

Press Release

London, 2nd July 2012

Accor unveils a new look for the budget hotel sector in London

Whitechapel and Croydon to unveil new hotels this month

As part of the economy brand revitalisation strategy announced last September, Accor UK & Ireland is this month launching two new-design hotels within the new ibis brand family. The hotels mark the first openings for the new ibis *budget* (previously Etap Hotels) and ibis *Styles* (previously all seasons) brands in London and are clear examples of the Group's vision and transformation of the budget hotel segment. Last Friday, Accor opened its first new ibis *budget* hotel in Whitechapel in a ceremony attended by Tower Hamlets Mayor Lutfur Rahman. Today, the opening of the first new ibis *Styles* in Croydon follows as the new ibis brand family rolls out across the UK.

Ibis *budget* London Whitechapel has led to the creation of 30 jobs, meanwhile ibis *Styles* London Croydon has created a further 13 jobs in the local area.

Both hotels follow the announcement of the revitalisation of Accor's economy hotel segment, and mark the first of the ibis rebranding which will see the three brands of 'ibis', 'ibis *Styles*' and 'ibis *budget*' in the UK, based on three key assets: modernity, simplicity and well-being.

Thomas Dubaere, Managing Director, Accor UK & Ireland said,

*"Last September we announced a change to our ibis offering, to boost each brand's visibility and market potential. The rebrand is a reinvention of Accor's economy hotel products and services so they can transcend their market segment and cater for the changes in consumer expectations. Both the new ibis *Styles* and ibis *budget* reflect changing consumer expectations by offering contemporary, stylish services at a modest price. These hotel openings mark the first of the ibis rebrand roll-out in the UK, which will play an integral role in the overall Accor UK business, helping us to meet our pledge to increase our portfolio to 300 hotels by 2015.*

*"Our first new design Ibis *budget* is situated in London's up and coming East End – an area which we expect to provide huge growth potential in the coming years. Meanwhile Ibis *Styles* will operate in Croydon - within easy reach of London Bridge and Victoria as well as the UK's largest airports – ideal for business or leisure travellers."*

Commenting on the opening of the Ibis *budget* London Whitechapel, Lutfur Rahman, Mayor for Tower Hamlets said;

"I congratulate Accor on the opening of their new Ibis budget in Whitechapel. This is a great new venture which displays the strength of local businesses in the community. I believe this will bring new opportunities to the borough and its local residents. I hope for its prosperity and I wish the hotel success for the future".

Ibis *budget* London Whitechapel will be the first hotel to feature the new, state of the art cocoon style bedroom concept with LED-lit showers and touch-sensitive reading lights which aims to provide an affordable, ergonomic design solution for the budget hotel segment. A variety of rooms are available for one, two or three people. Julien Lamarre has been appointed General Manager of Ibis *budget* London Whitechapel.

Ibis Styles London Croydon has undergone a complete refurbishment and now features the unique design of a comfortable and relaxed atmosphere with a modern twist - warm colours of the reception area and modern décor of the breakfast, lounge, restaurant and bar area. Pritam Kotian has been appointed General Manager of Ibis Styles London Croydon.

The new Ibis *budget* and Ibis Styles hotels reflect the transformation of consumer expectations. Consumers now demand modern, contemporary, stylish brands that are also socially and environmentally responsible in all consumption segments. Brands must provide a customer experience that meets new emotional and sensory expectations, including in the budget segment – a message central to the revitalisation of the Ibis brand family.

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Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with **more than 4,400 hotels** and **530,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, Ibis, all seasons/Ibis Styles, Etap Hotel/Formule 1/Ibis budget, hotelF1 and Motel 6** - provide an extensive offer from luxury to budget. With more than **180,000 employees*** in Accor brand hotels worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

**Including 145,000 in owned, leased and managed hotels*

For more information or to arrange interviews, please contact Tommy Allez on the below details:

Press Contacts

Grayling PR - Tommy Allez

Email: tommy.allez@grayling.com

Direct: +44 (0)207 592 7926

Mobile: + 44 (0)7834 336065

Accor UK & Ireland PR Manager – Sarah Wilson

Email: sarah.wilson@accor.com

Direct: +44 (0)208 237 7761

Mobile: +44(0)750 8844664