

Press Release

London, March 25, 2013

Accor expands UK portfolio with ibis Styles Blackpool

Accor, the world's leading hotel operator and market leader in Europe, has entered into a franchise agreement for ibis Styles Blackpool.

The 90-room hotel is located on Talbot Square, in the heart of Blackpool's main promenade and within easy walking distance of Blackpool Tower, Grand Theatre and Blackpool Pleasure Beach.

Thomas Dubaere, Managing Director, Accor UK & Ireland said: "We are pleased to announce the signing of this new ibis Styles in Blackpool, one of the UK's most popular seaside resorts. It is another important step towards strengthening Accor's presence across the UK and executing our asset-light strategy. Since the beginning of the year, the number of ibis Styles franchise agreements has doubled, demonstrating the strength of the brand and its attractiveness to potential franchisees."

Earlier this month, Accor announced that it had entered into a franchise agreement for a new ibis Styles in Enfield, which will have 54 rooms and is due to open by the end of the year.

Dubaere continued, "Accor in the UK aims to increase its rooms by 10,000 over the next three years, bring the total to 36,000 rooms in the UK".

The hotel joins the rapidly growing portfolio of ibis Styles hotels which include ibis Styles London Croydon, ibis Styles London Leyton, ibis Styles London Southwark Rose and the recently opened, ibis Styles London ExCel.

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Note to editors

About Accor:



Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with **more than 3,500 hotels** and **450,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis *budget* and hotelF1** - provide an extensive offer from luxury to budget. With more than **160,000 employees in Accor brand hotels** worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

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