



We are open

ibis is a leader in the hospitality sector since 1974. The brand is shaking up economy hotel standards by offering travellers and local residents a new customer experience. We are vibrant economy hotels that are lighthouses open to everyone. ibis intends to welcome visitors to a lively hub, where anyone can come to sleep, dine, meet new people or enjoy live music. A whole new range of possibilities await within new and flexible spaces that encourage social interaction and connections between customers, travellers and local residents.

[ibis.com](https://www.ibis.com)

IBIS LE MANS CENTRE GARE NORD
FRANCE



Vibrant places · Open to everyone

FIND YOUR LOCAL DEVELOPER CONTACT ON [GROUP.ACCOR.COM/HOTELDEVELOPMENT](https://group.accor.com/hoteldevelopment)

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ GREET \ JO&JOE \ HOTELFI

ibis

CLASSIC - ECONOMY
INTERNATIONAL 3 STARS

MORE THAN
1
IBIS HOTEL OPENS
EACH WEEK

#1
BEST TOTAL AWARENESS
OF ECONOMY BRANDS
IN 10 KEY COUNTRIES (>60%)

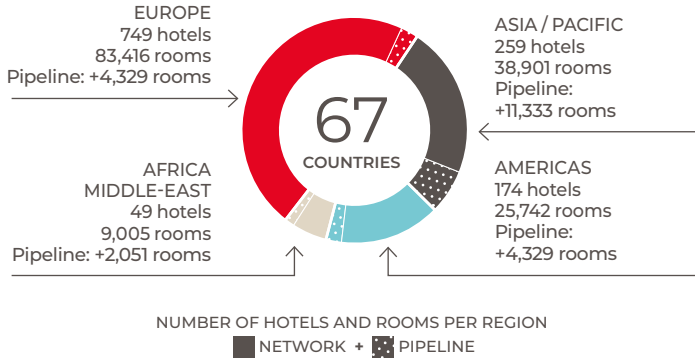
>70%
CENTRAL RESERVATION
SYSTEM AVERAGE
CONTRIBUTION RATE

Network

1,231 HOTELS & 157,064 ROOMS

Pipeline

183 HOTELS & 22,261 ROOMS



Development

New Built & Conversion	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
CAPITALS, KEY CITIES & RESORT DESTINATIONS	●	●	●
MAJOR DOMESTIC DESTINATIONS	●	●	
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS	●		

Upcoming openings

Baku, Georgia, 202 rooms (2020)
Aktobe, Kazakhstan, 103 rooms (2020)
Dubai, U.A.E., 252 rooms (2021)
Kuala Lumpur, Malaysia, 185 rooms (2020)
Lima, Peru, 130 rooms (2022)

Top 3 unique selling propositions

THE LEADING ECONOMY BRAND IN THE WORLD

ibis family powerful footprint of 2,200 hotels globally.
One of the largest brand network 1,150 ibis hotel + 200 in development.
The highest brand awareness of its category >60% in 14 feeder markets.

X THE BEST DESIGN & PRODUCT OF ITS CATEGORY

Standardization but flexibility with 3 new room concepts.
Product & service offerings above segment standards at an economy price (24/7 breakfast and F&B offer, Sweet Bed Concept, Mission 15'...).
Unique & powerful music programme (partnerships with Sony & Spotify).

= A GREAT BUSINESS MODEL

Efficient concept + surface optimization drive predictable development cost.
Best asset class to generate highest occupancy and GOP margins in the industry.
Economy segment is the least volatile in case of economic downturns.

Passion

ibis MUSIC

Our mission? To inspire unexpected connections.

ibis MUSIC Academy

An international collective of artists playing intimate gigs in our hotels in partnership with Sony Music and Spotify with a finale at Montreux Jazz Festival.

ibis MUSIC in hotels

Check out our curated Spotify playlists, pick up one of our playable instruments and tune-in to regular live music nights hosted in our hotels all year round.

ibis MUSIC at festivals

Partnering with local festivals across the globe, festival-goers will have the opportunity to experience ibis' vibrant hospitality.

Programming

ROOMS	URBAN
— Average number of rooms	100 and +
— Room average size (sqm)	16.4 - 17.4
— Total Gross Floor Area (sqm)	30 - 36
FOOD & BEVERAGE	1 restaurant* shared with breakfast room 1 bar
WELL-BEING	No fitness center No swimming pool No spa
MEETINGS, EVENTS & OTHERS	Meeting rooms*

* Based on market demand

Customer profile

BUSINESS	58%	42%	LEISURE
DOMESTIC	67%	33%	INTERNATIONAL

Top 5 flagships to visit

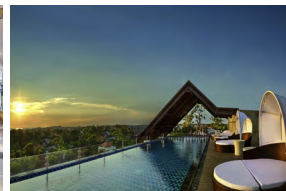
ADELAIDE
AUSTRALIA



DUBAI ONE CENTRAL
U.A.E.



BALI LEGIAN STREET
INDONESIA



CAMBRIDGE CENTRAL STATION
U.K.



LIMA REDUCTO MIRAFLORES
PERU

