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The 800th ibis hotel opens in Shanghai

ibis, the worldwide economy hotel brand of the Accor Group continues its global expansion and confirms its objectives of 1,100 hotels by 2010, with a strong emphasis on Asia-Pacific's key markets.

Paris, 26th November 2008 - ibis, the worldwide economy hotel brand of the Accor group, today announced the opening of the 800th hotel of its network, the ibis Shanghai Lianyang, in the People's Republic of China.

"This 800th hotel is a double milestone for ibis", said Helen Lalitte, Vice President ibis Global Marketing. "It demonstrates our capacity to meet the ambitious objectives of our global development programme. Also, it is launched in China, a key market for our brand in Asia".

The launch of the ibis Shanghai Lianyang represents an important step in the ongoing worldwide expansion programme of the ibis network. Since its creation in 1974, the brand has grown consistently, first in Europe and gradually in all continents. In 2007, ibis dramatically accelerated its worldwide development, with an objective of 1,100 hotels and 150,000 bedrooms in more than 70 countries by 2010. Between 2008 and 2010, one to two new ibis hotels will be launched in the world every week.

Up to two new ibis hotels every week in the world

Following an already significant progression in 2007, when 40 new ibis hotels opened, the brand accelerated its expansion programme again this year, with already 58 new hotels representing 11,000 new rooms in more than 20 countries.

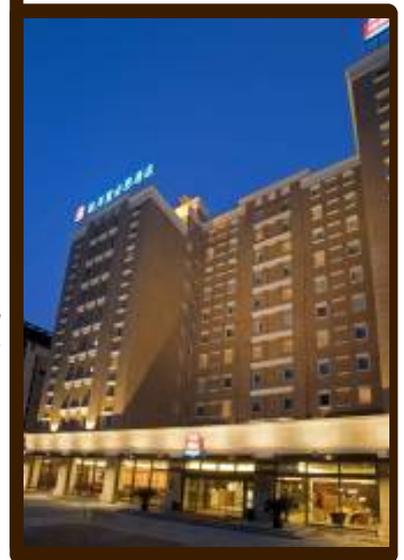
Among new markets entered in 2008 was India, where ibis opened in Gurgaon, near New Delhi. The brand also expanded its presence in Russia (one opening), Brazil (six openings), the United Arab Emirates (two openings) and Kuwait (one opening), at the same time reinforcing its leadership in Europe with openings in mature markets such as France and Spain.

In the next two years, the ibis network will continue to expand rapidly in all emerging regions, with a particular focus on the Asia-Pacific region. *"With increasing business activity in this region, we see a strong growth in the demand for value driven accommodation, by local, intra-regional and multinational business travellers",* said Michael Issenberg, Chairman and Chief Operating Officer, Accor Asia. *"The opening of the ibis Shanghai Lianyang symbolises the importance of the Asian region in our expansion strategy".*

In the next two years, Asia-Pacific will become the first growth market for ibis. 40% of the 310 new hotels the brand is planning to launch between 2008 and 2010 will be located in key cities of this region, nearly doubling the brand's presence in the area over the period.

The ibis Shanghai Lianyang

Located only 32 km from the airport and just 3 km from the city centre, the 298 rooms ibis Shanghai Lianyang is close to major touristic sites such as the Century Park, the Science and Technology Museum and the Oriental Pearl TV Tower, the world's third tallest TV and radio tower.



"2008 will remain a memorable year for China, in particular with the Beijing Olympics", said Gilles Larrivé, Senior Vice-President, ibis China. "It was also a very dynamic and successful year for ibis on this key market. Following the opening of the ibis Beijing Sanyuan last month, the ibis Shanghai Liyang is our 16th hotel in China. This accelerated expansion demonstrates the local relevance and appeal of the ibis offer, based on best value for quality and services".

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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 en-suite 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 recognised 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 nearly 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 nearly 90,000 rooms and 790 hotels in 39 countries, including [XX] in [country].

For additional information, please visit www.ibishotel.com

Accor, a major global group and the European leader in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in two core businesses:

- Hotels, with the Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Ibis, all seasons, Etap Hotel, Formule 1 and Motel 6 brands, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, such as Lenôtre;
- Services, with 30 million people in 40 countries benefiting from Accor Services products in employee and public benefits, rewards and loyalty, and expense management.



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