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New Ibis Gloucester hotel opens for business

On the 1st November Ibis hotels opens the doors to a brand new, 127-room budget hotel - the Ibis Gloucester.

Situated just outside the city centre, in Barnwood, the new hotel has created 29 new jobs in the local area through a mix of new staff members and contract housekeeping staff. As part of the leading European economy hotel brand, the first Ibis hotel in the Gloucester region will appeal to both business and leisure customers visiting the city, offering fantastic value-for-money services with en-suite rooms from just £55 a night.

Nicola Moir, Hotel Manager for Ibis Gloucester, comments, "Gloucester is a dynamic city and we're very pleased to be opening here as we see a real need for high quality budget accommodation in this area. We look forward to attracting new visitors, including those looking to take advantage of the fantastic shopping on offer in the run up to the festive season, and to playing an active role in the community. We hope that other local businesses will also reap the benefits."

Part of the Accor Group, the Ibis Gloucester is the 55th Ibis hotel now operating in the UK and Ireland. Guests staying at the hotel will be able to enjoy comfortable, modern rooms with broadband internet access and satellite TV and can take advantage of Ibis hotels' popular all-you-can-eat buffet breakfast.

Features and services at the Ibis Gloucester include:

- Modern well-equipped bedrooms
- Hot or cold light meals and drinks available 24 hours a day, seven days a week
- High speed Wi—Fi internet access in public areas
- High speed wired broadband in every room
- Breakfast from 4am until noon, seven days a week
- A unique 15 Minute Satisfaction Guarantee - Ibis is so confident of its levels of service that it guarantees to correct any problems for which the hotel is responsible within 15 minutes, or the accommodation is free.

Customers at the hotel will also benefit from Accor's worldwide A|Club loyalty scheme which enables members to earn reward points at any Accor Group hotel, including more than 900 Ibis hotels around the world.

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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 en-suite 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 nearly 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 55 in the UK and Ireland.

For additional information, please visit www.ibishotel.com

Accor UK and Ireland has a portfolio of 144 hotels and more than 18,000 rooms, with Sofitel, Novotel, Mercure, Ibis, All Seasons, Etap Hotel and Formule 1.

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 - 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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