



## ibis reaches a new milestone in Latin America

December 13<sup>th</sup>, 2010. ibis, the worldwide leading economy hotel brand of the Accor group, is accelerating its expansion and asserting its leadership in Latin America by developing business in new countries.

### SPEARHEADING DEVELOPEMENT IN LATIN AMERICA

- Opening of the 50<sup>th</sup> ibis hotel in Brazil

The chain's first hotel in Brazil - the Fortaleza, in the northern state of Ceará- opened in 1990. Since then the brand has inaugurated its 50<sup>th</sup> hotel and opened on or more establishments in another 34 Brazilian cities. This track record reflects the country's excellence acceptance of the economy hotel concept, which ibis pioneered in Brazil.

- A milestone achievement : 3 new countries in 2010

In 2010, eight ibis were opened in new countries: **Colombia** (Bogota and Santiago), **Chile** (Antofagasta) and **Paraguay** (Asunción).

The chain's objective in Latin America is to be present as a chain in all region's capitals as well as in cities undergoing strong business development. In line with this objective, the brand's ambition in 2011 is to open another 10 ibis in Brazil (in the cities of Curitiba, Santos, São Luis, Belo Horizonte and Recife), one in Concepcion, Chile, and a first establishment in Lima, Peru. **By 2015, 57 ibis will be opened in four Latin America countries : Brazil (51), Chile (4), Colombia (1), and Peru (1).**

*"Ibis has the potential to become the biggest hotel chain in Latin America and our development plan is focusing on this objective. The economic situation in Latin America is ideally for expansion, especially in Brazil, with the emergence of a middle class with high purchasing power",* explains Roland Bonadona, CEO of Accor Latin America.



ibis Fortaleza Praia – Brazil

- Celebration of the 10<sup>th</sup> ibis hotel in Mexico

Eight years after establishing its first hotel in Mexico, Accor is preparing to celebrate its 10<sup>th</sup> opening in the beginning of 2011: **Ibis Cancún Centro**.

« What we're seeing is that the economy hotel segment has real potential for development in the major Mexican cities that attract a large number of business travelers », explains Jean-Philippe Claret Chief Operating Officer of Accor Mexico.



ibis Cancún Centro - Mexico

The ibis network in Mexico is present in such major cities as Monterrey, Guadalajara, Aguascalientes, Mérida, Chihuahua, Cancún and Hermosillo. The list will include two new hotels in 2011: **the ibis Cancún Centro and the ibis San Luis Potosí**.

#### KEY OPENINGS AND INTERNATIONAL PIPELINES

With more than 870 hotels in nearly 45 countries, the brand has broadened its network on all continents and entered new country markets. This assertive expansion which confirms the chain's role as a key in the hotel industry and its ambition **to expand its network to 1,500 hotels worldwide by 2015**.

#### Asia Pacific

- **In Vietnam**

In October 2010, Accor announced a partnership with Benthanh Group to develop a network of at least **eight ibis newbuilds in the major cities of Vietnam**, including Hanoi, Ho Chi Minh City, Danang, and Binh Duong.

- **In China**

In China, the brand is developing its network and will have 50 ibis hotels operating by early 2011. **When the 550-room ibis Hong Kong Sheung Wan opens in downtown Hong Kong in 2012, it will be the largest ibis outside France.**

#### Europe, Middle East and Africa:

- **In Europe**

Ibis network has expanded significantly in several European countries. **In Spain**, for example, the recent openings of the ibis Ripolet, the ibis Oviedo and the ibis Mollet brought the network up to 40 hotels in 2010. With the inauguration of the ibis Petit Lancy in Geneva and the ibis Porto in Portugal, the brand now has 19 hotels in **Switzerland** and 19 in **Portugal**. And in **Russia**, ibis opened an establishment in one of Moscow's major business district last June.

- **In Africa and Middle East**

In 2010, the brand continued to grow its hotel network in emerging markets such as in **Algeria**, the **United Arab Emirates**, **Kuwait** or **Bahrain** and plans to open new countries such as **Saudi Arabia** in 2012.



Ibis Kuwait Salmiya - Koweit

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## OTHER BRAND HIGHLIGHTS IN 2010

The **ibishotel.com website's new personalised interface, with its contemporary design and user-friendly features**, enhances the site's role as the brand's main reservation channel. A clean look, bright colors and sleek visuals make the site more attractive and easier to navigate. The hotel search function is now more targeted and includes service-related criteria such as the presence of a restaurant or car park or eco-certification. Organized into tabs for easy access, each hotel's page highlights its essential details, including price, location, and road map. What's more, customers may create their own personal account on the site, gaining access to quick booking and other exclusive services.

### ibishotel.com\*

- 24 million visitors
- 2.9 million stays booked
- 1.5 million subscribers to the newsletter
- 11 languages

\*2009 Figures



**Rock 'n' Roll All Summer Long:** At ibis, you don't have to be a star to enjoy a €10 or €15 reduction per night this summer thanks to a major promotion valid at over 600 hotels in Europe, Africa and the Middle East.

The promotion, supported by a group of way-out musicians called the **TENor15** (a nod to the "€10 or €15 offer"), won the **Best Advertising Campaign trophy** at the Worldwide Hospitality Awards 2010.

Available in France before an international development, **the Ibis Web Corner**—a unique service in the economy hotel business—supplements the chain's Wi-Fi offering by providing guests with access to cutting-edge computer hardware in a dedicated area. The service includes free browsing on the web, a webcam coupled with Skype Messenger to allow guests to stay in constant contact with their families, and **the ibis e-card application**, which enables web users to send digital cards along with a message, photo or video.



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### About ibis

ibis, the worldwide economy hotel brand of the Accor group, offers consistent quality accommodation and services in all its hotels, for the best local value: a well-designed and fully-equipped bedroom, major hotel services available 24/7 and a wide choice of on-site food and beverage options. The quality of the ibis standard has been recognized by the International Organization for Standardization certification ISO 9001 since 1997. ibis is also the world's first hotel chain to demonstrate its environmental commitment through securing the ISO 14001 certification, which has already been awarded to one third of its hotels.

Established in 1974, ibis is the European leader and one of the first economy hotel chains in the world, with more than 104,000 rooms and 879 hotels in 45 countries;

For additional information, please visit [www.ibishotel.com](http://www.ibishotel.com).

### About Accor

**Accor, the world's leading hotel operator and market leader in Europe**, is present in **90 countries** with **4,100 hotels** and close to **500,000 rooms**.

Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6**, and its related activities, **Thalassa sea & spa** and **Lenôtre** - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its **clients and partners** nearly 45 years of know-how and expertise.

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