

**Press Release**  
11 September 2012

## Accor surpasses 100,000 rooms in Asia-Pacific with the opening of ibis Hong Kong Central & Sheung Wan

This milestone highlights the importance of region as a driver of growth for the Group

Accor, the largest international hotel operator in Asia-Pacific, today revealed that it **now operates over 100,000 rooms in the region**, with the opening of **ibis Hong Kong Central and Sheung Wan**. **Accor Asia-Pacific Chairman and Chief Operating Officer Michael Issenberg** announced the milestone at the 2012 Economy Hotels World Asia conference in Singapore, reaffirming the Group's growth strategy for Asia-Pacific. Mr. Issenberg also revealed the findings of **Accor's Asia Economy Hotels Research 2012**, which seeks to better understand attitudinal differences between travellers staying at economy hotels.

*"The Asia-Pacific region is one of Accor's strategic growth markets, and I congratulate the regional team and our partners on passing the key milestone of 100,000 rooms in the region,"* commented **Denis Hennequin, Accor's Chairman and Chief Executive Officer**. *"Asia-Pacific presents tremendous opportunities for expansion, given the region's dynamic economic development and rapidly growing middle class leading to many more people travelling today than ever before. We are committed to offering our customers more choice in consistently high quality accommodation in the region."*

Speaking at the 2012 Economy Hotels World Asia conference in Singapore, Mr. Issenberg said, *"Today, Accor operates 536 hotels in 16 countries in Asia-Pacific and is the market leader in Australia, New Zealand, Thailand, Indonesia, South Korea and Vietnam. I am proud to announce that Accor's network has grown beyond 100,000 rooms in Asia-Pacific, with the opening of ibis Hong Kong Central and Sheung Wan. It is only fitting that we celebrate this milestone at this hotel, which represents a new flagship for the ibis brand in the region and emphasizes our commitment to offering our customers an exceptional economy hotel product."*

The growing demand for international-standard, value-for-money economy hotels led Accor to commission the **Asia Economy Hotels Research 2012**, the findings of which Mr. Issenberg also revealed at the same conference. The study surveyed business and leisure travellers from eight key markets in Asia to gather insights into the differing attitudes towards economy hotels.

According to the research, **six in ten travellers in Asia prefer international economy hotel brands to domestic brands** and assign different "personalities" to them. International brands were considered "stylish, high-class, reliable, attractive and energetic" compared to domestic brands, which tended to be viewed as "down-to-earth, practical, approachable, and considerate."

*"The Asia Economy Hotels Research will help us better understand what our guests expect of our economy hotel brands. For example, we learned that **guests are willing to spend more per night to stay at an international over a domestic brand economy hotel** – in some markets nearly 90 percent more,"* said Mr. Issenberg. *"However, we also learned that they trust our brands to deliver more value for money – in terms of professionalism, comfort and amenities. We are now analyzing the findings to see how we can better live*

*up to the expectations of travellers in each of our different markets, but early indications suggest we are on the right track with our ibis family of brands.”*

The ibis brand family covers Accor’s economy and budget offering and consists of three complementary brands – ibis, ibis Styles (formerly all Seasons) and ibis *budget* (formerly Formule 1) – each with its own personality. The **ibis** hotel offer is characterized by service and the best level of comfort in the economy segment, providing well-being at great price. **Ibis Styles** assures comfort and unique designs at an all-inclusive price. **Ibis budget** offers travellers essential comfort modestly priced. Today, Accor operates 179 ibis brand family hotels in Asia-Pacific, including 113 ibis, 42 ibis Styles and 24 ibis *budget* properties.

### **About ibis Hong Kong Central & Sheung Wan**

The 550-room ibis Hong Kong Central and Sheung Wan highlights a vibrant, new direction for the ibis brand, designed to appeal to the growing number of independent leisure travellers in the region. Located in the heart of one of Hong Kong’s most bustling commercial and nightlife districts, the hotel is just a short walk from Sheung Wan MTR station and Macau Ferry terminal, and boasts convenient links to Hong Kong International Airport, via the Airport Express and airport buses. The hotel is one of the first properties in Asia to feature the new ibis brand identity, which is being rolled out globally.

Bright, fresh design is complemented by a young and energetic team, who will deliver all the essential services of a modern hotel, around the clock. The hotel offers a full eight hours of breakfast service, beginning at 4:30 a.m., a 24-hour bar and complimentary Wi-Fi Internet throughout the property. In addition, a 15-minute satisfaction promise is given to all customers for requests they make through the front desk.

Travellers keen on exploring their destination will discover Hong Kong’s unique heritage right on their doorstep. The hotel is ideally situated in Sheung Wan, where heritage blends with bustling new enterprise. Streets filled with dry seafood stalls sit next to hip coffee shops. Historic sites include Man Mo Temple; Possession Point, where British fleets first landed in Hong Kong; as well as the neighbourhood’s elegant cafes and bars on nearby Hollywood Road. The restaurants and lively nightlife of Central’s Soho district is also just a short walk away.



**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*

### **Press Contacts**

#### **Charlotte Thouvard**

VP EMEA Communications and  
Global Media Relations  
charlotte.thouvard@accor.com

#### **Elodie Woillez**

Press Relations  
+33 1 45 38 87 08;  
elodie.woillez@accor.com

#### **Evan Lewis**

VP Communications Asia-Pacific  
+65 6408 8888; evan.lewis@accor.com