



Press Release

Ibis opens new look hotel in Shepherd's Bush

[Ibis London Shepherd's Bush](#) will open in October showcasing the fresh contemporary design, technological innovation and outstandingly comfortable beds that hail a new era for the economy hotel brand. Positioned at the heart of this revitalised area, with quick and easy access to the centre of the Capital and a short walk from fashion and food destination Westfield London, it is perfect for both business and leisure trips alike.



The hotel has 128 rooms, all featuring the new ergonomically-engineered concept bed: 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 more than 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 stylish design touches, creative lighting and floor-to-ceiling windows. The new-concept restaurant, Fogg's, inspired by the story of Phileas Fogg, serves dishes from around the world.

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. Guests can connect their mobiles and laptops direct to the TV to work and play. Free wifi and Freeview TV completes the in-room experience.

Commenting on the opening of the ibis London Shepherd's Bush, Thomas Dubaere, Managing Director, [Accor UK & Ireland](#), said:

"We are thrilled to open this ibis hotel, which has all the innovation and style that mark the new era for ibis, and indeed those looking for affordable, quality accommodation. We believe travellers on a budget shouldn't have to settle for anything less than the latest in design, technology and comfort. The hotel is perfectly situated in the revitalised Shepherd's Bush area and is itself contributing to the ongoing development of the area."

The hotel is next to the up-and-coming West12 centre and within five minutes of the Westfield Shopping Centre. The opening of Westfield – home to some of the world's best fashion stores – in 2008 has heralded a wave of regeneration in the area, with developments underway at Shepherd's Bush Market, Wood Lane Studios and Shepherd's Green. The new improved Green will sport two new state of the art playgrounds, one catering for young children and one for older children and teenagers.

Hotel Details:

Address: 3-5 Rockley Road, London, W14 0DJ

Tel: 0207 6600836

Website: www.ibis.com

From rate: £69

Restaurant: Fogg's

Nearest Tube: Shepherd's Bush (2 mins)

- Ends -



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Press Contacts

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