



PRESS RELEASE

THE IBIS BUSINESS CARD CELEBRATES ITS FIRST ANNIVERSARY WITH AN UNPRECEDENTED OPERATION "#SWEETIBISBUSINESS"

Paris, September 21, 2014 - Accor celebrates the first anniversary of the ibis BUSINESS subscription card which offers its business guests a unique range of services. To commemorate this first birthday, the ibis family is launching a media campaign as well as a special operation in its establishments. Under a slogan that speaks volumes: "*#SweetibisBUSINESS*", the 56,000 entrepreneurs, sales representatives and businessmen and women who stay in its hotels and use the ibis BUSINESS card will be pampered by the ibis family.

The ibis BUSINESS subscription card was launched only a year ago and now boasts close to 57,000 subscribers. It is accepted in nearly 1,800 ibis, ibis Styles and ibis *budget* properties around the world and is recognized as a unique service in the economy segment. To celebrate this first anniversary in fitting style in France and Europe, a large-scale media campaign was designed by communication agencies BETC and BETC Digital. A series of unprecedented activities thought up in collaboration with communication agency Live, will also be offered to customers in a number of hotels.



SPECIAL SERVICES TO WELCOME CARD HOLDERS

Starting on September 29th, dedicated special activities for current and brand new ibis BUSINESS cardholders will be organized in the center of the lobbies of 22 participating hotels* in France, Germany, Italy, Spain and the United Kingdom.

For a week, the teams will pamper their business customers with a selection of special services for ibis BUSINESS cardholders. From 7am to 8am and from 6pm to 9pm, these guests will be able to have:

- **their hands manicured,**
- **their shoes shined**
- **or their car washed.**



DID YOU SAY "#SWEETIBISBUSINESS"?

The "*#SweetibisBusiness*" operation will feature several high points. From September 22nd to October 13th, a European (France, England and Spain) media campaign will be launched.

What is more, throughout the entire operation, the ibis family will make the social networks the preferred channels for this campaign. The Group will also organize a contest on its Facebook page called "*#SweetibisBusiness*" and 10 lucky winners will be able to win weekends in an ibis, ibis Styles or ibis *budget* establishment in Europe in a city of their choice.

WHAT IS THE IBIS BUSINESS SUBSCRIPTION CARD?

The ibis family developed this unique range of services to cater for the needs of its business customers. ibis BUSINESS is already accepted in close to 1,800 ibis, ibis Styles et ibis *budget* hotels around the world. This subscription card boasts several advantages, for example, guaranteed room availability two days before arrival, 10% discounts on room and restaurant rates and 5% off promotions and special deals. What is more, since last July, the Ibis BUSINESS card automatically offers its holders LCAH Gold status.

*** list of participating hotels:** France (ibis Paris Tour Eiffel Cambronne 15^{ème}, ibis Paris Berthier Porte de Clichy, ibis Paris Bercy Village 12^{ème}, ibis Paris Montmartre 18^{ème}, ibis Paris Bastille Opera 11^{ème}, ibis Paris Porte d'Orléans, ibis Paris Gare de Lyon Ledru Rollin 12^{ème}, ibis Paris Porte d'Italie, ibis Paris La Défense Centre, ibis Paris La Villette Cité des Sciences 19^{ème}, ibis Paris Pantin Eglise, ibis Lille Centre Gares, ibis Paris CDG Airport, ibis *budget* Sucy en Brie, ibis Paris Gare de Lyon Diderot 12^{ème}); UK (ibis London Wembley, ibis Edinburgh Centre South bridge), Spain (ibis Madrid Alcobendas), Germany (ibis Berlin Kurfürstendamm, ibis *budget* Berlin Kurfürstendamm, ibis Muenchen City), Italy (ibis Milano Centro).

A PROPOS DE LA FAMILLE IBIS

The economy brand portfolio of the Accor Group - the world's leading hotel operator active in 92 countries with more than 3,600 hotels - brings together the ibis, ibis Styles and ibis *budget* brands. With nearly 1,800 hotels in 61 countries, the ibis family shares common values: simplicity, modernity and wellbeing. Each of the three brands has its own special personality and range of hotel services: attentive and effective, ibis guarantees ultimate comfort and a high level of service; ibis Styles hotels each have their own unique design and a "happy mood" spirit; Ibis *budget* offers a clever, casual choice with essential comfort at a budget price.

Find all the information and deals available on www.ibis.com

Press Contact

Romain Folliot

Accor Economy Brand Media Relations

Tel. + 33 (0)1 45 38 84 94

Email: romain.folliot@accor.com