

Press Release

London, May 13, 2014

ibis *budget* hotels voted 'Most Improved Brand' by BDRC Hotel Guest Survey

[ibis *budget*](#), part of the world's biggest hotel operator, [Accor](#), has been awarded the BDRC Continental (Business Development Research Consultants) accolade of 'Most Improved Brand'.

Cited as having a 'remarkable breakthrough' year, *ibis budget* hotels have advanced on all key metrics, including 'Prompted awareness', 'Net Promoter score', 'Usage in last year' and 'Leading Choice'.

The research also shows that the *ibis* brand is hitting the right 'emotional buttons' of consumers, with *ibis budget* hotels being ranked as a 'Brand I love'.

Tim Sander, Head of Hotel Brand Monitoring Services BDRC, commented, "Budget hotel brands as a category continues to perform well in 2014. *ibis budget* hotels has had an impressive year, and has emerged as a genuine challenger in its own right. 'Good value' is an attribute on which the brand clearly differentiates, even in the budget tier."

Inge Van Ooteghem, SVP for Economy & Budget hotels Accor UK & Ireland said: "The *ibis* brand has formed the corner stone of Accor's economy portfolio. 2013 saw the start of the *ibis* megabrand programme roll out. To be awarded the 'Most Improved Brand' is a great result and one we are extremely proud of.

"We have worked hard to provide a comfortable stay and highest levels of service for our guests. The *ibis* hotel brands are proving to be a popular choice with consumers and it is very encouraging to be already be ranked as a 'Brand I love'."

ibis budget is Accor's benchmark brand in the budget hotel segment, offering no frills essential comfort at a great value price. The brand is the uncontested segment leader in Europe, with 466 hotels and 40,238 rooms in 11 countries.

The *ibis* family of brands, also includes *ibis*, and *ibis Styles*, all sharing three key values of modernity, simplicity and well being. *ibis budget* hotels can be found in many UK locations such as Kings Cross, London, and Salford Quays near Manchester's Media City, with the newest opening in Edinburgh in June this year.

This year's performance builds on Accor's success in the 2013 BDRC survey, in which *ibis* became a top three UK budget hotel brand and *Mercure* was awarded "Most Improved Brand".

ENDS

Download images: [ibis budget](#)

Press Contacts

Accor UK & Ireland PR Manager - Jennifer Cole

Email: Jennifer.cole@accor.com / Direct: +44 (0)2082377761 / Mobile: +44(0)7508844664

Hudson Sandler – Pema Seely / Lance Concannon

Email: accor@hudsonsandler.com / +44 20 7796 4133

Note to editors

About ibis

As one of the economy brands of Accor, the world's leading hotel operator active in 92 countries with more than 3,600 hotels, ibis now has 1,000 hotels and 124,000 rooms in 59 countries. The brand innovates constantly to illustrate its values of modernity, comfort and availability. For example, it has created the revolutionary bedding concept Sweet Bed™ by ibis; new common areas; the Ibis Kitchen modern food and beverage offer. It also cultivates a spirit of service that drives each of its employees. Ibis is the first hotel brand to have obtained ISO 9001 certification – 86% of the network certified – for its professionalism and reliability. In addition, 58% of the ibis network is ISO 14001-certified, concrete proof of the brand's environmental commitment. Created in 1974, today ibis is European leader in economy hotels and in 4th place in its category worldwide.



Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with **more than 3,600 hotels** and **460,000 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.
