



Why invest

2024

At ibis Styles, we're all about fun and design-forward hospitality.

Express your unique style, unleash your creative mindset, and dive into a world of comfort.



Why *ibis* Styles?

1 STAR PERFORMING BRAND

IBIS FAMILY POWERFUL FOOTPRINT OF MORE THAN 2,500 HOTELS GLOBALLY

STANDING OUT FROM THE CROWD WITH UNIQUE DESIGN STORYTELLING

STRONG IBIS BRAND AWARENESS COMBINED WITH IBIS STYLES HIGHER BRAND PREMIUM

RESULTING IN STRONG RGI VS COMPSET (128 FULL YEAR 2023)

2 ON THE PULSE OF CONTEMPORARY CULTURE

A GLOBAL NETWORK OF 650+ HOTELS OFFERING INSPIRING PLACES FOR CURIOUS TRAVELLERS LOOKING TO CONNECT WITH LOCAL CREATORS

LEADING EXPERIENCE VS COMPETITION IN DESIGN, COMFORT AND OFF-THE-BEAT TRAVEL JOURNEYS

3 POWERFUL DISTRIBUTION ECO-SYSTEM

LEVERAGE ACCOR'S SALES, MARKETING, DISTRIBUTION & LOYALTY PLATFORM FROM DAY 1,

CONNECTING YOU WITH VALUABLE GLOBAL BUSINESS & DIRECTLY CONTRIBUTING 75% OF YOUR ROOM REVENUE.



Star performing brand

**TOPLINE
INVESTMENT
EBITDA**

ibis high awareness combined with ibis Styles high price premium

IBIS BRAND AWARENESS

66%

vs Holiday Inn Express - 43%
Premier Inn - 12%
Motel One - 9%
Kyriad - 7%

Worldwide, ibis is the undisputed leader of economy brands (nearly 90% in France, over 80% in the UK and Germany and over 70% in Brazil, Indonesia and Australia)

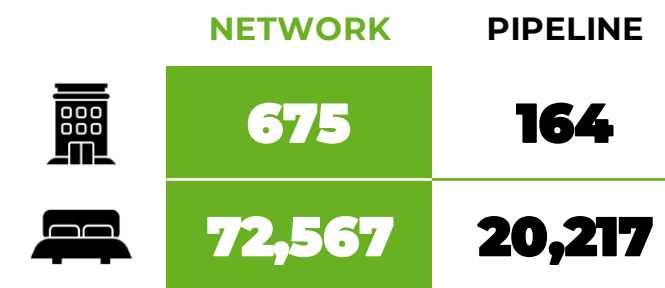
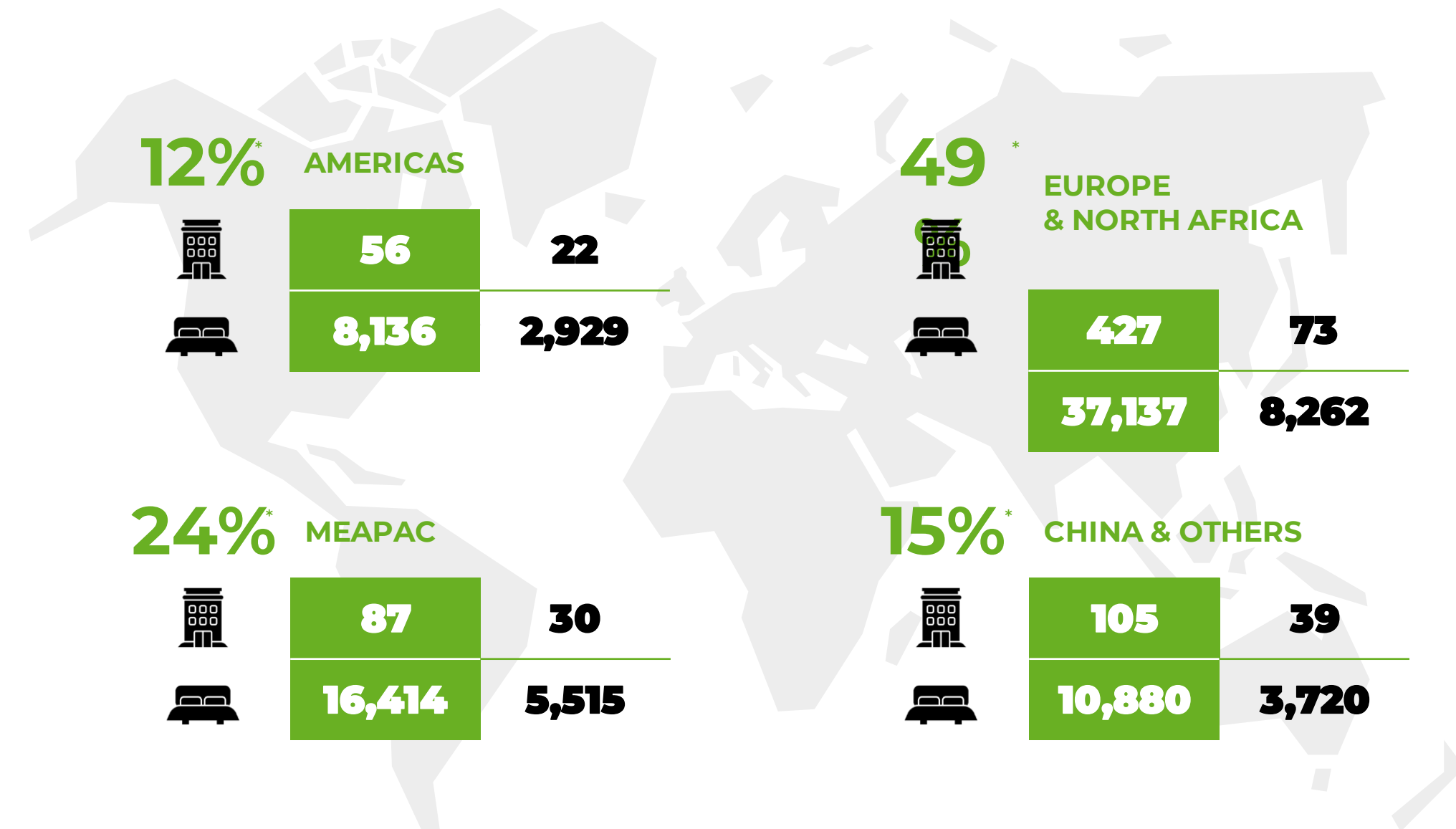
IBIS STYLES BRAND MARGIN

+13€

vs Motel One +10€
Brand margin comp index = 110
Brand Margin® measures the financial premium which the brand name adds to the intrinsic value of the same hotel stay with an unbranded alternative



With a global footprint of more than **830 hotels** open and in the pipeline

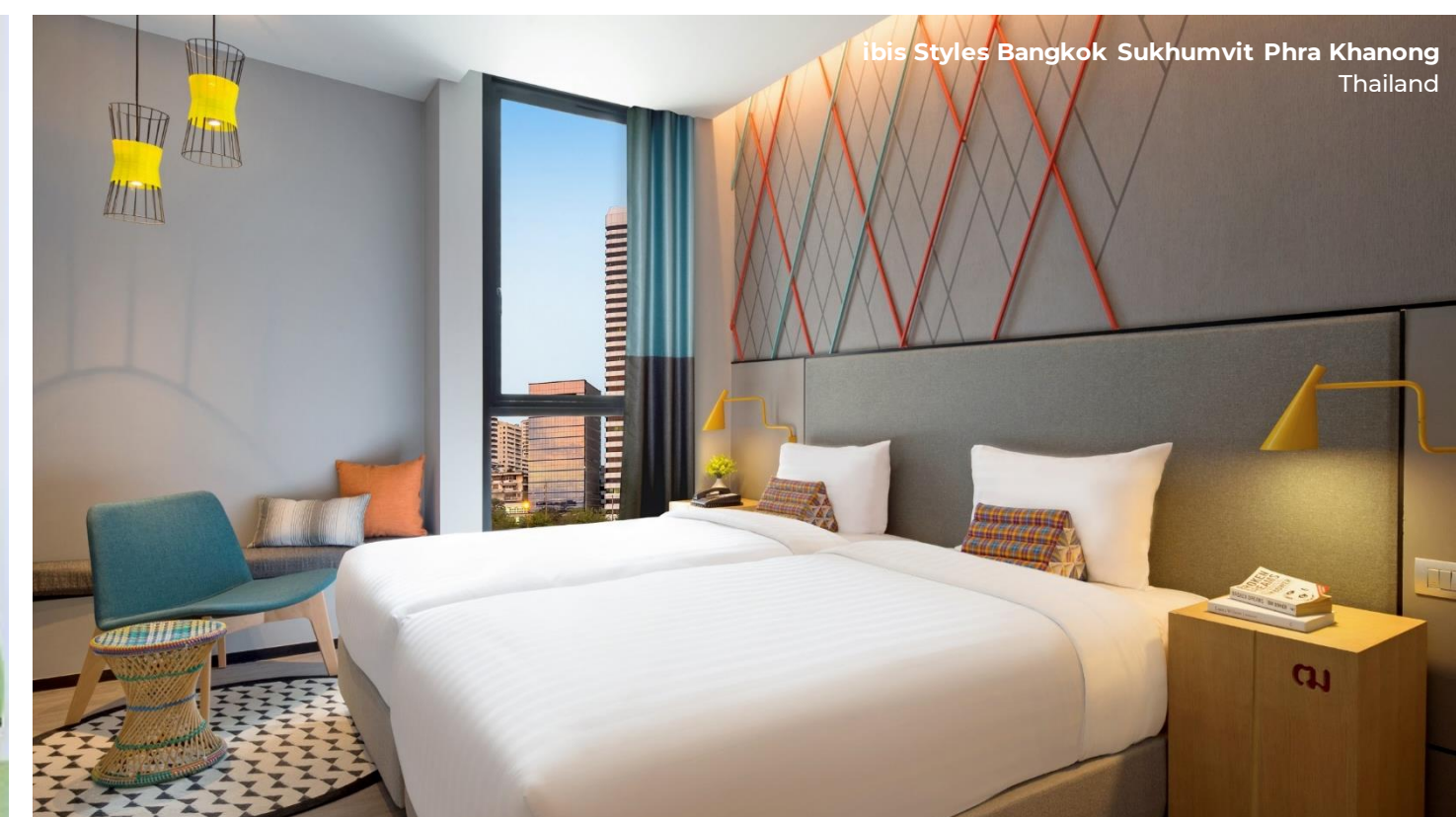
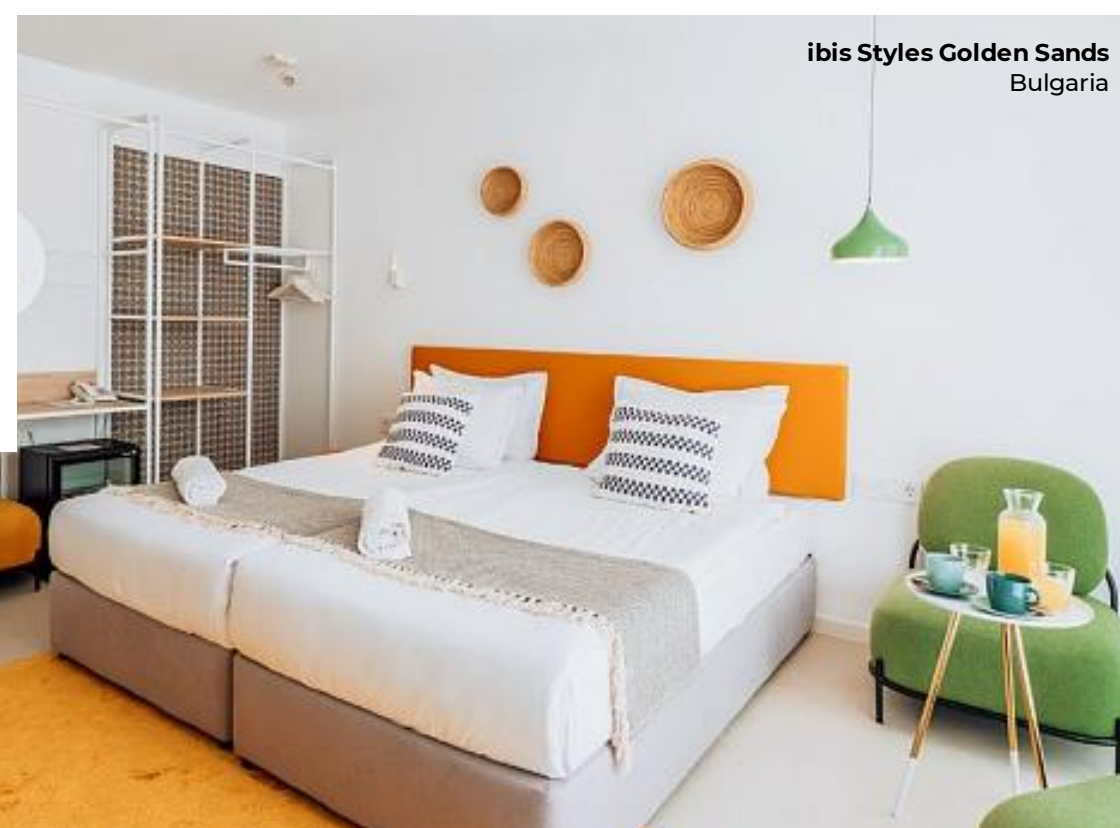


