



## ibis opens its 50<sup>th</sup> hotel in Brazil

The brand launches a creative challenge through its Brazilian network

**Sao Paulo, January 2010** – The ibis hotel chain, known for providing good service and consistent quality at affordable prices, recently opened its 50<sup>th</sup> hotel in Brazil – ibis São José, located in Florianópolis-SC.

To celebrate the occasion, the company will be launching an open-to-all creative challenge called "50 hotels take you to Paris", starting on January 28th. Participants must create a commemorative catchphrase for this 50th ibis hotel and deposit it in an urn hidden in one of the chain's hotels in Brazil. To discover the urn's location, the players will have to follow the clues offered in the contest website: [www.50hoteis.com.br](http://www.50hoteis.com.br).

After the urn is closed on February 25th, the jury formed by Accor in charge of evaluating and judging the phrases will select five winners, who will be chosen based on the most creative phrases with the best fit to the parameters proposed in the contest rules. Each one will win a seven day trip to Paris for two people.

The chain's first hotel in Brazil was the Fortaleza, in the state of Ceará, North of Brazil. Since then, another 34 Brazilian cities received one or more ibis enterprises, showing an excellent acceptance of the economy hotel concept – which ibis pioneered in Brazil.

Steven Daines, the ibis and Formule 1 operations director for Latin America, celebrates: "This 50th ibis opening proves the brand's strength in Brazil and that the chain is adopting the right strategies. Since in the middle of crises time, ibis Brasil could prove the brand resistance and reactivity keeping with good occupancy rate and strong positioning. It's always good to see our efforts rewarded."

This successful step in Brazil is one part of the ibis global network which reached 850 hotels and opened the 100 000th bedroom at the end of 2009 in Munich, Germany.

### **About ibis**

ibis, a worldwide Accor Group economy hotel brand, offers quality accommodations and services in all of its hotels for the best service-quality-price ratio in each region: with well-designed, fully equipped rooms, 24/7 services, and a variety of meal and beverage choices in their restaurants and bars. ibis's quality standards have been ISO 9001-certified since 1997. ibis was also the world's first hotel chain to show a commitment to the environment by procuring ISO 14001 certification – a feat already accomplished by approximately 1/3 of the chain's hotels throughout the world.

Founded in 1974, the ibis Chain is the market leader in Europe and one of the world's first chains of economy hotels, with approximately 100,000 rooms and 847 hotels in 43 countries, **including 50 in Brazil**.

For more information, please visit [www.ibis.com.br](http://www.ibis.com.br)

### **About Accor Hospitality South America**

Accor Hospitality – the Accor Group's hotel business unit – has been present in South America since 1977 and has the biggest and most complete offering of accommodations in the region, where it operates the international chains Sofitel, Pullman, Novotel, Mercure, ibis and Formule 1. Altogether, there are 161 hotels with 26,000 rooms operated by Accor Hospitality across the continent, of which 143 are in Brazil and 18 in other countries. The hotels directly employ about 10,000 people. They are also completely outfitted to host large, medium and small events. Brazil is very strategic to Accor Hospitality's operations – it is the company's fourth largest market in the world behind only France, Germany and the United States.

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PRESS CONTACT  
[ibishotel.com/press](http://ibishotel.com/press)

Burson-Marsteller Brasil

Pricila Graziano | Gabriel Guimarães | Jorge Lisauskas | Silvia Frota

Phone: + 55 (11) 3040-2392 | 2407 | 2391 | 2396

[pricila.graziano@bm.com](mailto:pricila.graziano@bm.com) | [gabriel.quimaraes@bm.com](mailto:gabriel.quimaraes@bm.com) | [jorge.rafael@bm.com](mailto:jorge.rafael@bm.com) | [silvia.frota@bm.com](mailto:silvia.frota@bm.com)