



## Open to adventure

Hello to the go-getters, early-risers,  
the riders and the party lovers.  
Hello to the movers and shakers, to the real deal finders.  
Hello to the young and the young at heart,  
the daring, the street smart.  
Who can make anywhere their home,  
while embracing the unknown.  
Hello to those who find adventure in the everyday  
And when the night comes, a sweet dream of their stay.

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FEBRUARY 2022

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ SOFITEL LEGEND \ FAIRMONT \ EMBLEMS \ SOFITEL \ RIXOS  
ONEFINESTAY \ MANTIS \ MGALLERY \ ART SERIES \ PULLMAN \ SWISSÖTEL \ ANGSANA \ MÖVENPICK  
GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO \ BREAKFREE \ IBIS  
IBIS STYLES \ GREET \ IBIS BUDGET \ HOTELFI  
ENNISMORE 21C MUSEUM HOTEL \ 25HOURS \ DELANO \ GLENEAGLES \ HYDE \ JO&JOE \ MAMA SHELTER \ MONDRIAN \ MORGANS ORIGINALS  
SLS \ SO \ THE HOXTON \ TRIBE \ WORKING FROM

**ibis**  
budget

CLASSIC - ECONOMY  
INTERNATIONAL 2 STARS

#1

LEADING BRAND  
IN THE LOW COST SEGMENT  
IN EUROPE

>55%  
GROSS  
OPERATING PROFIT

>50%  
OF WEB  
BOOKINGS

## Global footprint of 706 hotels OPEN + PIPELINE

NETWORK → 658 HOTELS  
66,271 ROOMS

PIPELINE → 48 HOTELS  
5,656 ROOMS

24 COUNTRIES	HOTELS NETWORK	ROOMS NETWORK	+PIPELINE
North, Central America & Caribbean	1	1%	154
South America	63	17%	11,356 +1,233
Northern Europe	159	27%	18,349 +1,623
Southern Europe	383	46%	30,308 +2,045
India, Middle East & Africa	4	1%	484 +135
South East Asia	26	5%	3,320 +620
Pacific	22	3%	2,300

## Development

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

### NEW BUILT PREFERRED & CONVERSION

## Latest & upcoming openings

Annemasse Nangy, France - 76 rooms (Oct. 2021)  
London Heathrow T5, U.K. - 297 rooms (Feb. 2021)  
Bogota Marly, Colombia - 120 rooms (May 2021)  
Nancy Laxou, France - 69 rooms (March 2022)  
Jakarta Mangga Dua, Indonesia - 250 rooms (Dec. 2023)

## Top 3 unique selling propositions

### N°1 EUROPEAN LEADER PART OF IBIS FAMILY

ibis family powerful footprint of 2,500 hotels globally.  
658 ibis budget hotels in 24 countries, leader in Europe and Brazil and fast growing brand.  
Strong ibis brand awareness.

### X THE BEST VALUE FOR MONEY OF ITS CATEGORY

Best value for money of its category for 65% of travelers  
Standardized 2 pax bedroom with bathroom  
Qualitative product markers (Sweet Bed, high-end amenities, tasty breakfast)

### = HIGHLY PROFITABLE BUSINESS MODEL

Highest profitability per sqm  
Ultra limited service offer  
Super reduced space programming  
Standardized concept  
Low staff manning & maintenance

## Passion

**Urban sport.** No need for fancy equipment or years of training, whether it's parkour, basketball, skating or work-outs, urban sport is smart like us. Every city becomes a world of endless opportunities; every street corner a playground. Our hotels are your base camp and springboard to great ideas and positive energy to make the most of the sports adventure every city has to offer.

## Key programs

**Design concept.** The design concept is standardized yet flexible through programming. Social hubs design is contemporary and inspired by the urban sport universe.

**Urban sport markers.** Encouraging our guests to stay active in a fun and off-beat way with small sport equipment, running map and training tips.

**Reboost.** The rooms can welcome 1, 2, 3 or up to 6 pax. They have been designed to ensure a maximum of comfort for our guests and are inspired by the urban sport universe.

**New enriched F&B offer.** Breakfast buffet, Breakfast to go, snack corner, Counter B beer bar concept.

## Programming

ROOMS	● URBAN
— Average number of rooms	● 100 and +
— Room average size (sqm)	● 12.5 - 13.5
— Total Gross Floor Area (sqm)	● 22 - 25
FOOD & BEVERAGE	No restaurant but breakfast room and vending machine No bar
WELL-BEING	No fitness center No swimming pool No spa
MEETINGS, EVENTS & OTHERS	No meeting room

## Customer profile

BUSINESS	LEISURE
44%	56%
75%	25%
DOMESTIC	INTERNATIONAL

## Operating mode\*

65%	35%
FRANCHISE	MANAGEMENT

## Top 5 flagships to visit