 HOTELS |
  ROOMS

* NETWORK + PIPELINE

Unique storytelling through bespoke design

- No two ibis Styles hotels are the same – enabling a creative approach to hotel programming
- Market driven design programming in terms of space and facilities required, allowing adaptability to project specificities
- Soft brand standards backed up by ibis family reliable concepts & processes for easy implementation
- Making it a perfect brand for existing hotels conversion as much as new build projects





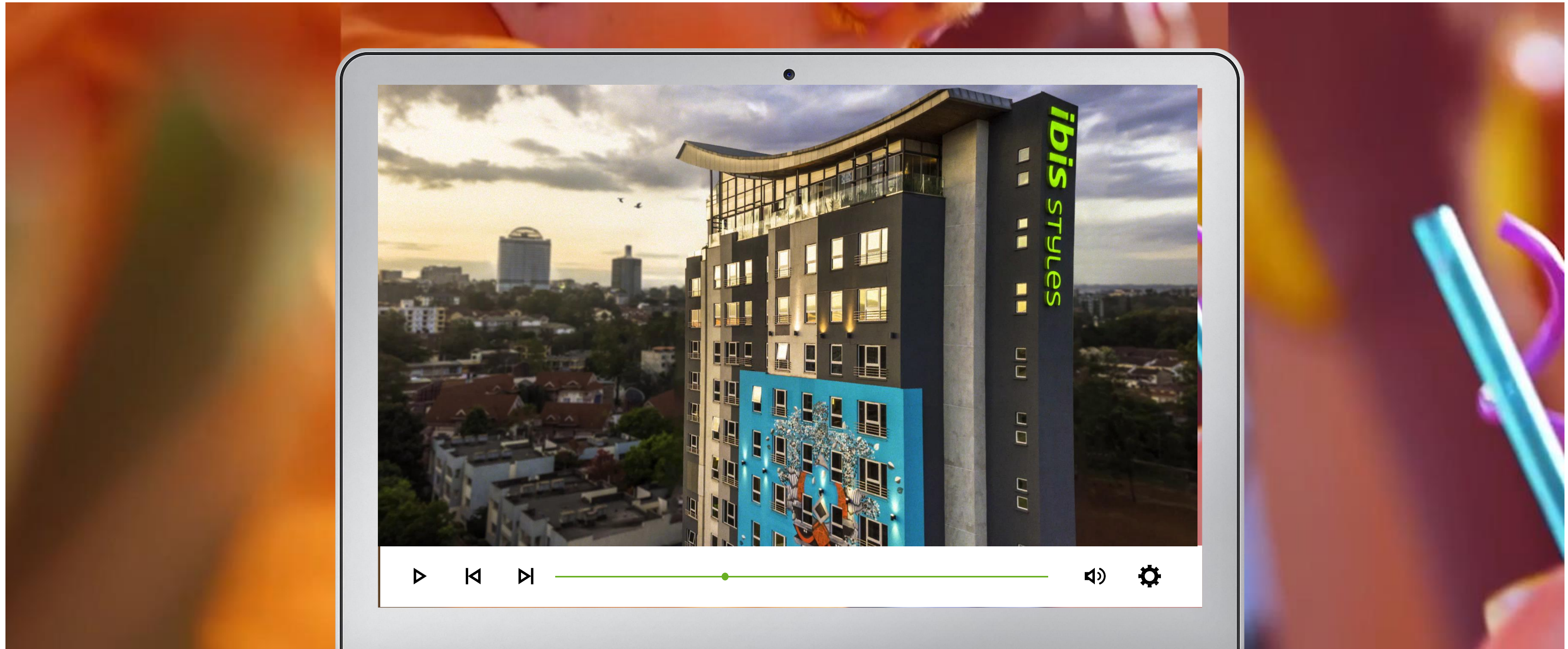
Contem- porary culture

**TOPLINE
INVESTMENT
EBITDA**

Inspiring places for inspired people



Trendy
Playful
Surprising
Joyful



TOP #3 USPs

*Our promise
to curious
travellers
& guests*

**#1**

**IBIS STYLES
ARE INTENSELY
DESIGNED VENUES,
HIGHLY INSPIRATIONAL
& INSTAGRAMMABLE**

**#2**

**IBIS STYLES
IS THE TRUSTWORTHY
CHOICE FOR
CURIOUS MINDS**

**#3**

**IBIS STYLES
IS OFFERING A
SURPRISING
EXPERIENCE BY
CONNECTING
CULTURAL EXPLORERS
WITH LOCAL CREATORS**

TOP USP #1

ibis Styles
are intensely
designed
venues, highly
inspirational &
instagrammable

- Each hotel enriches a creative collection of intensely designed venues through its own bold and surprising design.
- A personalized inspiration around a purposeful theme is brought to life as active urban hotspots to inspire our guests, locals & digital communities.

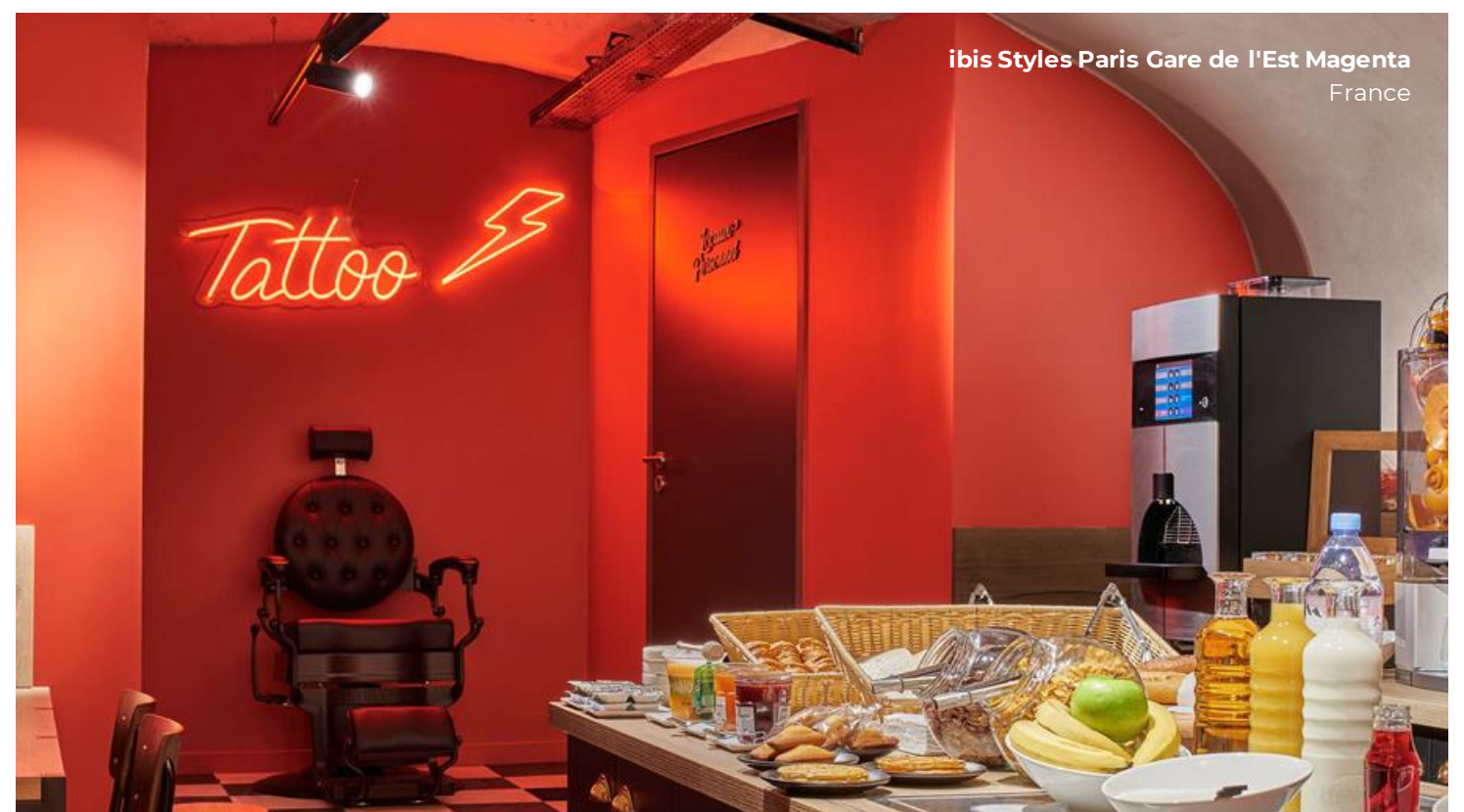
70%

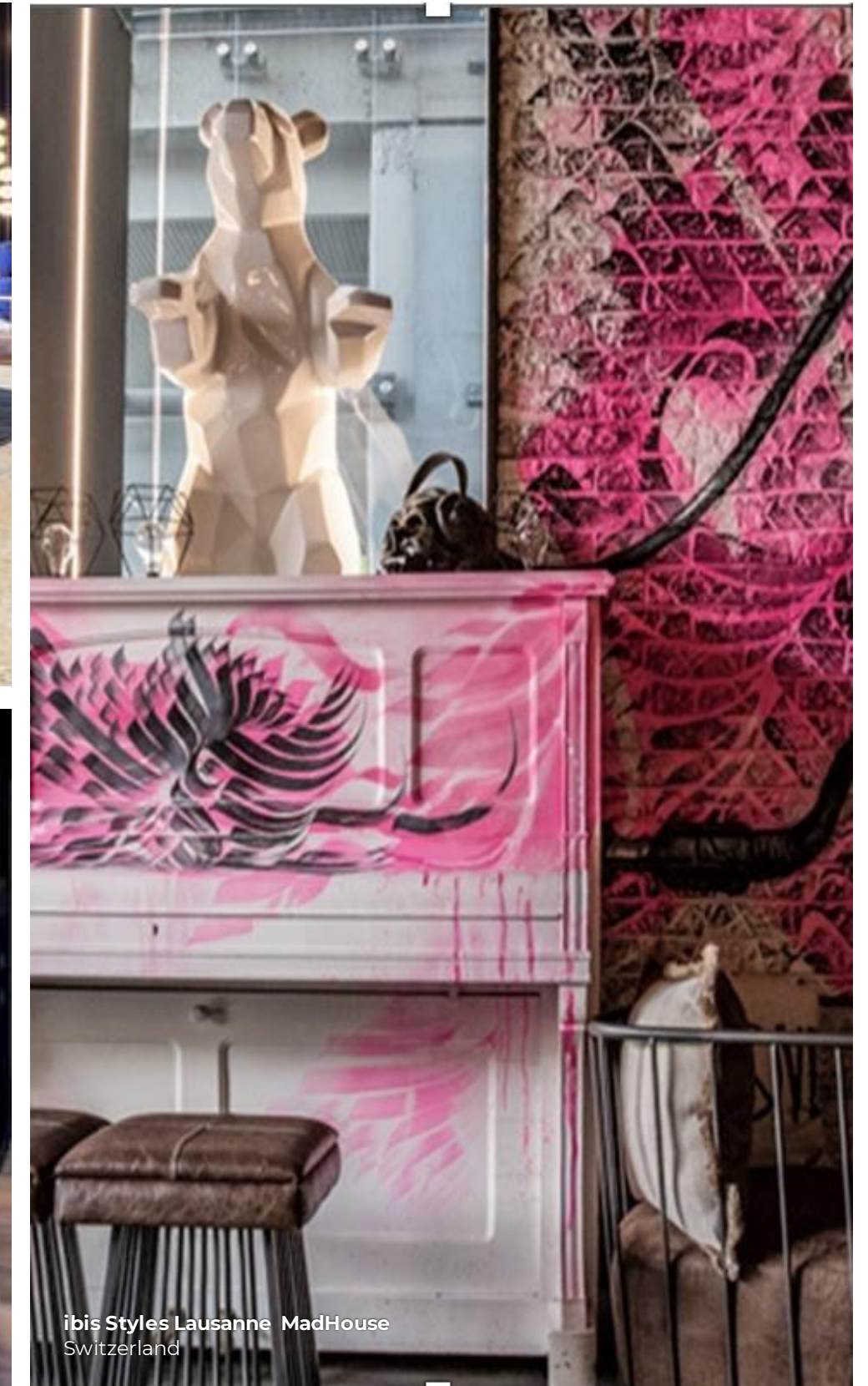
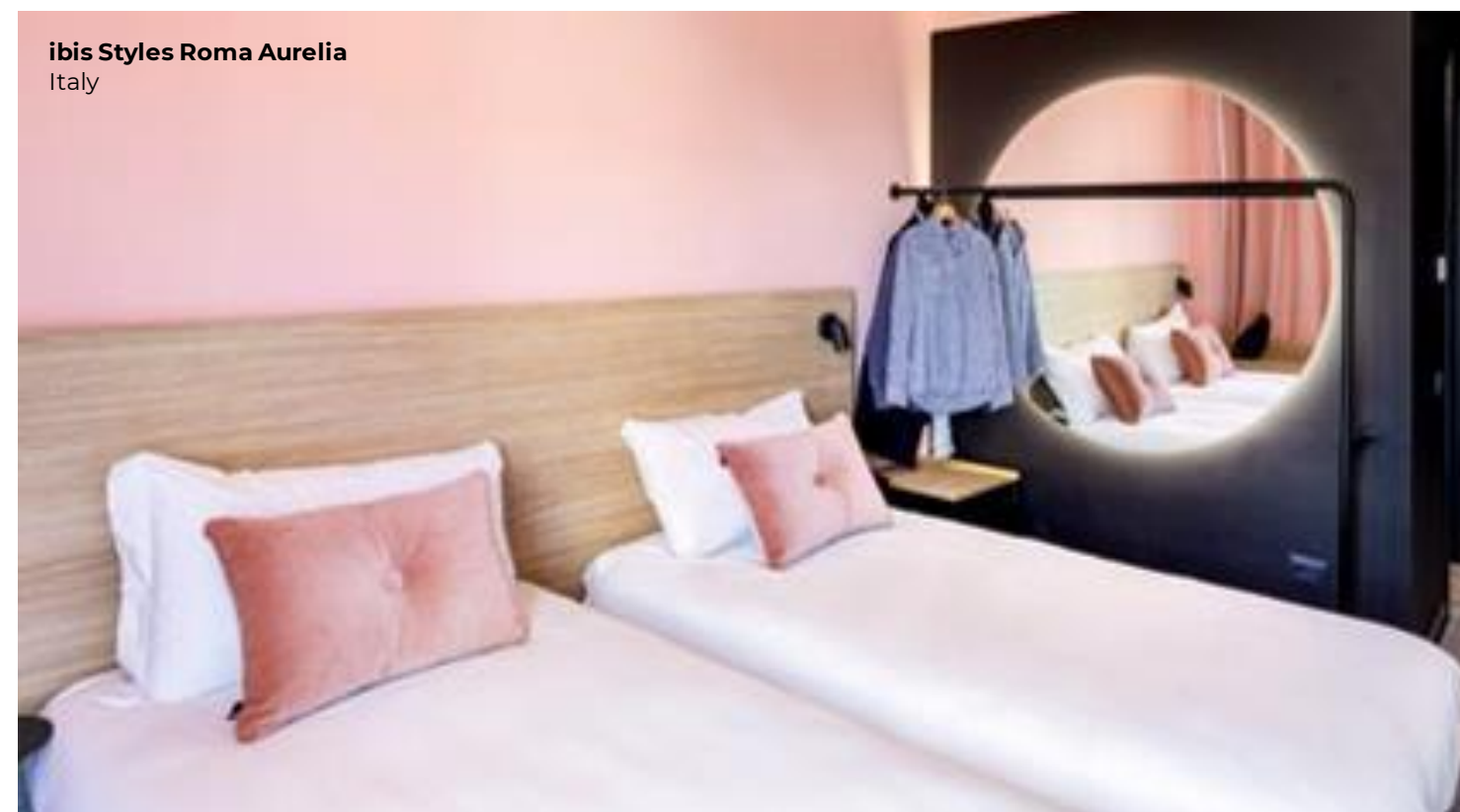
OF GUESTS THINK THAT
IBIS STYLES ARE SURPRISING
HOTELS, INSPIRING THEM TO
EXPRESS THEIR CREATIVITY

