

Press release
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A new strategic phase for the ibis family: Accor unveils the new public spaces of its ibis and ibis *budget* brands

As part of the economy brand revitalization strategy announced last September, Accor is injecting new momentum into the modernization of the ibis, ibis Styles and ibis *budget* brands by revolutionizing the design and use of the public spaces and turning them into real living spaces within the hotels.

In September 2011, Accor announced the grouping of its economy brands under the ibis banner. Ibis is Europe's leader in economy hotels, has unrivaled worldwide notoriety and is now also the focus of the transformation of group's economy segment. Accordingly, the ibis, all seasons and Etap Hotel brands have evolved into a family of three strong, innovative and rejuvenated brands: ibis, ibis Styles and ibis *budget*.



This strategy reflects the in-depth transformation of consumer expectations. Consumers now demand modern, contemporary, stylish brands that are also socially and environmentally responsible in all consumption segments. In order to seduce them, brands must provide a customer experience that meets new emotional and sensory expectations, including in the economy segment.

Design, spaciousness and conviviality, all for the same price

The group presents ibis' and ibis *budget's* new, completely redesigned public spaces, which offer a unique hotel experience with brands and services that focus on comfort and innovation.

The space has been transformed. It is now an "open-plan" area with large volumes where materials and colors are combined to create a warm, casual atmosphere that nurtures interaction and friendliness.

Reflecting new customer expectations, "designer" furnishings are no longer a prerogative of upscale hotels and prices have not increased.

Unlike ibis and ibis *budget*, ibis Styles establishments are non-standardized and therefore do not have the same public spaces. However, this brand is not wanting and has already made design central to its thinking. Designers with different sources of inspiration, work on each ibis Styles establishment, embracing the brand's hallmark colorful, sparkling spirit, and then reflected it in both the common areas and the rooms. In this way, a unique atmosphere is created in each establishment.

Record renovation time

The makeover of the public spaces has been planned to reduce renovation work in the establishments to a minimum. Usually this type of refurbishment takes about six weeks. However, with an optimized system that includes using printed panels and "pre-manufactured" elements, the renovation time has been virtually halved and has no impact on either the customer's stay or the hotel's daily activities.

Stronger, more attractive brands for an international franchise network

The economy brands' makeover will spearhead the acceleration of the group's expansion through franchises. "This new economy hotel concept meets the expectations for modernity and friendliness of both our customers and our franchisees, who like us, are keen to offer high-quality establishments that anticipate the hotel trends of the future," explains Denis Hennequin, Accor's Chairman and CEO.

The first countries the new ibis and ibis *budget* common areas will be rolled out in are France, Germany, the United Kingdom, Spain, the Netherlands and Switzerland. The concept will also soon be deployed in Latin America and Asia, where it will be adapted to suit local markets and ways of working. For example, forthcoming makeovers in Europe include:



ibis Evry, ibis Paris Porte d'Orléans, ibis Courbevoie, ibis Gare de Lyon, ibis Berlin Potsdamer Platz, ibis Madrid Centro, ibis Amsterdam City West, ibis London Excel



ibis *budget* Versailles St-Cyr, ibis *budget* Argenteuil, ibis *budget* Berlin Potsdamer Platz, ibis *budget* Madrid Valentin Beato, ibis *budget* Saint Maurice



ibis Styles Bayonne Gare Centre (opening July 2012)
ibis Styles Nimes Gare Centre (opening July 2012)
ibis Styles Milano Melegnano (opening August 2012)
ibis Styles London Croydon (opening August 2012)

Accor, the world's leading hotel operator and market leader in Europe, is present in 92 countries with more than 4,400 hotels and 530,000 rooms. Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons/ibis Styles, Etap Hotel/Formule 1/ibis *budget*, hotelF1 and Motel 6 - provide an extensive offer from luxury to budget. With more than 180,000 employees* in Accor brand hotels worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

*Including 145,000 in owned, leased and managed hotels

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