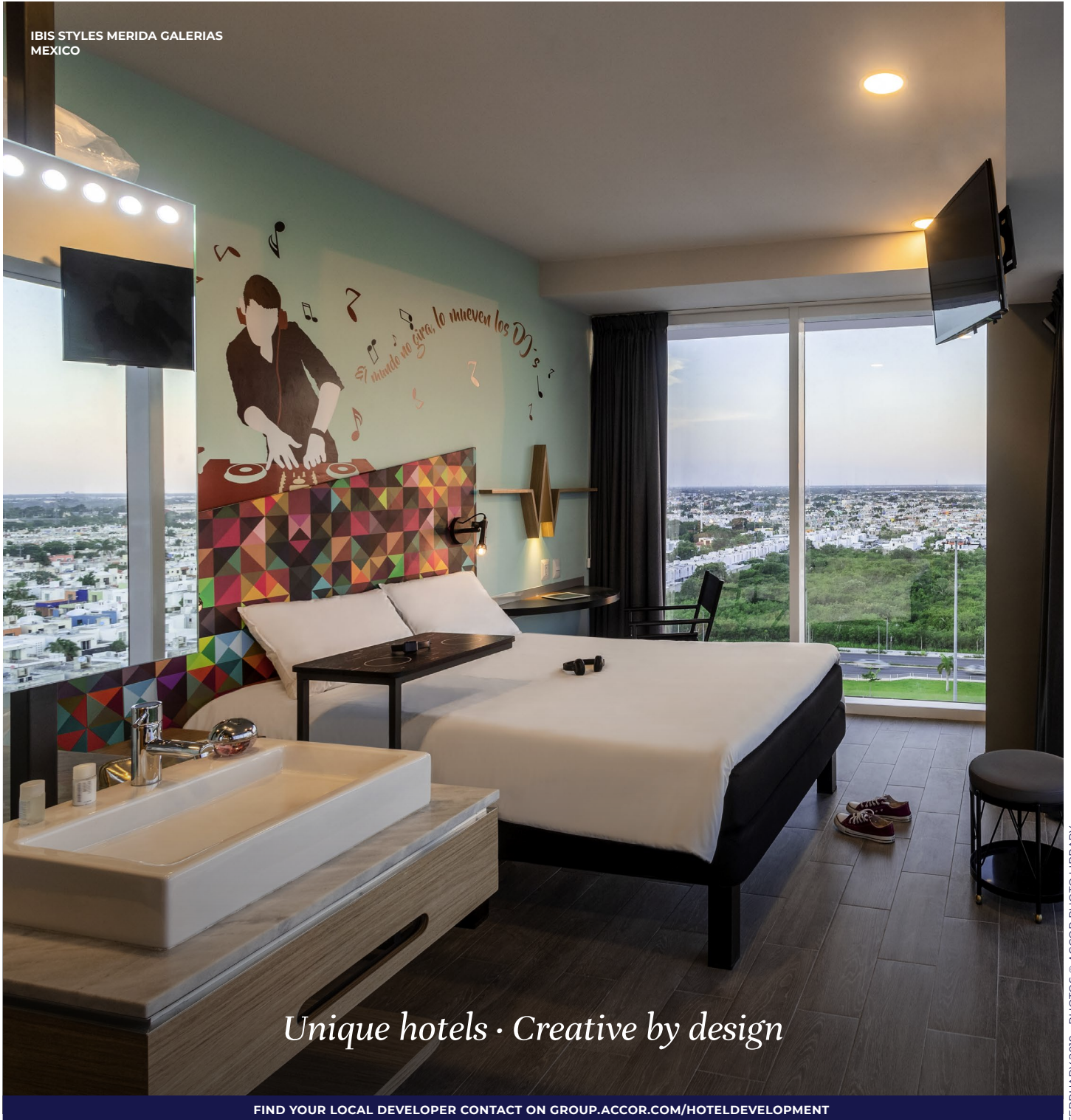




Open to creative design

What if a hotel could... Stun you? Inspire you? Make you smile? At ibis Styles, each hotel has its own unique design, theme and personality. Creative and urban, our eclectic hotels offer warm service and stylish comfort. From pillow to pillar, bathroom to bar, every little detail has been thought out to live an experience full of surprises, for young and older kids.

