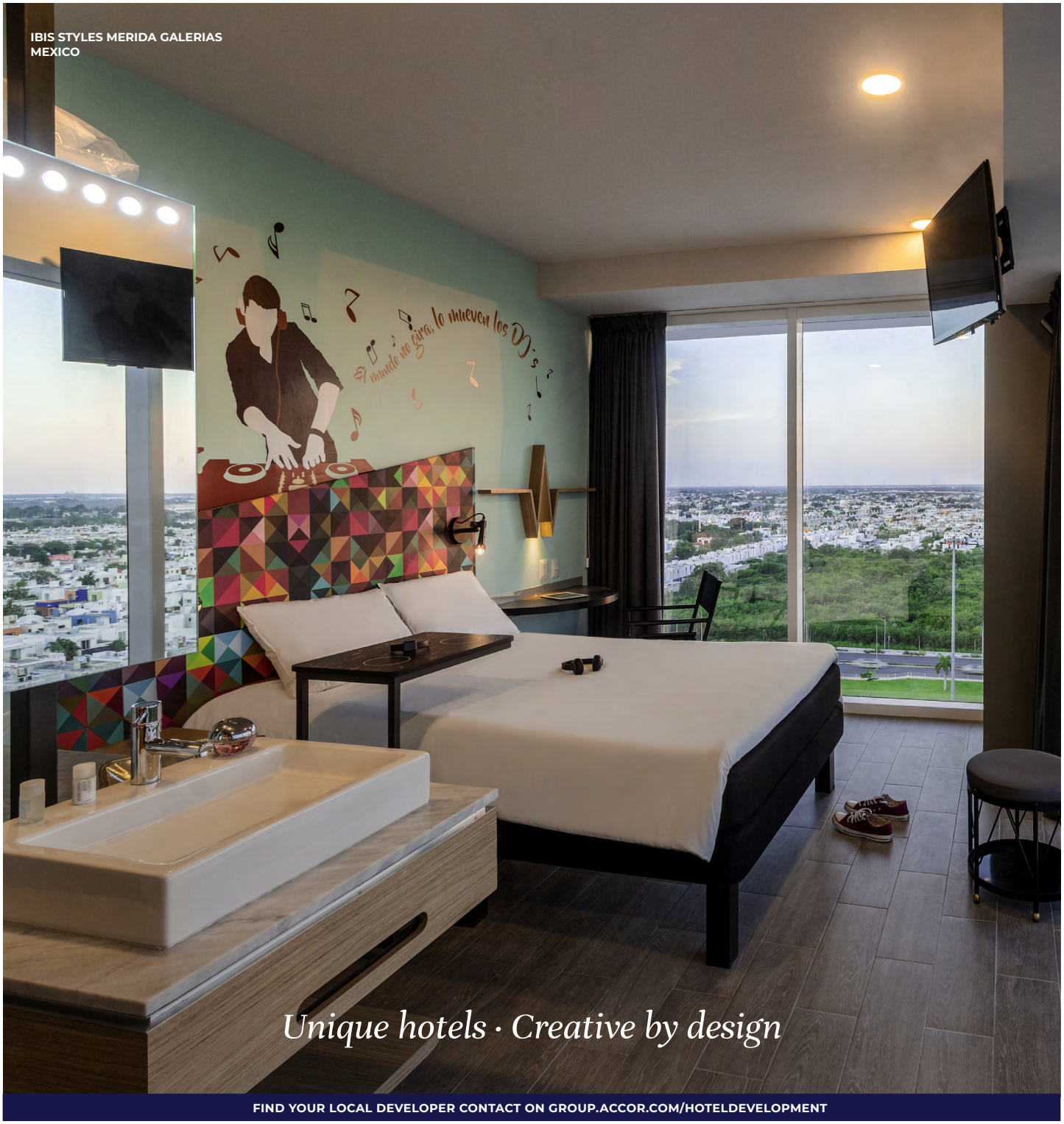
Open to creativity

Creative design and playful atmosphere are what travellers find when they stay with ibis Styles.
With a unique design concept built around a precise theme and a creative, optimistic approach, ibis Styles hotels deliver simple, trendy and economical hospitality.
The friendly staff delight in surprising guests with joyful little extras to make every stay feel personal and special.
Couples, families, solo travellers and business guests are all welcomed warmly.

ibis.com



IBIS STYLES MERIDA GALERIAS
MEXICO

Unique hotels · Creative by design

FIND YOUR LOCAL DEVELOPER CONTACT ON GROUP.ACCOR.COM/HOTELDEVELOPMENT

AUGUST 2020 - PHOTOS © ACCOR PHOTO LIBRARY

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 \ HOTELF1

ibis STYLES

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

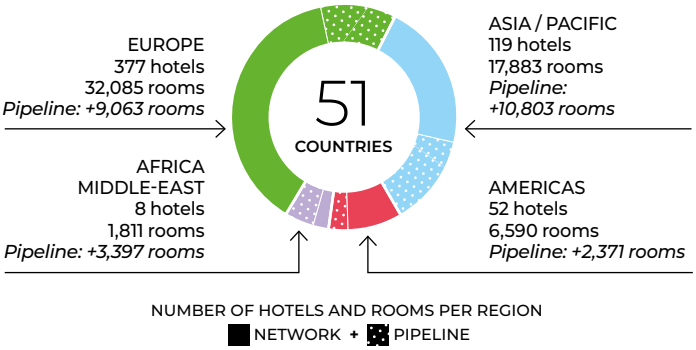
556 = 556
HOTELS STYLES

Network

556 HOTELS & 58,369 ROOMS

Pipeline

175 HOTELS & 25,634 ROOMS



NUMBER OF HOTELS AND ROOMS PER REGION
NETWORK + PIPELINE

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

Muscat, Oman, 282 rooms (2022)
Porto Alegre Moinhos, Brazil, 112 rooms (2021)
Dubai Deira Waterfront, U.A.E., 143 rooms (2022)
Singapore Albert, Singapore, 172 rooms (2020)
Roma Princess, Italy, 261 rooms (2020)

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

556 hotels + 556 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.

Passion

The theme
To express the brand passion for creative design each ibis Styles has unique and inspired theme.

Key programs

Social hubs - Discover the themes
Each ibis Styles has a unique and inspired theme, highlighted in the design of the social hub, and present all along the customer journey, from the design to signage, all the way to the dress code.

Perfect photospot
A perfect photo spot encourages guest to take creative pictures highlighting the theme of the hotel and to share them on social media.

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

Creative F&B
An F&B offer that triggers creativity thanks to trendy DIY elements.

Programming

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

(1) Based on market demand (2) Nice to have

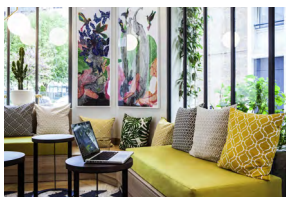
Customer profile

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

All figures as of end June 2020