



## Accor launches first ibis hotels in Northern Ireland

**6th November 2009** - Accor today announces the opening of two new city centre ibis hotels in Belfast following the signing of a franchise agreement between Accor and Andras House, Belfast's biggest hotel group.

The ibis brand is known for its quality, comfortable, affordable accommodation and will continue to demonstrate these core values in Belfast. ibis Belfast City Centre and ibis Belfast Queens Quarter represent a £12million investment and bring the total number of ibis hotels in the British Isles to 54, including ibis Dublin West.

**ibis Belfast City Centre** is located on the corner of Castle Street in the downtown area of the city close to the main shopping district, Victoria Square - the city's newest shopping haven, Titanic Quarter and the city's Grand Opera House and Waterfront.

**ibis Belfast Queens Quarter** is close to Queen's University on University Street, just a short walk from the newly re-opened Belfast City Hall and 1 km from the city centre. The area is buzzing with trendy coffee shops, bars, restaurants and stylish boutiques owing to the large student population and the beautiful Botanical Gardens and River Lagan are just a stone's throw away.

The hotels combined will offer a total of 174 bedrooms (Queens Quarter 50 rooms and City Centre 124) and each boasts a café and bar. Opening rates for both Belfast hotels are just £49 per room per night.

Jean-Jacques Dessors, Chief Operating Officer for Accor Hospitality UK and Ireland, commented: "Belfast is a fantastic city and we are very pleased to be part of the city's regeneration project with the opening of two centrally located ibis hotels. We anticipate these will be very popular for both leisure and business trips as they offer quality, affordable rooms with convivial bar and dining facilities. Expansion into Northern Ireland represents a significant move towards our goal of becoming a reference point for economy hotels worldwide with quality services at very attractive prices."

He adds: "These are also the first ibis franchised hotels in the UK and the launch demonstrates our commitment to our new development strategy to sign and open more franchise properties across Accor brands present in the British Isles including ibis, Mercure and all seasons."

### The strength of a global standard

As the leading European economy hotel company, ibis offers its business and leisure customers the best value for money services in its market. Its worldwide development reflects the success of the ibis standard, which guarantees its customers, throughout its establishments in the British Isles:

- A location close to airports, train stations, business centres and the main tourist sites
- A modern and perfectly equipped bedroom
- Room service available 24 hours a day, 7 days a week
- Bar and light hot and cold restaurant facilities 24 hours a day, 7 days a week
- Wi-Fi internet connection
- Breakfast available from 4 am until noon
- Prices that are clear and always competitive
- The "15 Minute Satisfaction Contract"

The "15 Minute Satisfaction Contract" is a unique illustration of the brand's demanding approach. Ibis is so confident of its level of services that it offers a 15-minute satisfaction guarantee to correct any problems for which the hotel is responsible within 15 minutes or the accommodation is free.

Quality of service is a daily commitment that lies at the very heart of the brand. Ibis is constantly investing to ensure that its customers benefit from a quality dividend without a price supplement. This performance is validated on a worldwide basis: in 1997 Ibis became the first economy hotel chain to obtain the ISO 9001 quality certification, which is recognised in more than 150 countries.

- 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 en-suite bedroom, major hotel services available 24/7 and a wide choice of onsite 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 97,000 rooms and 831 hotels in 42 countries.

For additional information, please visit [www.ibishotel.com](http://www.ibishotel.com).

**Accor**, a major global group and the European leader in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in two core businesses:

- **Hotels**, with the **Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Ibis, all seasons, Etap Hotel, Formule 1 and Motel 6** brands, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, such as **Lenôtre**;
- **Services**, with 32 million people in 40 countries benefiting from Accor Services products in employee and public benefits, rewards and motivation, and expense management.

**For further information, please contact :**

Clare McLean/Ajay Teli at Grayling PR:

Tel: 020 7025 7500

Email: [clare.mclean@grayling.com](mailto:clare.mclean@grayling.com) / [ajay.teli@grayling.com](mailto:ajay.teli@grayling.com)