



We are open

Hello to those who say hello rather than goodbye,
Those who keep an open mind
and trust what their eyes might find,
Hello to those who love an unexpected encounter,
Those who see nothing strange in being a stranger.
Hello to you, to her, to him
who love when life and fun just happen
And always keep their heart and their eyes wide open.

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Vibrant places · Open to everyone

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

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SOFITEL \ THE HOUSE OF ORIGINALS \ RIXOS \ ONEFINESTAY \ MANTIS \ MALLERY \ 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 \ GREET \ IBIS BUDGET \ JO&JOE \ HOTELFI



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

Global footprint of 1,406 hotels OPEN + PIPELINE

NETWORK → 1,233 HOTELS
156,149 ROOMS **PIPELINE** → 173 HOTELS
21,397 ROOMS

67 COUNTRIES	HOTELS NETWORK	ROOMS NETWORK	+PIPELINE
North, Central America & Caribbean	20	2%	2,686 +100
South America	158	16%	23,587 +4,531
Northern Europe	280	24%	39,205 +3,148
Southern Europe	454	24%	41,718 +869
India, Middle East & Africa	79	10%	14,275 +2,802
Greater China	177	16%	20,448 +7,434
South East Asia	45	7%	10,658 +2,513
Pacific	2	20%	3,572 -

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, Azerbaijan - 202 rooms
Bogota Calle 80, Colombia - 113 rooms
La Paz Zona Sur, Bolivia - 113 rooms
Lavras, Brazil - 110 rooms
Moscow Semenovsky, Russia - 107 rooms

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.

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 open people's minds through music all over the world.

ibis MUSIC Global Tour

An international community of artists discovered by ibis in partnership with Sony Music and Spotify, playing live gigs in our hotels or on our Social Channels, and taking us on a worldwide virtual tour..

ibis MUSIC in hotels

Physical in-hotel markers and events that bring to life the brand passion in 100% of the network : curated Spotify playlists, Music Corners with instruments available to play and regular live music events hosted in our hotels all year round.

ibis MUSIC at festivals

A presence in major IRL and digital festivals around the world to reinforce the brand positioning of a vibrant and open brand experience (on hold and pending COVID-19 evolution).

Programming

* Based on market demand

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*

Customer profile

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

Operating mode

54%	46%
FRANCHISE	MANAGEMENT

Top 5 flagships to visit

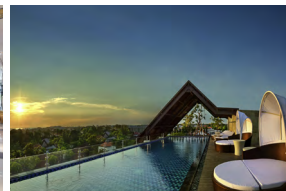
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