



PRESS RELEASE

WELL-BEING AT THE BEST PRICE

IBIS EDINBURGH CENTRE SOUTH BRIDGE HOTEL OPENS



Economy hotel group ibis has opened its second hotel in the Scottish capital, Edinburgh. The newly-built ibis Edinburgh Centre South Bridge hotel benefits from a fantastic location in the heart of city's Old Town, is close to the world-renowned Edinburgh Castle and surrounded by a bustling restaurant area and shopping district.

Set on South Bridge, the hotel is within five minutes walking distance of the National Museum of Scotland, whilst the lively New Town can be accessed by foot through the serene Princes Street Gardens.

All 259 of the hotel's bedrooms feature complimentary Wi-Fi, a desk and Freeview-enabled LCD flat screen TV, as well as the large, ergonomically-engineered Sweet Bed by ibis™ designed to deliver the ultimate happy sleep.

Three bedroom types are available at the hotel, to suit travellers with different requirements. Double bedrooms offering one double bed, twin rooms with two beds and family bedrooms with one double and one extra bed cater for different parties' needs.

The hotel's communal areas are based on ibis' new-look, designed to create inviting, open living spaces where guests can relax, socialise and work together.

New concept restaurant, Fogg's, inspired by the story of Phileas Fogg, serves dishes from around the world; offering an all-you-can-eat hot and cold continental breakfast buffet from 4am to noon. In addition, the spacious, open-plan restaurant caters for evening dinners seven days a week.



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The hotel also offers ibis' intelligent Monscierge virtual concierge service, which provides a high visibility focal point where guests can find their own information from transport to local restaurants, 24/7, in a quick and fun way.

Commenting on the opening of the ibis Edinburgh Centre South Bridge hotel, Thomas Dubaere, Chief Operating Officer for Accor UK and Ireland, said: "Edinburgh is one of Europe's most popular tourist destinations, attracting visitors from across the globe and this is the first of three hotels which we will open in the city this year.

The hotel has everything a guest needs – comfortable rooms, a great restaurant, social spaces whether to work or socialise and free Wi-Fi throughout all with value for money in mind. Whether guests are here for business or leisure, long or short stays, they can come and experience all that Edinburgh has to offer."

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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

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