



PRESS RELEASE

FEEL GOOD AT A GREAT PRICE

SNUGGLE UP IN AN IBIS HOTEL

- ibis launches UK & Ireland summer prices starting from £18 per night -

<p>WITH UP TO 30% OFF ROOMS IN UK & IRELAND</p>	<p>FROM £18 PER ROOM, PER NIGHT</p>	 <p>BOOK NOW ibis.com</p> <p><small>T&Cs apply</small></p>
--------------------------------------------------------------------	----------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------

The ibis brand family has announced “snuggle up in an ibis hotel” summer prices, offering reductions of up to 30% on stays in the UK and Ireland.

In line with its commitment to offer the best price to guests, rooms at ibis hotels are available from just £32 for stays between 19 July and 2 November 2013. Bedrooms at ibis Styles properties will start at £45, whilst bedrooms at ibis *budget* hotels can be booked from only £18 per room per night.

The offer will be available through all reservation channels, until 5 September 2013.

Ibis hotels offer quality accommodation at a price that is always competitive and guaranteed by its international standard. They include modern and perfectly equipped rooms, with a new bedding concept called Sweet Bed™ by ibis, welcoming staff, breakfast served from 4am, 24 hour bar and snacks and free Wi-Fi throughout in many hotels. There are 59 ibis hotels across the UK in towns and cities including London, Manchester, Birmingham, Edinburgh and York.

Offering a stylish hotel and bedroom, breakfast, free Wi-Fi and extra amenities for one inclusive price, the five ibis Styles hotels across the UK (London Excel, Leyton, Southwark Rose, Croydon and Blackpool) enable guests to enjoy stylish comfort for less.

All 19 ibis *budget* hotels across the UK will join the offer. The new ibis *budget* hotel is leading the way in the design-led transformation of budget hotels, offering award-winning bedrooms for one, two or three people, shower, 24/7 check-in, all you can eat breakfast buffet, hot and cold beverages and snacks available 24/7, desk, TV with a wide range of channels and most hotels also offer complimentary wifi in the rooms and public areas. With great hotels in London Whitechapel, Manchester, Glasgow and Birmingham, guests can have a city break on a budget.

Promotion description:

- Promotion available for ibis, ibis Styles and ibis *budget* hotels in the UK & Ireland
- Prices from £18 per room, per night for 1 or 2 people
- Period for booking: from 24 May to 5 September 2013



PRESS RELEASE

FEEL GOOD AT A GREAT PRICE

- Bookings for stays between 19 July and 2 November 2013

Conditions

- ibis (fully pre-paid, no cancellation/modification, room only)
- ibis Styles (fully pre-paid, no cancellation/modification)
- ibis *budget* (full deposit is not refundable even if the booking is cancelled or modified, room only)
- Offer subject to availability

For more information and to book, visit www.ibis.com

ABOUT IBIS: Following the stimulation strategy dedicated to the economic brands of Accor Group, first hotel operator worldwide with over 3,500 hotels in 90 countries, ibis evolves. Amongst the main innovations, a plan of evolution for the bedding and a new set up for the common spaces, as an illustration of the devotion and the permanent availability that characterize the brand. Ibis is the first hotel chain to obtain the ISO 9001 certification – 84% of the network certified – for its professionalism and reliability. More than a third of the ibis network is also certified ISO 14001, giving concrete expression to the brand's environmental involvement. Established in 1974, ibis is the European Leader and the 4th economy hotel chain in the world, with more than 117,171 rooms and 957 hotels in 55 countries. www.ibis.com

PRESS CONTACTS

Mason Williams: Emma Wayman, emma@mason-williams.com / 0203 178 6216

Mason Williams: Krishan Turner-Dave, krishan@mason-williams.com / 0203 178 6216

Accor UK: Jennifer Cole, Jennifer.cole@accor.com / 0208 237 7761