80%

OF GUESTS THINK IBIS STYLES
ARE PERFECT PHOTO SPOTS
FOR INSTAGRAM PICTURES

ibis Styles Sevilla City Santa Justa
Spain







#1

IN SERVICE PROFESSIONALISM

GSS SCORE AT 87
VS COMPETITORS BETWEEN 81 AND 82*



TOP USP #2

ibis Styles is the trustworthy choice for curious minds

Product & service offers above segment standards, at an economic price (Ultimate comfort in room with Sweet Bed by ibis Styles & Creative F&B starting with fun breakfast)

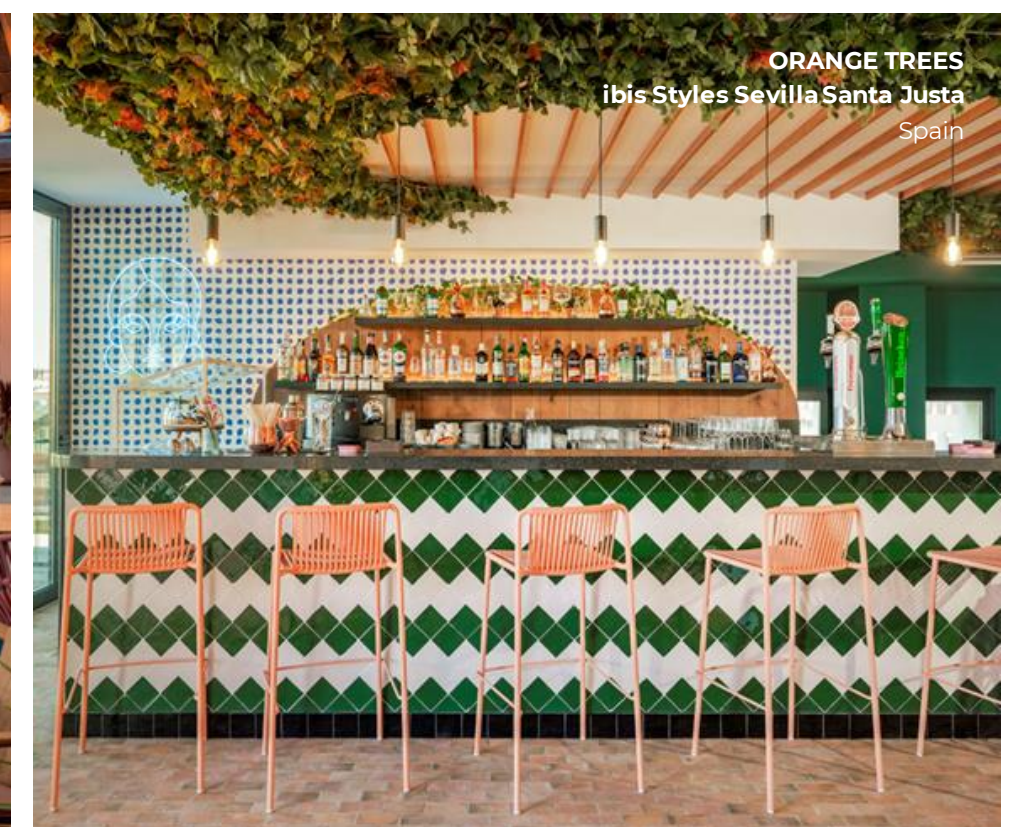
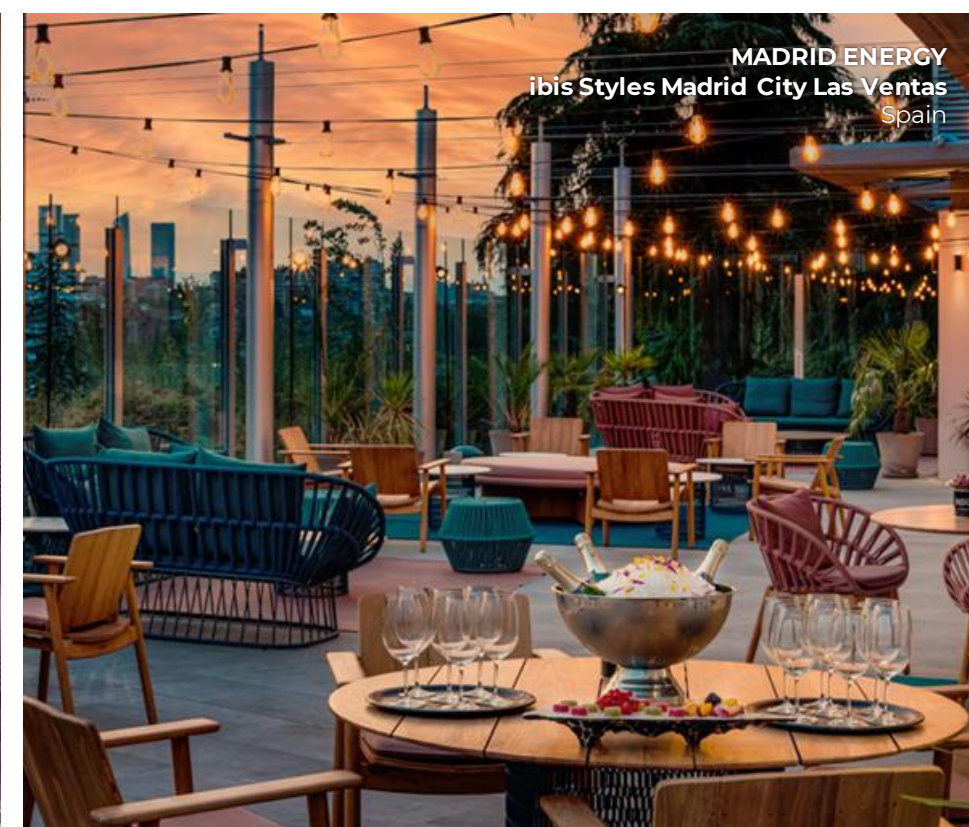
*GSS Score Competitors include: Holiday Inn Express and Motel One
Source: Trust You 2023

TOP USP #3

ibis Styles is offering a surprising experience by connecting cultural explorers with local creators

Opening up the hotel to the local community to drive revenues 24/7 and attract both neighbors and travellers

#1
IN F&B
GSS SCORE AT 76
VS COMPETITORS BETWEEN 67 AND 70*



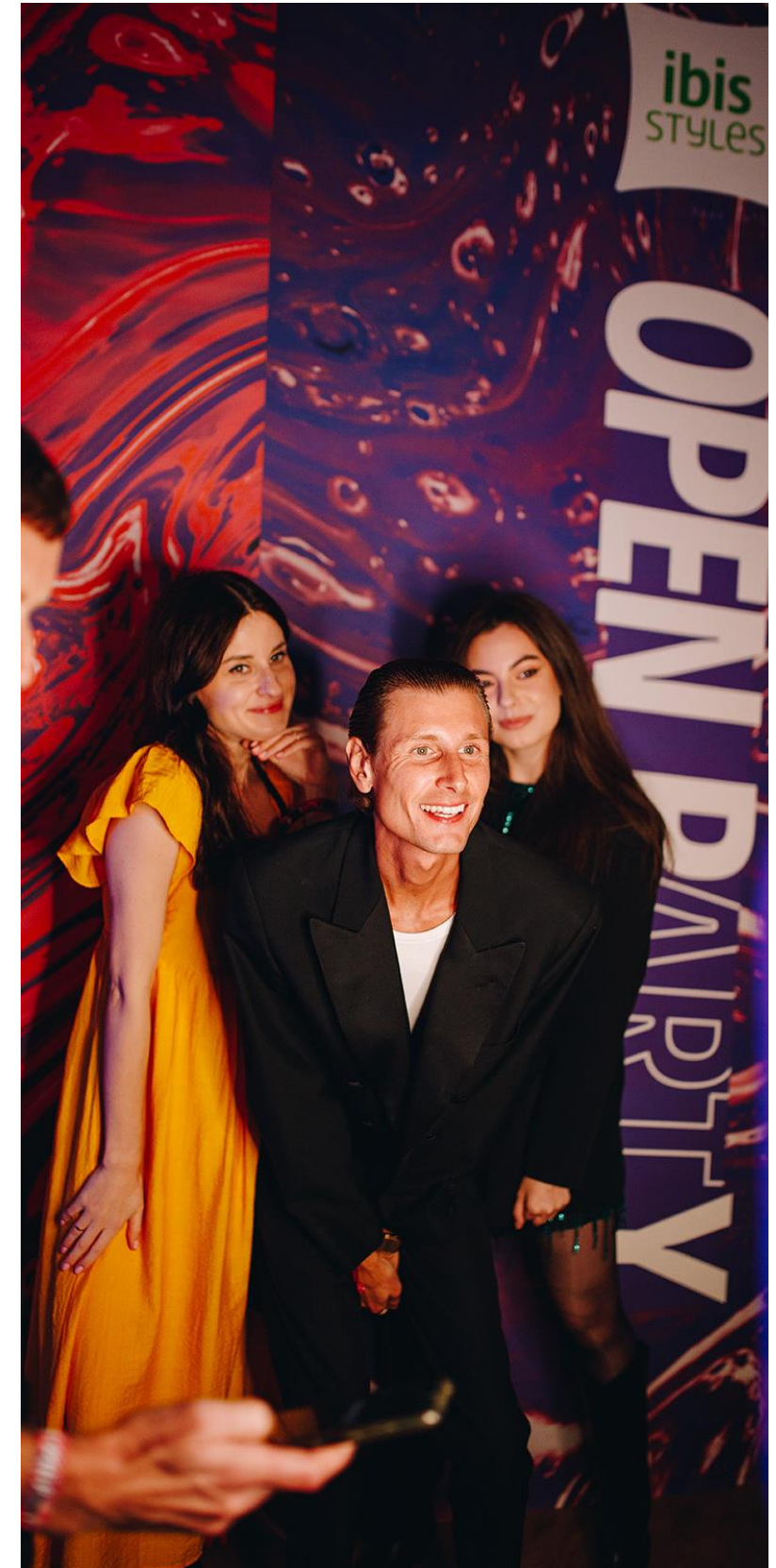
*GSS Score Competitors include: Holiday Inn Express and Motel One - Source: Trust You 2023

