



Press Release

## Flagship hotel hails a new era for the economy hotel brand

### ibis hotel opens in London Blackfriars



[Ibis London Blackfriars](#) will open in October as a flagship UK hotel, showcasing a repositioning of the economy brand with fresh contemporary design, technological innovation and outstandingly comfortable beds.

The newly built hotel has 297 bedrooms, all featuring a new ergonomically-engineered Sweet Bed by ibis, designed to deliver the ultimate good night's sleep. With hollow-fibre pillows, a smart foam and spring mattress specifically designed for guests in the UK and uniquely designed 'S' duvet, the bed is the product of 40 years of engineering expertise and 600 kilos of crash-testing.



An open plan ground floor incorporates the reception, bar and restaurant, creating an inviting 'living space' in which guests can relax, socialise and work. The modern décor sees bold colours mixed with monotone palettes, complimented by creative design touches, including over-sized lighting, innovative wall-features and bold pod seating.

Commenting on the design of the flagship ibis London Blackfriars, Thomas Dubaere, Managing Director, [Accor UK & Ireland](#), said: "The public space is stylish, modern and trendy – it is quality design in a low-cost hotel and it is the future of the economy sector. We have created an open-plan any-time space; a real living space for guests to meet, dine, relax and simply be. The new ibis hotel is a design-led hotel that offers styles, space and service at a great price making it a hotel for the modern traveller and the thrifty rich."

Centrally positioned within the ground floor, a large sleek bar sits next to the restaurant area. The bar features a tempting deli counter, so guests can satisfy their hunger pangs throughout the day – whether as an accompaniment to an aperitif or an afternoon bite. The restaurant itself has an innovative serving and dining table; with built in heater and chiller, the table is used for serving breakfast in the mornings, and in the evenings the same table can accommodate a group of up to 14, or as a sociable option for those travelling and dining alone. The new-concept restaurant, Fogg's, inspired by the story of Phileas Fogg, serves dishes from around the world.

The hotel delivers a high quality food offering, focusing on dishes from around the world. A novel projection will run on the dining area wall. In the morning this will have rolling BBC news tweets so that guests can stay up to the minute on events taking place across the globe. In the evening it will beam the specials of the day onto the wall, with a countdown to meals coming out of the kitchen.

An ingenious app, TweetArt, which can be downloaded on arrival at the hotel, will allow diners to post a message about their dinner. The words will then be turned into art, before being projected onto the wall, and shared across social networks and other ibis hotels. Ever wondered what 'delicious' looks like? This app will show you.

Encompassing the latest in consumer technology, state-of-the-art virtual concierge systems in the public spaces allow guests to view hotel and local amenities via touch-screen. Each bedroom hosts USB media docking stations compatible with iPod and tablet devices enabling guests to connect direct to the TV. Free wifi and Freeview TV completes the in-room experience.

Dubaere added: "This is ibis like never before, and we are confident that ibis London Blackfriars will transform perceptions of economy hotels. We believe that travellers looking for affordable and reasonable accommodation shouldn't have to compromise on quality and style. Guests will be surprised by the revitalised offering at Blackfriars and the hotel will also play a part in the current rejuvenation of this popular area."

Located in the heart of the newly regenerated Blackfriars, the hotel has convenient transport links with the new Blackfriars station providing an 8 minute link to the Eurostar and Kings Cross. It is within close proximity to the City of London and a short distance away from the attractions of the West End.

### Hotel Details

Address: 49 Blackfriars Road, London, SE1 8NZ

Telephone number: 0207 6600835

Website: [www.ibis.com](http://www.ibis.com)

From rate: £87

Restaurant: Fogg's

Nearest Tube: Southwark (2 mins) Blackfriars (5 mins)

- Ends -



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### Press Contacts

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