER, MOROCCO

About *ibis budget*

As part of Accor's global economy brand dynamization project, Etap Hotel becomes *ibis budget*. *ibis budget* is Accor's casual, nifty brand. It reflects the values of simplicity and indispensability. It is ideal for self-reliant customers and offers well-designed rooms for one, two, or three people, round-the-clock room access and an all-you-can-eat breakfast. Located near major roads and airports – and increasingly in cities – the *ibis budget* hotels deliver highly competitive value for money. With 450 hotels in ten European countries, *ibis budget* is pursuing an international expansion strategy.

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