TOP USP #3

A series of in-hotel creative markers and animations

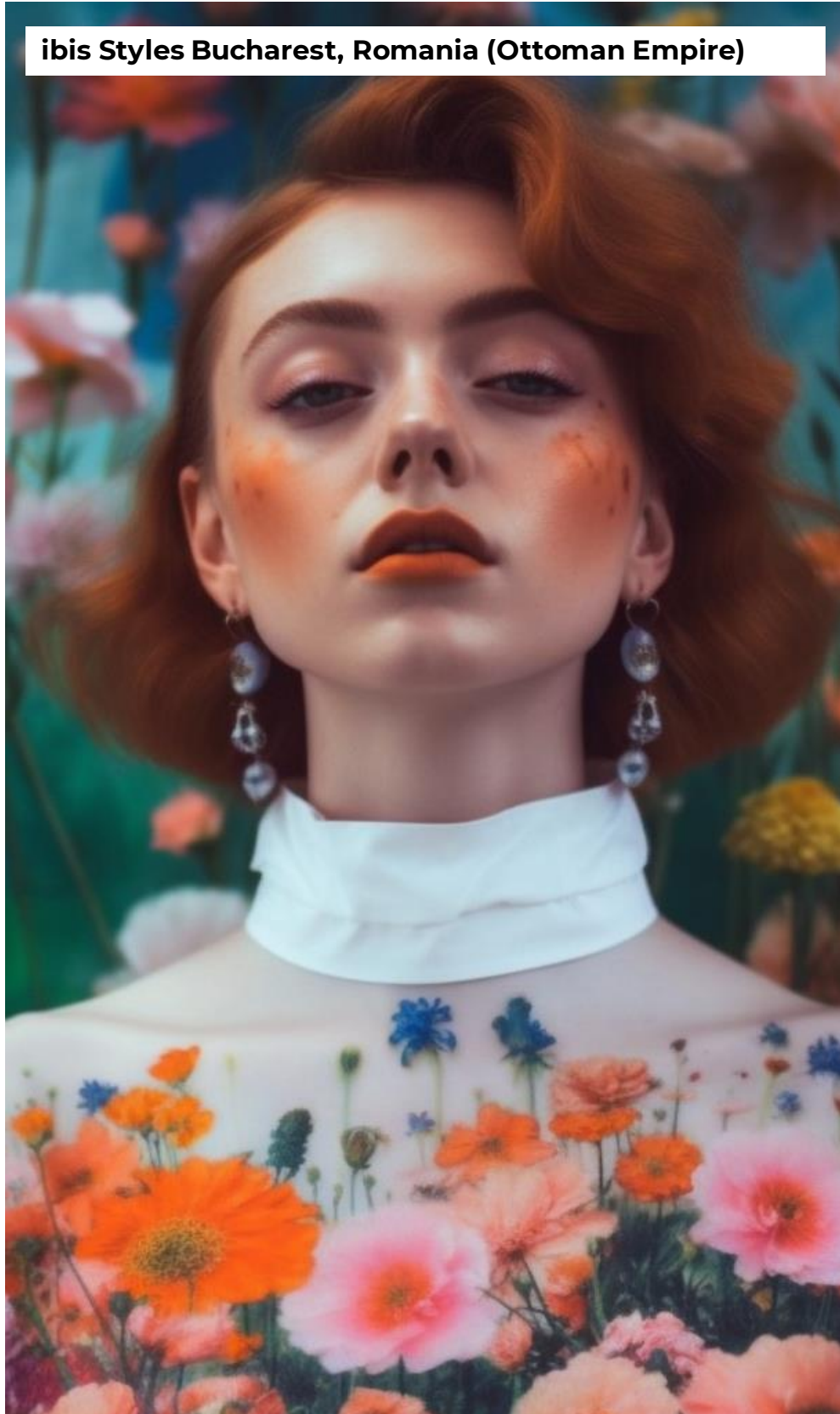
To ensure our guests experience a creative stay, ibis Styles has developed a series of in-hotel creative markers and animations such as : Hotel artwork, available as a NFT and showcased on ibis Styles Metaverse gallery or regular in hotel animations around visual arts or personal style.

The brand also organizes “Open party” nights where a local artist hosts a co-creation exercise with the community on and offline



NFT hotel artworks

ibis Styles Bucharest, Romania (Ottoman Empire)



ibis Styles Paris Gare de l'Est (Tatoos)



ibis Styles Istanbul, Turkey (Tranquility)



ibis Styles Paris St Lazare, France (Fashion)



ibis Styles Roma, Italy (Pantone)



ibis Styles East Perth, Australia (Fashion)



ibis Styles Jakarta, Indonesia (Textile Market)



Guest journey & experience

**Key standards
at a glance**

ARRIVAL & DEPARTURE	SOCIAL HUB	GUEST ROOM	F&B
Dress code	Perfect photo spot	Sweet Bed™ by ibis Styles	24/7 F&B
Mobile welcome	Boutique	Branded amenities	Buffet breakfast
NFT Welcome gift	Hotel Artwork		In-hotel creative animations





Distribu- tion eco- system

**ACCOR ECO-SYSTEM
IBIS STYLES PLATFORM**

IBIS.COM

**5,6M
USERS**

**13
LANGUAGES**

**4,51%
CONVERSION RATE**

(Well above hotel industry conversion rate average of 2.2%)

**SOCIAL MEDIA
AMPLIFICATION**

 +27K FOLLOWERS	 275 FOLLOWERS
 GLOBAL IBIS ACCOUNT +1.9M FOLLOWERS	 +7K FOLLOWERS
 GLOBAL IBIS CHANNEL +40K FOLLOWERS	 GLOBAL IBIS ACCOUNT +63K FOLLOWERS

CRM

**+500K
CONTACTS
IN CRM IBIS FAMILY
DATABASE IN 2023**

Boost direct sales with ibis Styles digital scale



Develop- ment criteria

HOTELS
LEISURE & RESORTS
COMBOS

Hotels development

**ibis Styles hotels fit
equally new builds
and conversions
projects**

	EUROPE*	WW
NUMBER OF KEYS	80+	100+
ROOM SIZE	14-18 SQM	16-24 SQM
TGFA	25-40 SQM	30-45 SQM

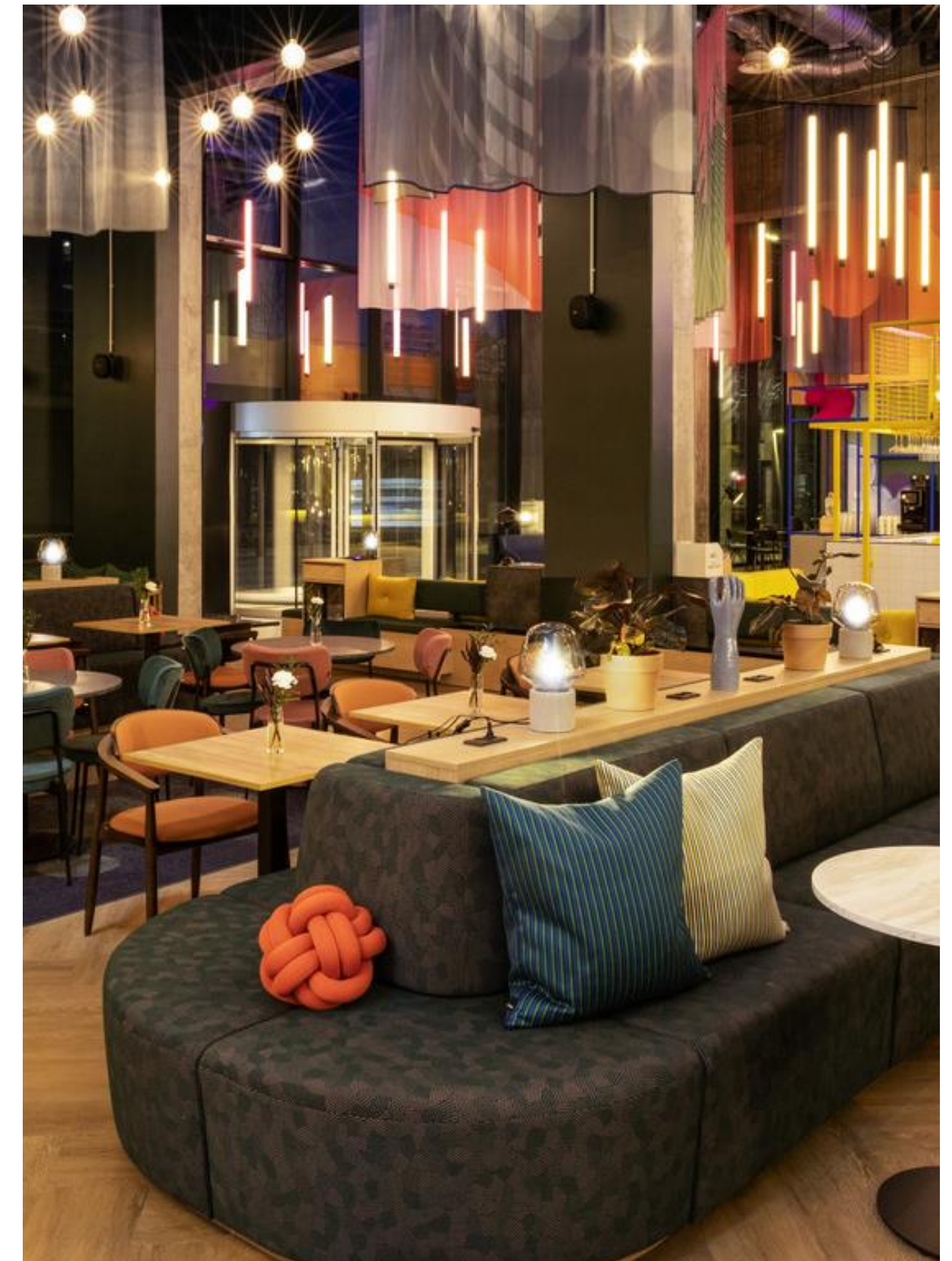
* Incl. AAA ultra city center + historic conversion WW

MUST-HAVES

Lobby bar
Buffet breakfast
Work in the lobby

NICE-TO-HAVES

Restaurant
Additional Bespoke Bar
Fitness
Swimming Pool
Meeting Room
Laundry Room
Entertainment Facilities
Car Park
Retail Shop
Co-working dedicated area
Family Room



Leisure & Resorts development

ibis Styles also answers the growing leisure demand with affordable and comfortable resorts, welcoming everyone looking for a creative gateway.

	EUROPE*	WW
NUMBER OF KEYS	80+	100+
ROOM SIZE	15-20 SQM	18-25 SQM
TGFA	35-50 SQM	40-55 SQM

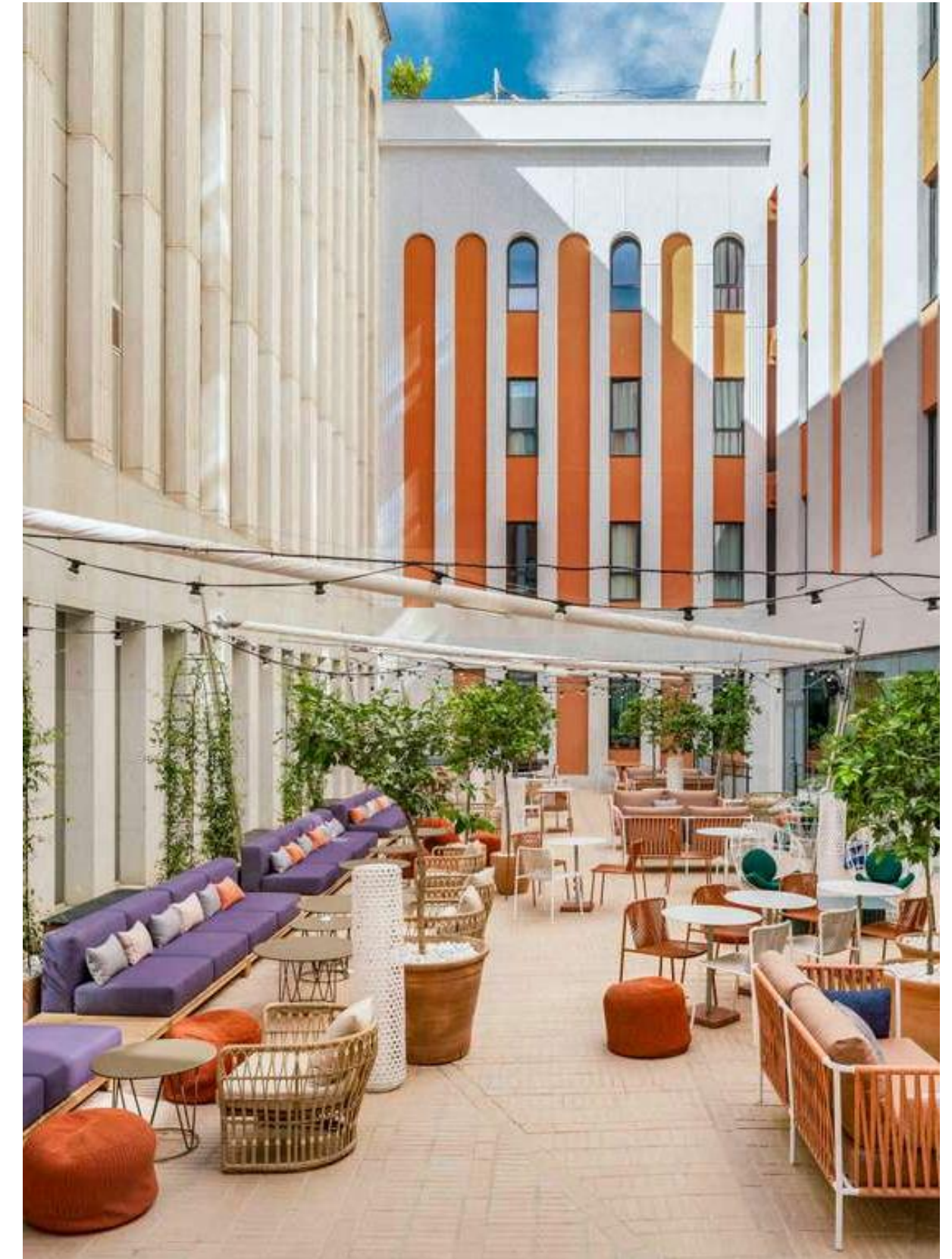
* Incl. AAA ultra city center + historic conversion WW

