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ibis celebrates 900th hotel worldwide: demonstrating brand's sustained growth and concept's unrivaled success

Since its creation in 1974, ibis has expanded to become Europe's leading economy hotel chain and the fourth largest worldwide, with 900 hotels. ibis celebrates this key stage in its growth on January 31, 2011 with the inauguration of the ibis Tanger City Center.

Tangier, February 1st, 2011 – ibis was created in 1974 to provide economy hotel services at excellent market value. This concept has been bearing fruit for 36 years and the brand has continually confirmed its success.

A market leader driven by a pioneer spirit

From the outset, ibis stood out from traditional hotels because it offered services that were above the usual economy hotel standards. The brand positioned itself as a modern, well-equipped hotel and rapidly asserted itself as a benchmark in the sector. As it expanded, ibis successfully forged its own specific DNA: simplicity, quality, proximity and team spirit.

The first ibis was inaugurated in **1974** in Bordeaux, France and the brand went on to expand very rapidly in France and Europe. The **1990s** marked a turning point in the brand's history, with the opening of the ibis Fortaleza in Brazil and its first steps in Latin America. In **1992**, the brand celebrated its 300th hotel worldwide and the start of operations in Australia, where it revolutionized the way economy hotels were perceived. ibis opened its first hotel in Morocco in **1997**.

The **2000s** represented a new strategic phase for the brand as it expanded into China, where it now has 50 hotels, and also into new countries like Kuwait, Russia, India, etc. ...

"ibis will continue to expand at a rate of around 70 new hotel openings a year" declared Yann Caillère, Accor's President & Chief Operating Officer. "The opening of this ibis hotel in Tangier is also an important landmark for the Group since it is Accor's 100th hotel on Africa ."

A constant drive to innovate

ibis's expansion around the world reflects the success of the brand's standard of providing high quality services to clients wherever they are in the world. ibis is constantly evolving and today it offers:

- **new generation hotels** with modern rooms and new, welcoming, practical common areas
- **high quality standards due to:**

the ISO 9001 certification, which is recognized in over 150 countries and that ibis was the first hotel brand to obtain in 1997.

ibis in Morocco

ibis started operating in Morocco in 1997 and now has 16 hotels in the kingdom's key destinations: Agadir, Casablanca, Essaouira, Fès, Marrakech, Rabat, Meknès, Ouarzazate... and Tangier! ibis accounts for 50% of Accor's hotels in Morocco and is the undisputed leader in its market.



ibis Moussafir Tanger City Center

“Contract 15”, the “15 minute satisfaction contract”, which is an exceptional illustration of the brand’s high standard approach. When a client points out a problem that is deemed to be the hotel’s responsibility, the teams find a solution within 15 minutes, whatever the time of the day.

And, the fact that the brand’s clients can enjoy all the ibis advantages and a consistent service offer all around the world:

- Convenient locations, close to airports, stations, business centers and main tourist sites, with easy access to strategic business or leisure locations
- A 24-hour welcome service
- 24-hour bar and light hot and cold snack services,
- Wifi internet connection
- Breakfast from 4am to midday;
- Clear and consistently competitive rates.

The importance of both the services and the teams

ibis is fully aware of the fact that the brand’s values are above all embodied by its employees and is therefore innovating with the implementation of “Players”, a specific human resources program designed to manage careers and accelerate skills development.

“Players” is a scheme intended to benefit both employees and clients and is based on four key points:

- the definition of the skills required in each hotel profession
- exactly the same appraisal process for all employees
- personalized training according to needs
- skills development in two professions, including one that involves contact with the client.

In addition to the required professional skills, ibis employees must also develop service skills based on a set of standards required in all the ibis professions.

“Players” does indeed add value to ibis’ client service: the program benefits its employees and enables them, together, to be more attentive to the clients’ expectations and needs.

The opening of ibis’ 900th hotel worldwide marks another turning point in the brand’s expansion: ibis has several expansion projects, notably in Asia and Latin America and its ambition is to add 100 establishments to each of these major geographic zones by 2015.

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 900 hotels in 48 countries;

For additional information, please visit www.ibishotel.com.



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