ibis.com



IBIS STYLES MERIDA GALERIAS
MEXICO

Unique hotels · Creative by design

FIND YOUR LOCAL DEVELOPER CONTACT ON 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 \ JO&JOE \ HOTELF1



CLASSIC - ECONOMY
INTERNATIONAL 3 STARS

#1

BEST RATE PREMIUM OF
ECONOMY BRANDS IN 13 KEY
COUNTRIES (11€ BRAND AVERAGE)

NEAR
60%
OF FRANCHISEES
IN THE NETWORK

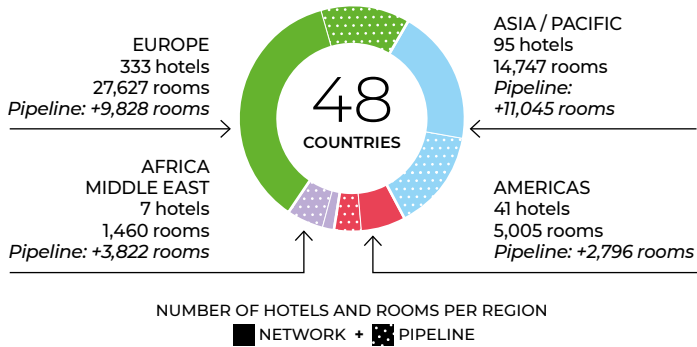
476 = 476
HOTELS STYLES

Network

476 HOTELS & 48,842 ROOMS

Pipeline

179 HOTELS & 27,491 ROOMS



Development

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

New Built & Conversion

Top 5 latest openings

- Nha Trang, Vietnam, 310 rooms
- Leeds City Centre Arena, United Kingdom, 134 rooms
- Laval Centre Gare, France, 50 rooms
- Ulaanbaatar Polaris, Mongolia, 95 rooms
- Lima Conquistadores, Peru, 60 rooms

Top 3 unique selling propositions

THE RISING STAR OF IBIS FAMILY

ibis family powerful footprint of 2,200 hotels globally
450 ibis Styles hotels in 10 years and still high speed development
Strong ibis brand awareness plus ibis Styles higher perceived brand premium

X CREATIVE BY DESIGN

476 hotels + 476 themes
Each hotel is unique with a playful & premium design inspired by a theme that is story told across the hotel
71% of customers thinks the brand is creative

= MAGIC FLEXIBILITY

Market driven space programming (room size, no mandatory restaurant nor bar...)
Soft standards backed up by ibis family reliable concepts & processes
Perfect brand for existing hotels conversion

Key programs

Multiple Styles & Storytelling Design. Each hotel has a story to tell that is spread over the client experience to increase brand preference.

Family Offer. Kids corner, suited menus, puericulture equipments, family rooms, etc.

SweetBed by ibis Styles. The best sleeping experience on the market in terms of technology, design, product & price/quality ratio.

Heartists of the Happy Mood. ibis Styles' promise is to anticipate guests' needs and to create moments of unexpected joy that will feed their happy mood.

Programming

(1) For AAA ultra city center, historic conversion, the room size and areas can go down by 15-20%
(2) Based on market demand (3) Nice to have

ROOMS	URBAN
— Average number of rooms	100 and +
— Room average size ⁽¹⁾ (sqm)	20 - 24
— Total Gross Floor Area ⁽¹⁾ (sqm)	40 - 50
FOOD & BEVERAGE	1 restaurant ⁽²⁾ shared with breakfast room 1 bar ⁽²⁾
WELL BEING	Fitness center ⁽²⁾ Swimming pool ⁽³⁾
MEETINGS, EVENTS & OTHERS	Meeting rooms ⁽²⁾ Web corner Kids area

Customer profile

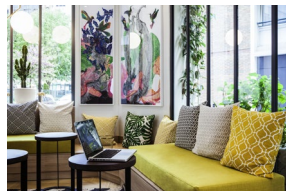
BUSINESS	51%	49%	LEISURE
DOMESTIC	64%	36%	INTERNATIONAL

Top 5 flagships to visit

SÃO PAULO BARRA FUNDA
BRAZIL



PARIS NATION PORTE DE
MONTREUIL FRANCE



BUDAPEST CENTER
HUNGARY



SINGAPORE ON MACPHERSON
SINGAPORE



BALI PETITENGET
INDONESIA