MUST-HAVES

Lobby bar
Buffet breakfast
Kids Corner / Room
Outside Space
Car Park

NICE-TO-HAVES

Restaurant
Additional Bespoke Bar
Laundry Room
Fitness
Swimming Pool
Work in the lobby
Meeting Room
Entertainment Facilities
Retail Shop



Combos development

Strong ROI
for projects combining
ibis Styles hotel with:

extended stay

ex. **ADAGIO**
APARTHOTEL

2 stars hotel

ex. **ibis** budget

4 stars hotel

ex. **NOVOTEL**



ibis Styles & ibis budget Rouen Parc Expo Zenith
France



ibis Styles network

**URBAN
LEISURE
AIRPORT
COMBO**

ibis Styles Copenhagen Orestad

Denmark | 186 rooms



ibis Styles Zurich City Centre
Switzerland | 202 rooms



ibis Styles São Paulo Faria Lima

Brazil | 180 rooms



ibis Styles Bangkok Silom
Thailand | 264 rooms



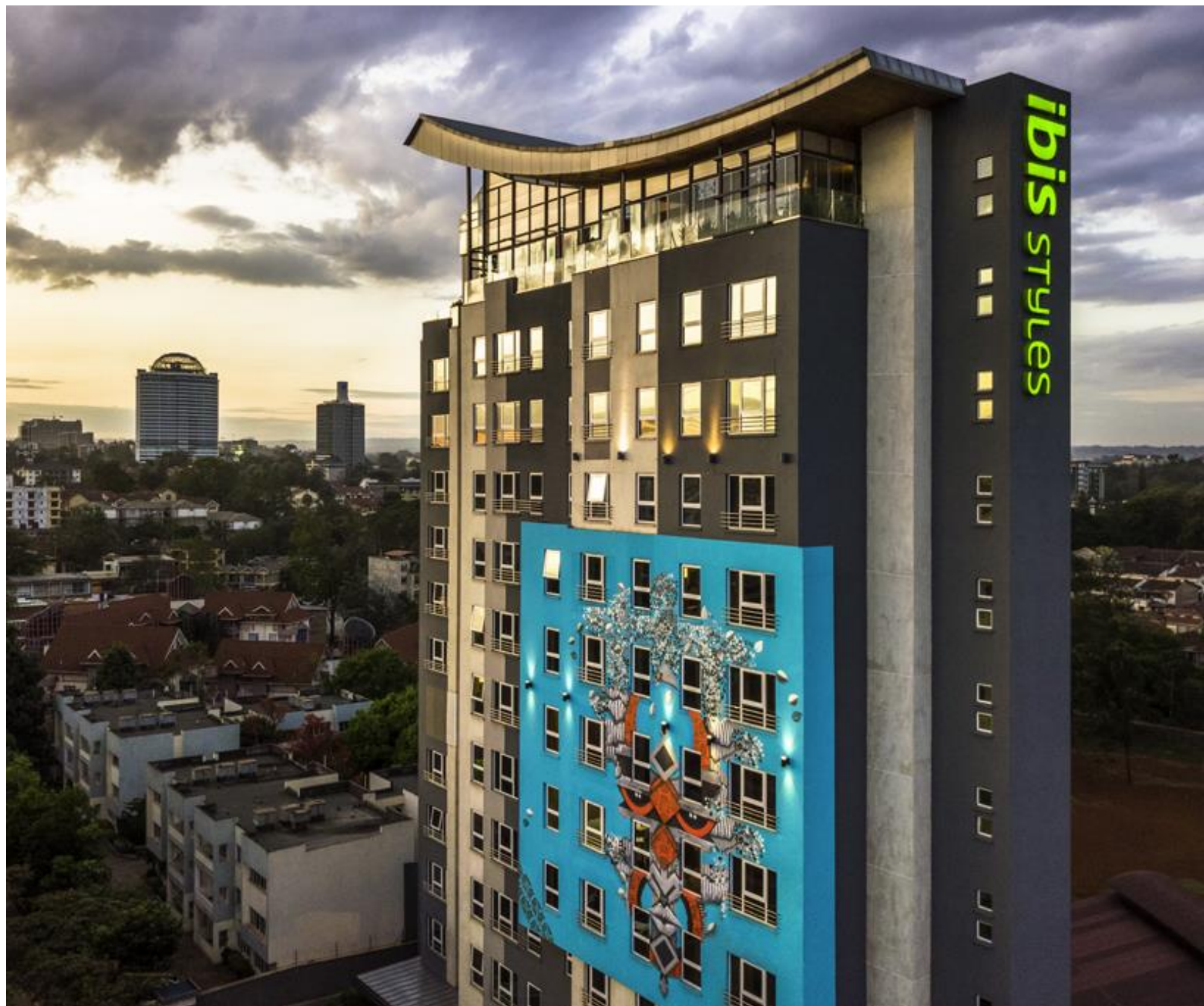
ibis Styles Dubai Deira

UAE | 143 rooms



ibis Styles Nairobi Westlands

Kenya | 278 rooms



ibis Styles Semarang Simpang Lima

Indonesia | 127 rooms



ibis Styles Hobart
Australia | 296 rooms



ibis Styles Beijing Capital Airport Hotel

China | 164 rooms



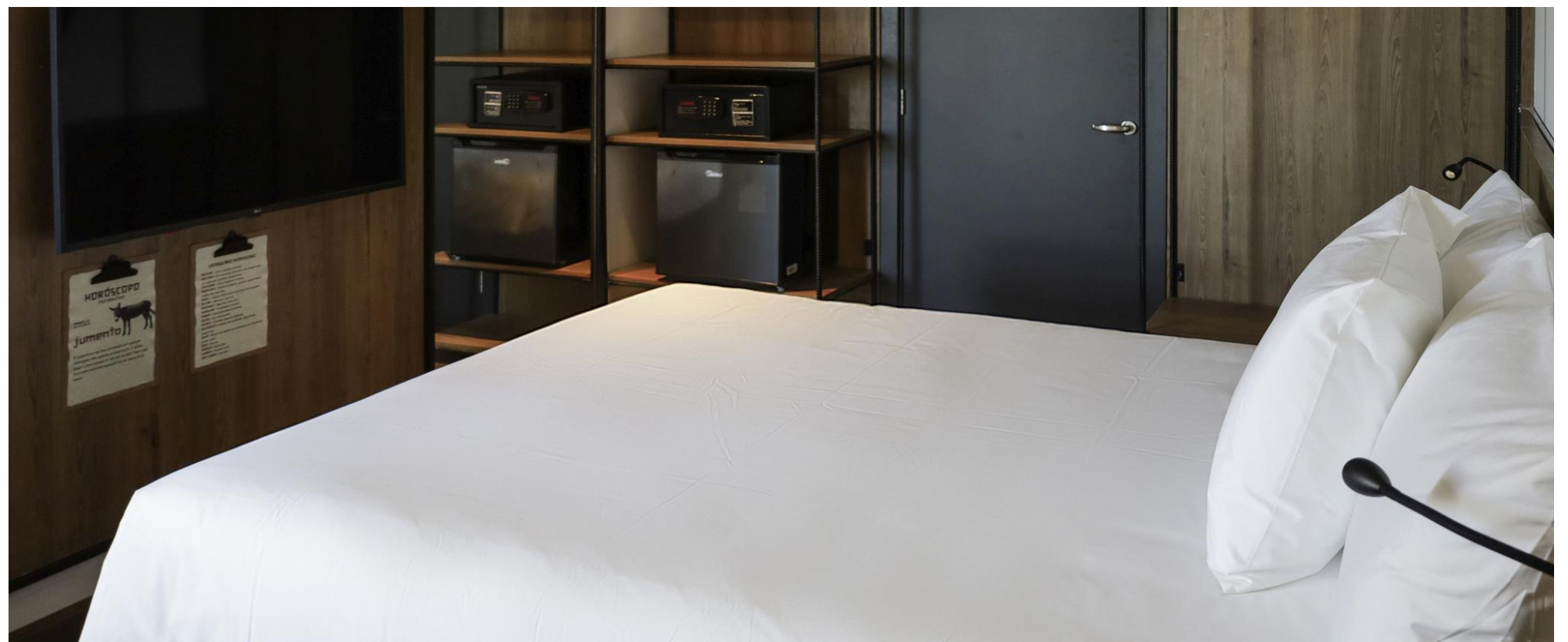
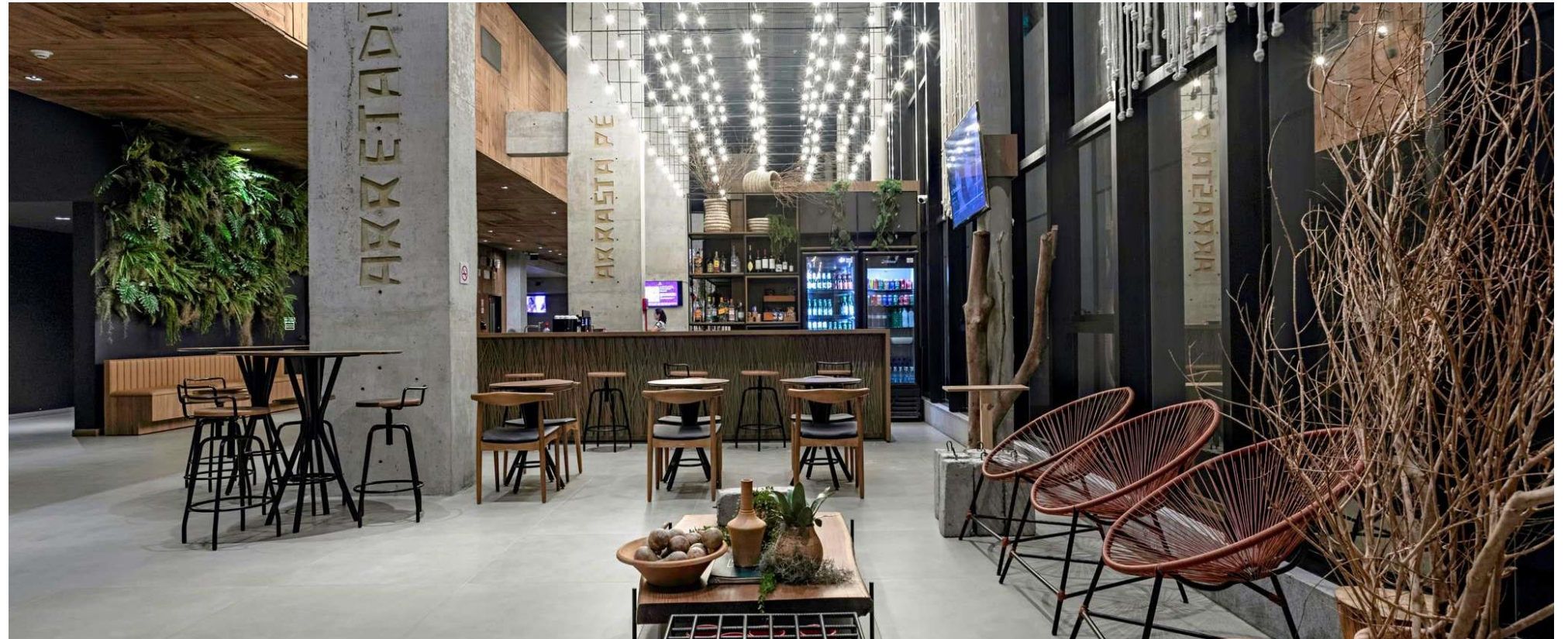
ibis Styles Lima San Isidro

