



Press  
release

Comfort, unique designs,  
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# ibis Styles Hotel comes to Liverpool

ibis Styles hotels, the all-inclusive, design-led economy brand from Accor has arrived in Liverpool.



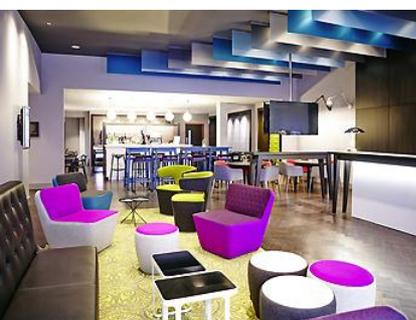
The first ibis Styles hotel in the North West officially launches in Liverpool today following a period of soft opening. The 123-bedroom ibis Styles Liverpool Dale St Hotel is located in the heart of Liverpool, just a few minutes' walk from the sights of the city.

Reflecting a deep-shift in consumer expectations, the Accor hotel group revolutionised its economy hotels segment, grouping ibis, ibis Styles (formerly all seasons) and ibis budget (formerly Etap Hotel) within one single ibis family.



Simplicity, modernity and well-being are at the heart of the re-invented brands which showcase their identity through design, emotional appeal and a deep commitment to comfort.

Whilst ibis budget and ibis hotels offer the same features and facilities across the range, ibis Styles hotels enjoy greater flexibility to create individual, unique hotels, each with their own personality and distinct design. The result is a feeling of a boutique budget hotel – a well priced hotel full of personality and well located.



Thomas Dubaere, Managing Director Accor UK and Ireland explains: "We are delighted to bring the new ibis Styles to Liverpool as we know we are offering something truly unique to the budget hotel sector in the city. Ibis Styles hotels have their own personality, they are cheerful and upbeat with a little touch of humour!"

[ibisstyles.com](http://ibisstyles.com)



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The ibis Styles Liverpool Dale Street hotel will enjoy all the fantastic benefits of the brand - including the Sweet Bed by ibis Styles™. The Sweet Bed is a new generation of bed designed by doctors and researchers who have analyzed every detail of the design to ensure a happy sleep, even down to the fluffiness of the pillows! Also on offer is an all-you-want breakfast, free Wifi, a flat screen TV, relaxing shower and multi-purpose space in all rooms to suit the guests' lifestyle making it ideal for business and leisure guests looking for a comfortable economy stay.

ibis Styles Liverpool Dale Street hotel is perfect for families with rooms specially designed to cater for two adults and two children. A kids' corner is also available allowing parents to relax whilst the kids can be entertained indoors. Essential equipment is also available for children from high chairs to bottle warmers and folding baby cots.

The hotel is a few minutes walk from the city's key attractions including Albert Dock, the Liver Buildings, Liverpool Museum, Mathew Street, Liverpool ONE and the Liverpool Echo Arena, and located in the centre of the commercial district, making it the ideal base from which to explore the famed home of the Beatles, Scouse stew and the 2008 European capital of culture.

It is the hotel's location coupled with the city's history and musical culture, which have influenced its design and created a story throughout the hotel. The reception area and each of the

hotel's seven floors and 123 bedrooms pay homage to a particular era in the city's musical history.

Dubaere continues; "Within one year we have added new destinations to the network with openings in Birmingham, Blackpool, London and now Liverpool. We have ambitious plans to grow the ibis Styles hotel network in the UK with the next hotel due to open in Edinburgh later this year. "



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## Press Contacts

Mason Williams: Katie Burnett [katie.burnett@mason-williams.com](mailto:katie.burnett@mason-williams.com) 0161-276-0361

Mason Williams: Sarah Schofield [sarah.schofield@mason-williams.com](mailto:sarah.schofield@mason-williams.com) 0161-276-0370

### Room rates from: £38 for a standard double room

Linked to Accor's global strategic project to dynamize economic brands and services, all seasons becomes ibis Styles. ibis Styles is the 'all inclusive' Accor brand, with a package that includes the room + all-you-can-eat breakfast + broadband internet connection and many more little extras. Accor is the first hotel operator worldwide, with nearly 3,500 hotels and 160,000 employees in 92 countries.

ibis Styles' design spirit hotels sustain simplicity, comfort, quality and conviviality. Located in city centres or commercial districts, each property has its own positive and stylish personality while sharing a common colorful, bright, energetic decor and humorous brand spirit.

At June-end 2012, the network represents more than 166 hotels in 14 countries. Ibis Styles is present in France and strengthens its position in other European countries and in the Asia-Pacific area. More information on ibis Styles hotels is available at [www.ibis.com](http://www.ibis.com)

## About ibis Styles