

## Press Release

London, 14th April 2014

# Two *ibis budget* hotels join the growing Accor network

Accor, the world's leading hotel operator and market leader in Europe, has entered into two franchise agreements with Think Options Limited to create two *ibis budget* hotels in Warrington and Knutsford.

*ibis budget* Warrington Lymm Services and *ibis budget* Knutsford will be operated by the Signature Management Services and join the 86-strong *ibis* hotel family network in the UK.<sup>1</sup>

*ibis budget* is the nifty, comfortable economy brand from Accor with a network of 46,547 rooms in 16 countries. As a member of the *ibis* family it shares the key values: modernity, simplicity and well-being. *ibis budget* hotels offer large comfortable cozy beds and free WiFi all at a budget price.

*ibis budget* Warrington Lymm Services has 61 rooms and is located on the M6 motorway service station at Junction 20. *ibis budget* Knutsford will offer 32 rooms and is also situated on the M6 motorway towards Manchester. Both hotels are currently going through a refurbishment programme to bring the hotels in line with *ibis budget*'s essential comfort at a budget price offer for guests.

Thomas Dubaere, Managing Director, Accor UK & Ireland said: "We are delighted to add the *ibis budget* Warrington Lymm Services and the *ibis budget* Knutsford to the rapidly growing Accor network. In joining the Accor Group, these two economy hotels will benefit from our robust distribution services, strong awareness of the *ibis* brand and expert support from our Hotel Services team."

Stephen Gaunt, CEO of Signature Management said: "We are excited about becoming part of the Accor Group and are looking forward to the opening of both hotels in May".

The hotels join the rapidly growing portfolio of *ibis* hotel family hotels in the UK. Other *ibis budget* hotels include *ibis budget* Birmingham Centre, *ibis budget* London Whitechapel and the soon-to-open *ibis budget* Edinburgh Park. Accor currently operates 200 hotels in the UK.

**ENDS**

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<sup>1</sup> *ibis* family includes *ibis budget* hotels, *ibis* hotels and *ibis styles* hotels

**Accor, the world's leading hotel operator**, offers its guests and partners the dual expertise of a hotel operator and brand franchisor (**HotelServices**) and a hotel owner and investor (**HotelInvest**) with the objective of ensuring lasting growth and harmonious development for the benefit of the greater number.

With around 3,600 hotels and 460,000 rooms, Accor welcomes business and leisure travelers in 92 countries across all hotel segments: luxury-upscale with **Sofitel, Pullman, MGallery, and Grand Mercure**, midscale with **Novotel, Suite Novotel, Mercure and Adagio** and economy with **ibis, ibis Styles, ibis budget** and **hotelF1**. The Group boasts a powerful digital ecosystem, notably its booking portal **accorhotels.com**, its brand websites and its loyalty program **Le Club Accorhotels**.

**As the world's top hospitality school**, Accor is committed to developing the talents of its **170,000 employees** in Accor brand hotels. They are the daily ambassadors of the culture of service and innovation that has driven the Group for over 45 years.

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