Peru | 184 rooms



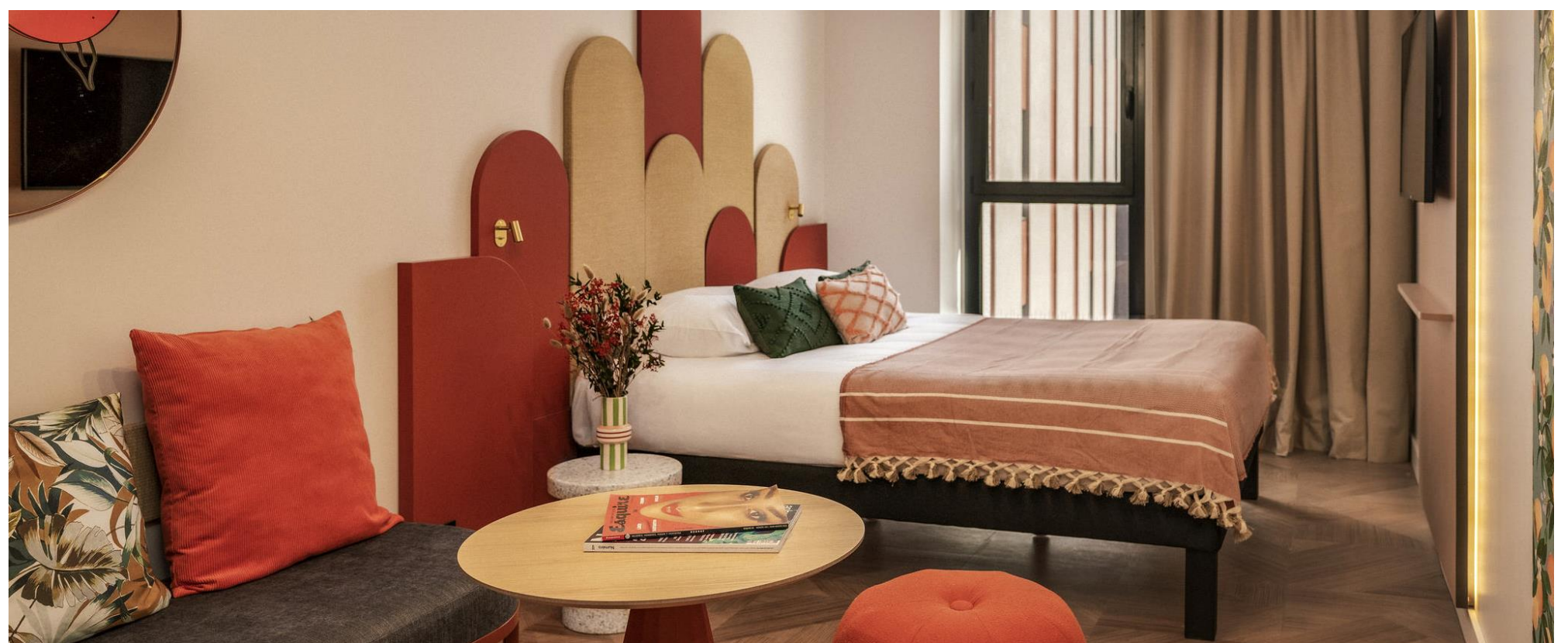
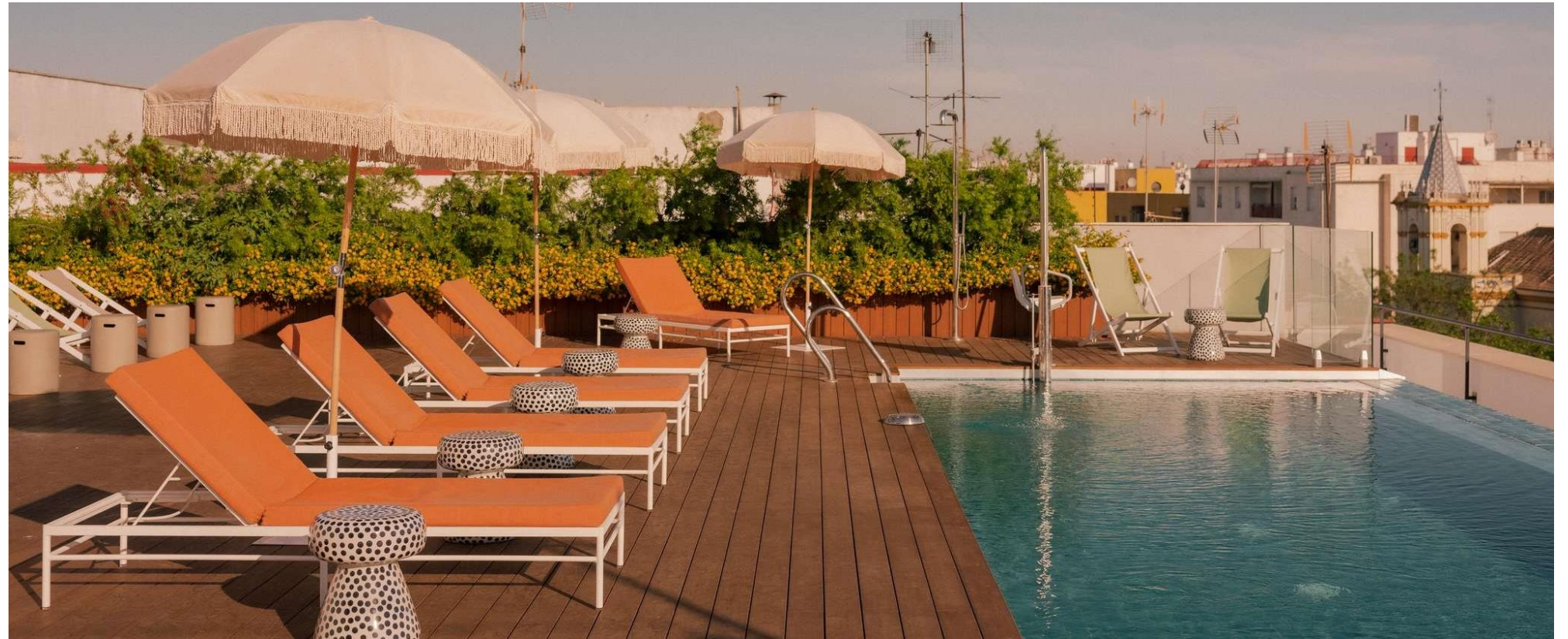
ibis Styles Maceió Pajuçara

Brazil | 198 rooms



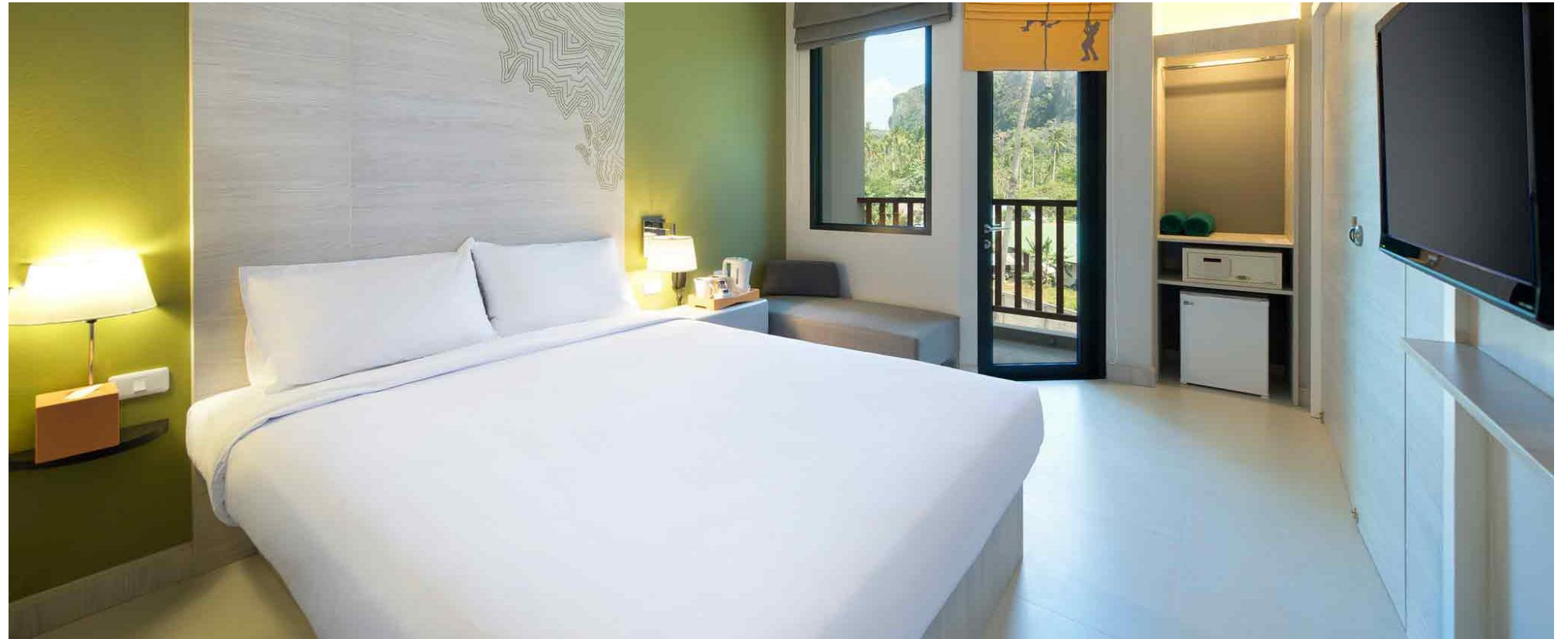
ibis Styles Sevilla City Santa Justa

Spain | 218 rooms



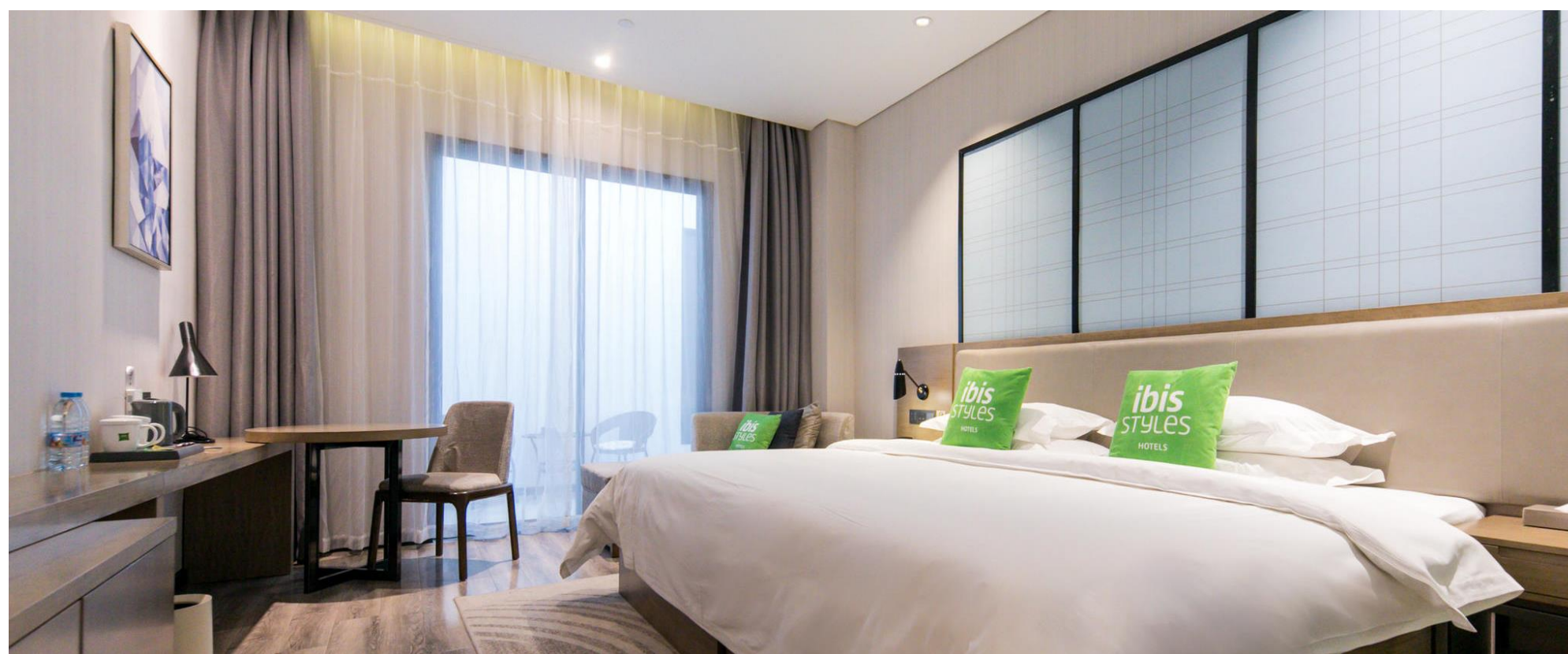
ibis Styles Krabi Ao Nang

Thailand | 206 rooms



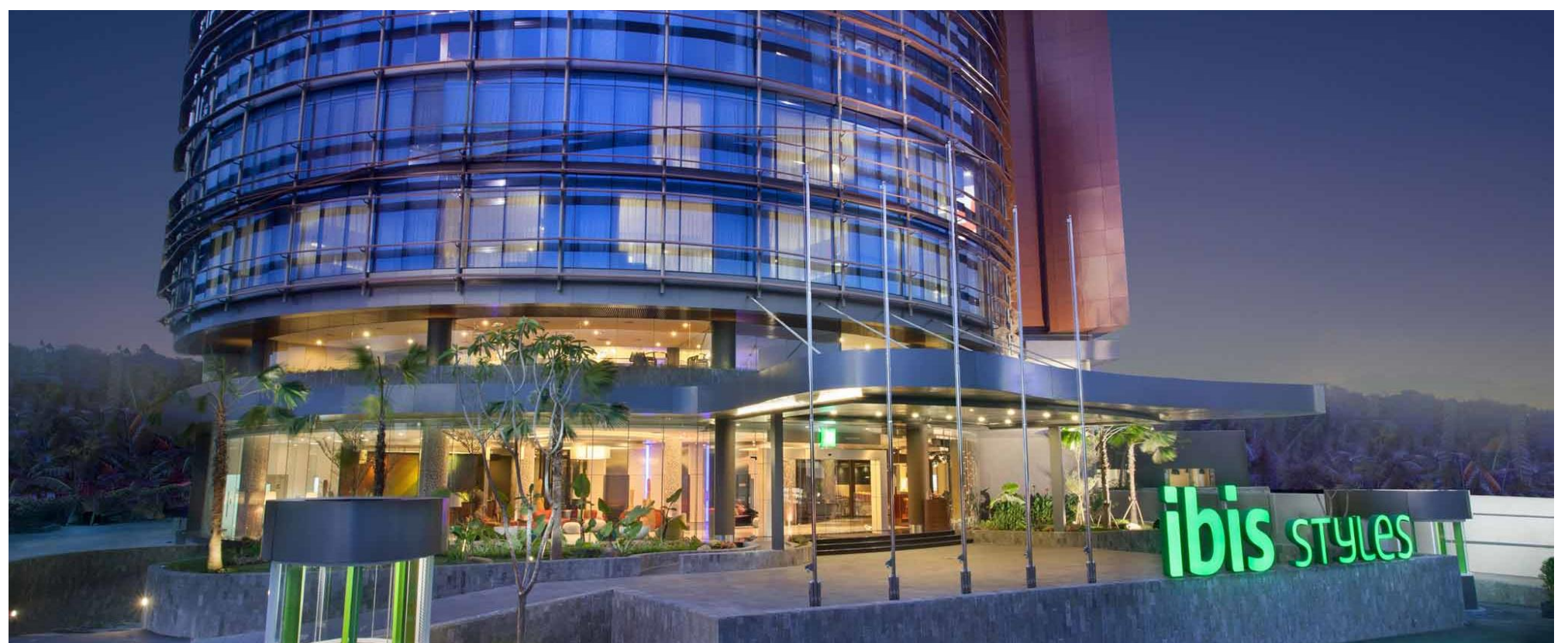
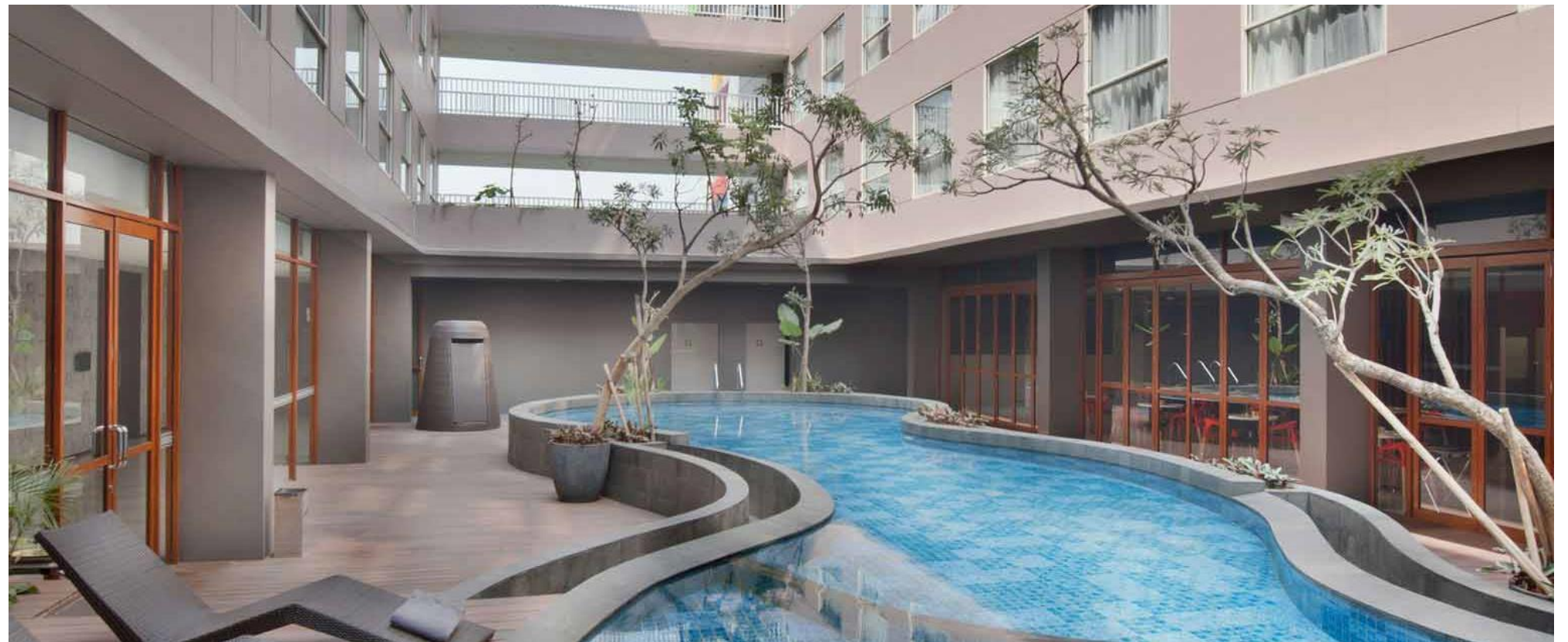
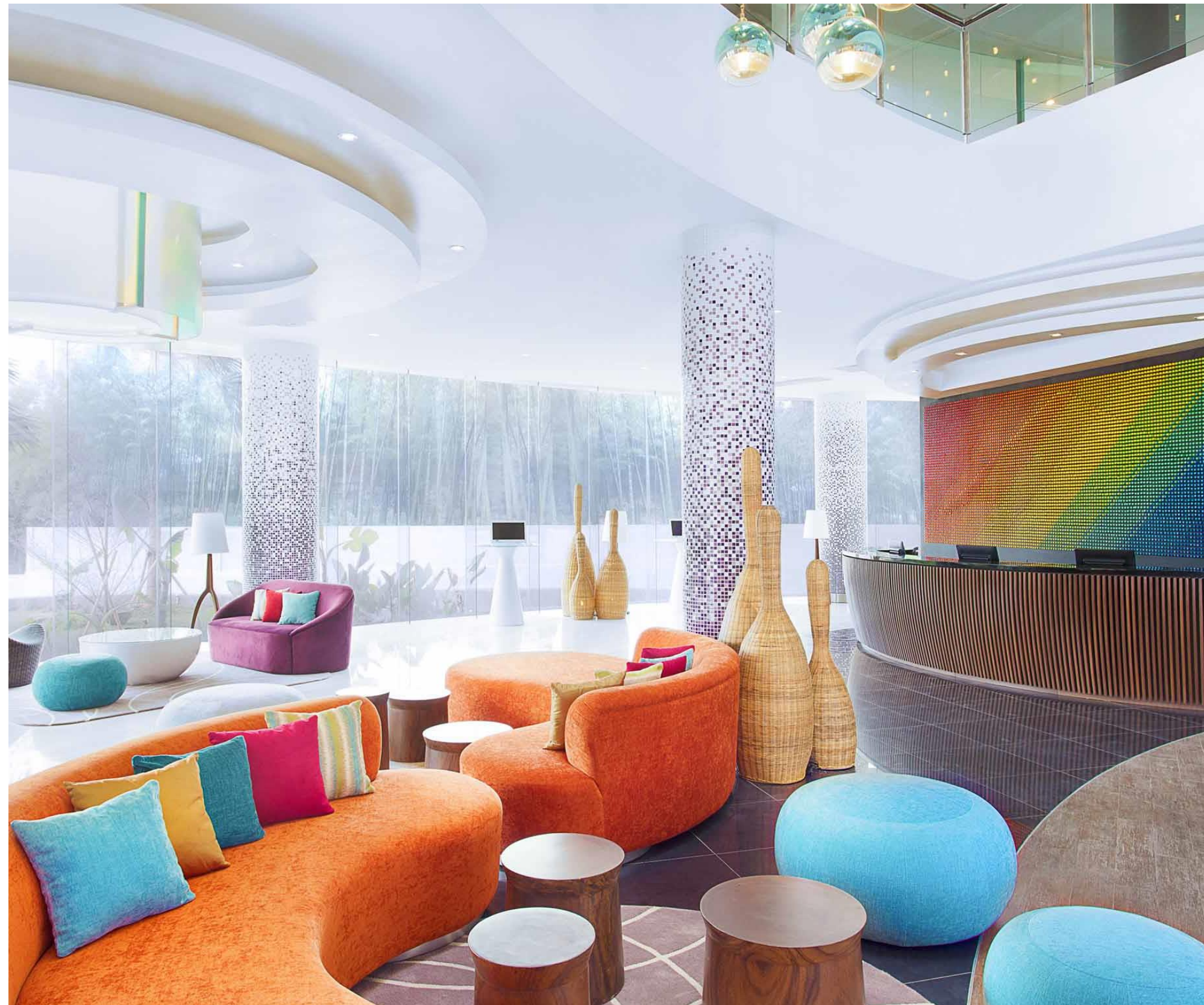
ibis Styles Shanghai Hongqiao Airport Huqingping Highway Hot

Greater China | 130 rooms



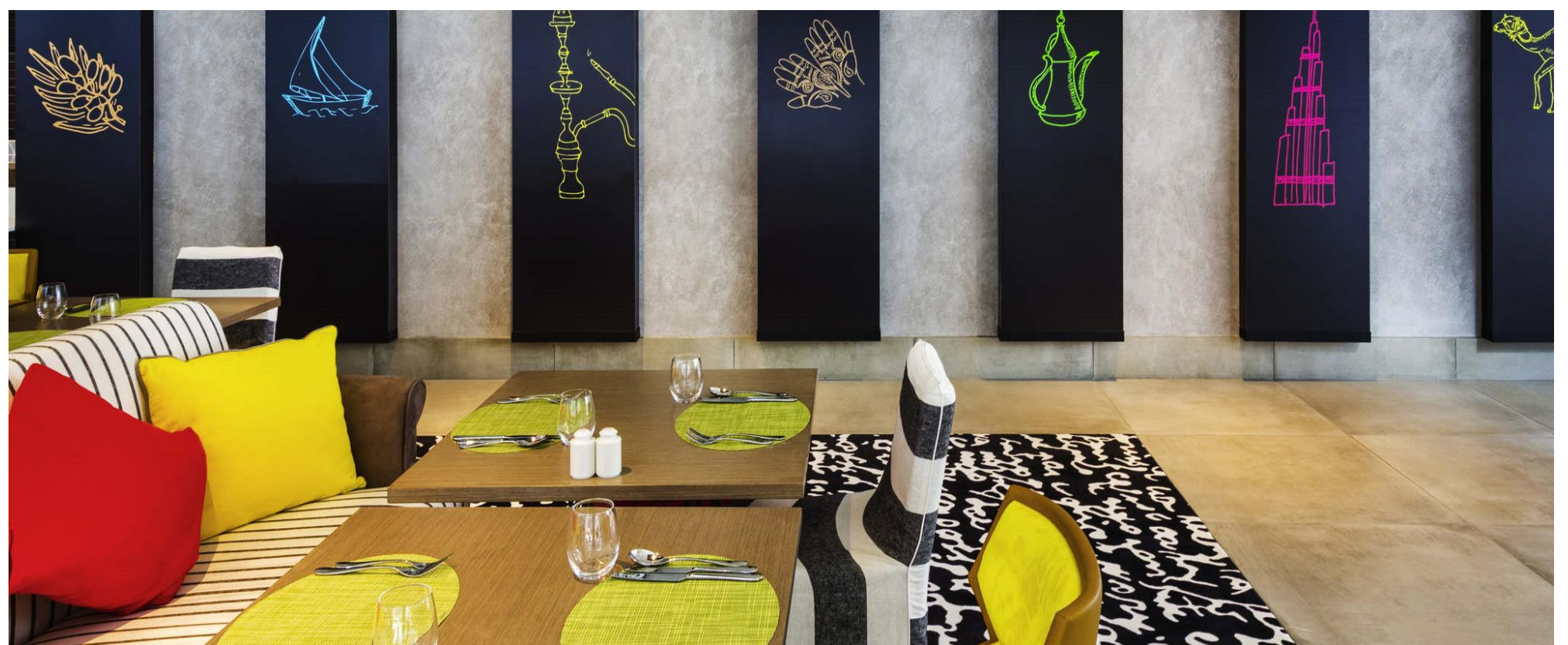
ibis Styles Jakarta Airport

Indonesia | 251 rooms



ibis Styles Dubai Airport

United Arab Emirates | 351 rooms



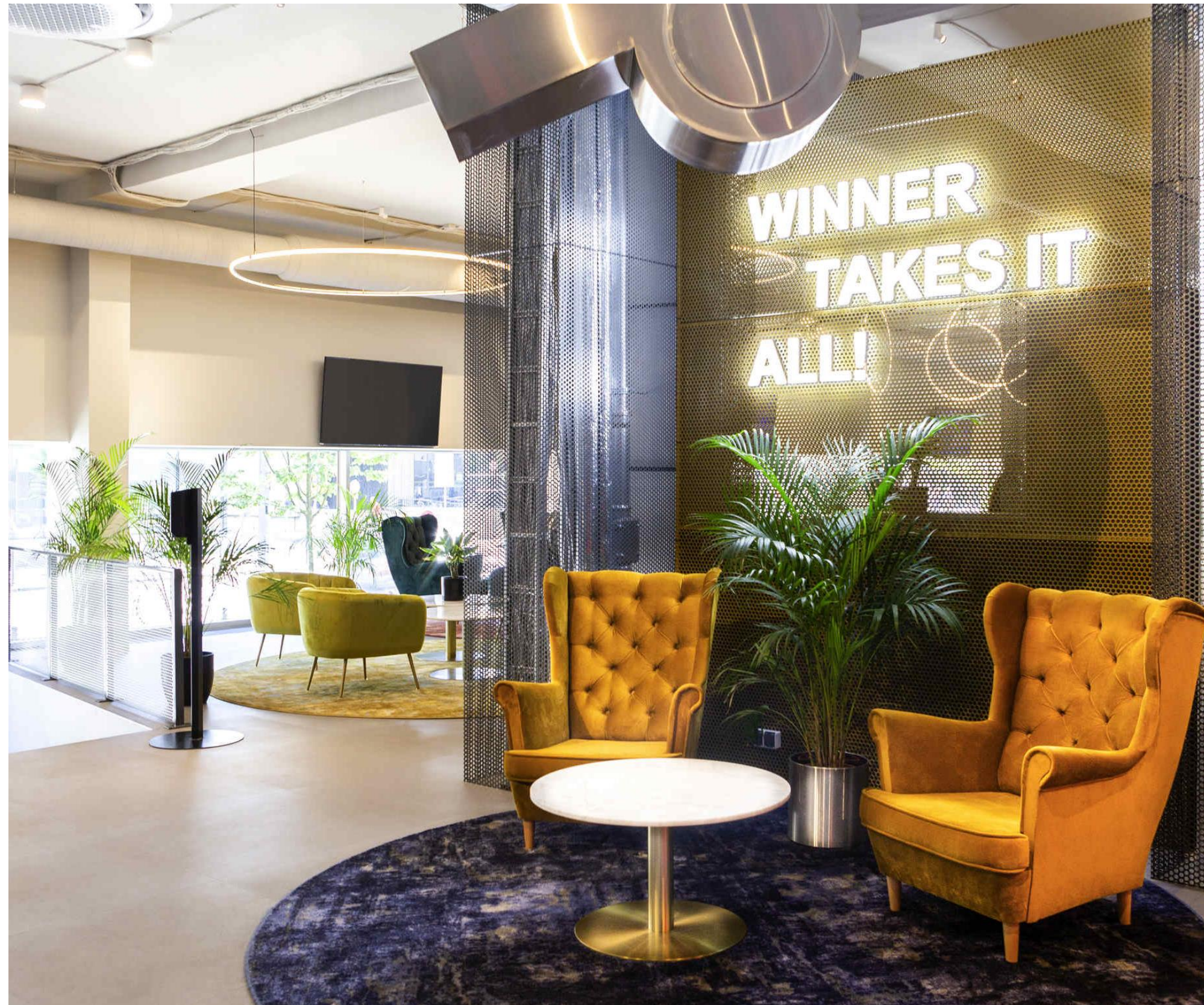
ibis Styles Wrocław Centrum

Poland | 133 rooms



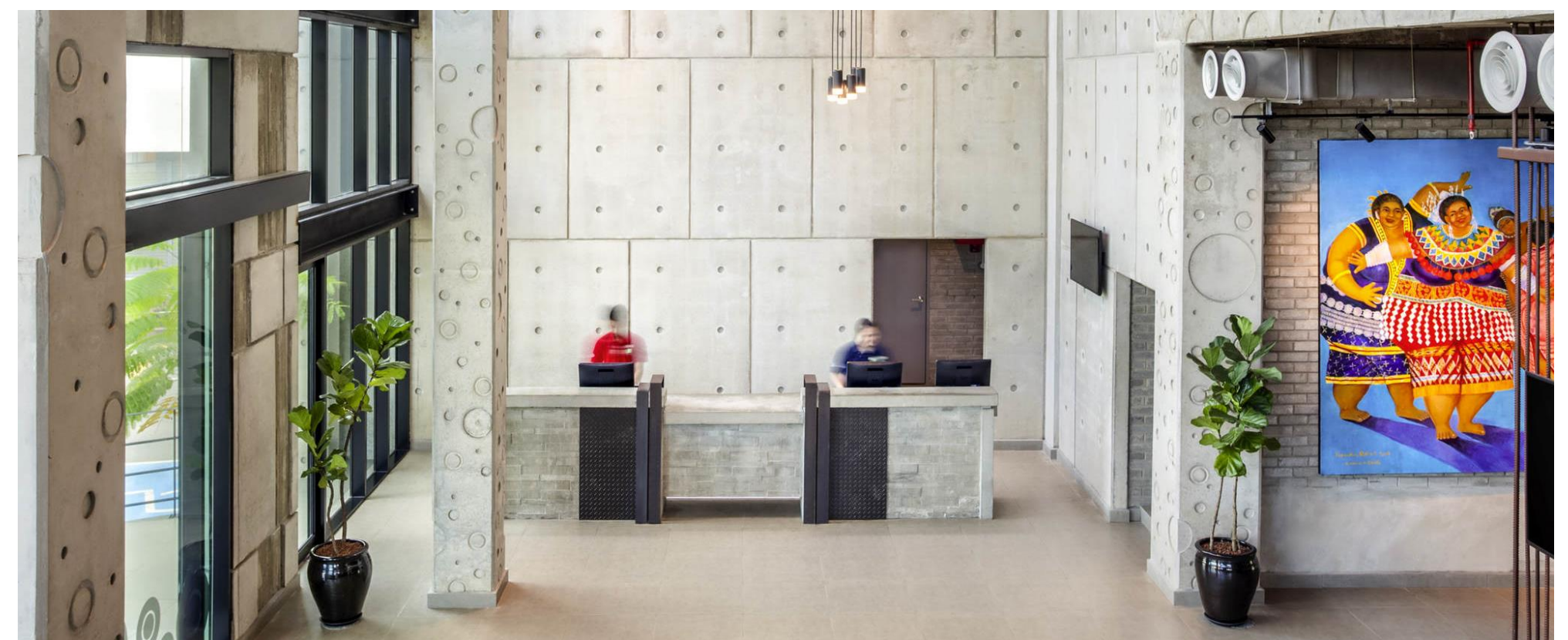
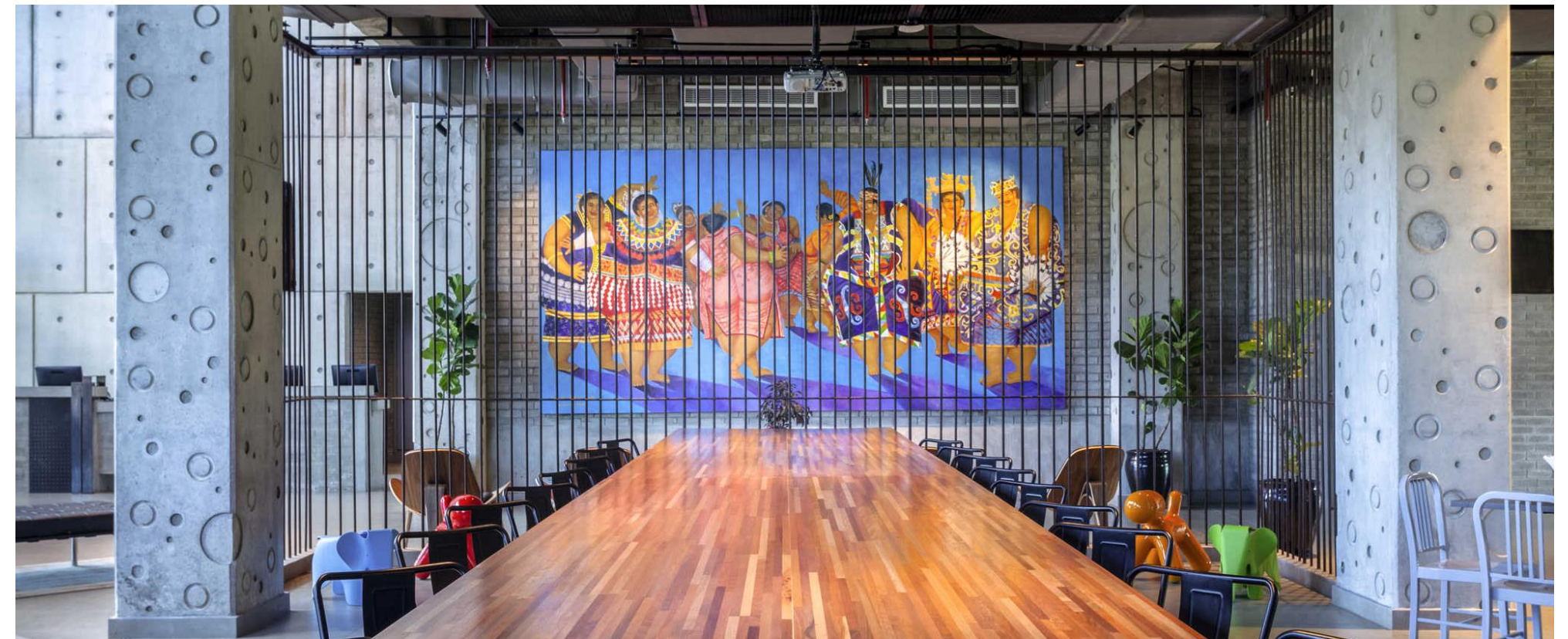
ibis Styles Kaunas Centre

Lithuania | 125 rooms



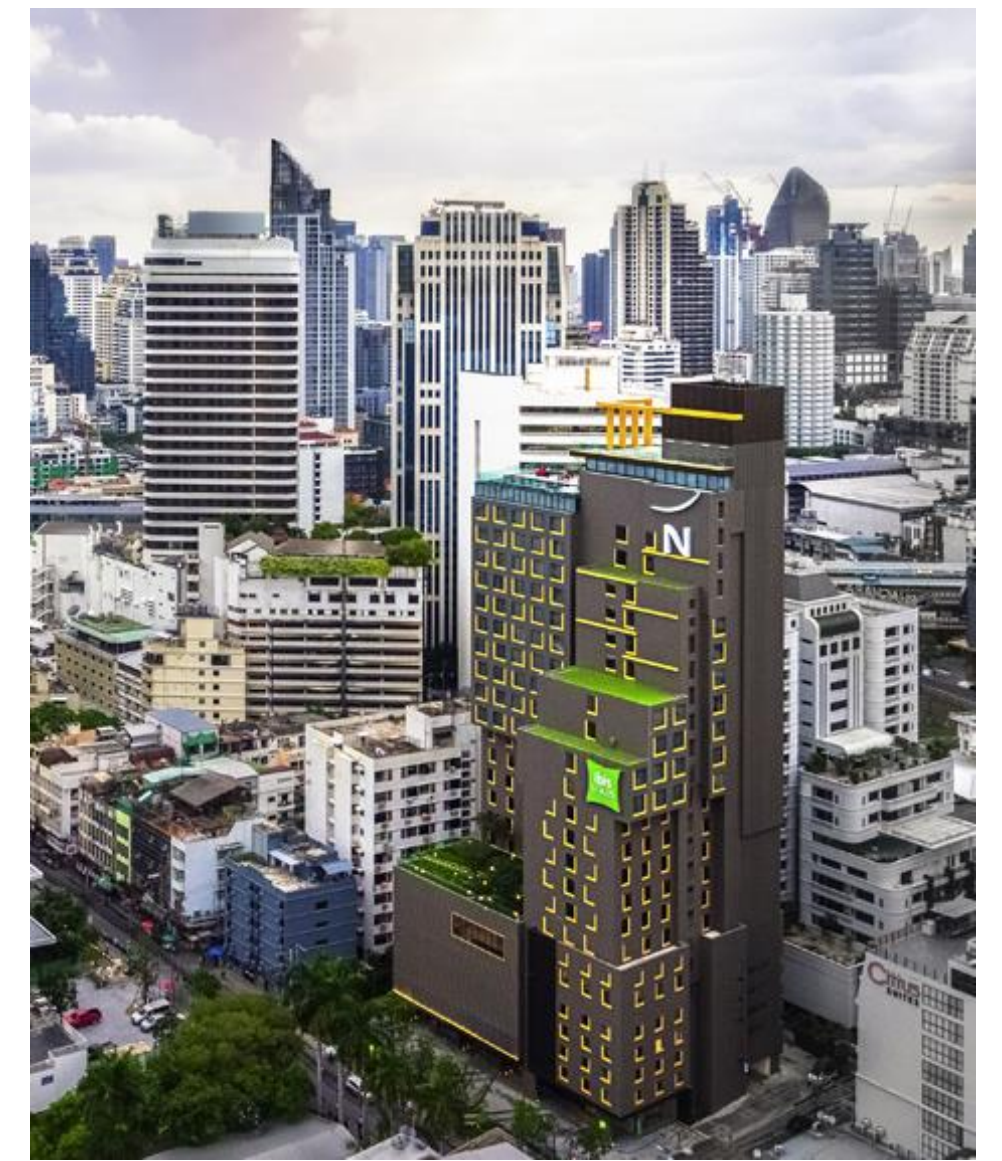
ibis Styles Kota Kinabalu Inanam

Malaysia | 184 rooms



ibis Styles Malang
Indonesia | 150 rooms





ibis Styles Rouen Centre Rive Gauche, France
72 rooms

Combination with ibis Budget – 90 rooms

ibis Styles Melbourne Airport, Australia
(Opening 2024)

Combination with Novotel (464 rooms total)

ibis Styles Zurich City Centre, Switzerland
202 rooms

Combination with Adagio – 64 apartments

ibis Styles Bangkok Sukhumvit 4, Thailand
133 rooms

Combination with Novotel – 185 rooms



Thank you