



Openings

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Opening of the 50th ibis hotel in Brazil

ibis has opened its 50th hotel in Brazil: the São José ibis hotel in Florianópolis-SC. To celebrate this landmark in its South American expansion, ibis is organizing an original competition open to all. The winners will be rewarded with a week's stay in Paris.

« **50 hotels take you to Paris** »

The "50 hotels take you to Paris" competition was launched on January 28 and is based on Carmen Sandiego, a popular game in Brazil. Participants are asked to invent a slogan especially for the opening of the 50th ibis in Brazil and to deposit it in a virtual post-box hidden in one of the chain's hotels. To find the post-boxes, internet users need to follow the clues on [the competition's website!](#)



After the competition closes on February 25, the jury, which consists of Accor employees, will choose the most creative slogans and nominate the five winners.

They will be judged for originality but also for their respect for the game's rules. The prize for the happy winners will be a week's stay in Paris for two people.

Confirmed leadership

Since it launched its first hotel in Brazil in Fortaleza, Ceará in the North of the country, the brand has opened establishments in 34 cities. This resounding success confirms ibis' leadership position in Brazil's economy hotel sector.

This success in Brazil is in line with the ibis network's expansion strategy. The chain now boasts 850 hotels worldwide and opened its 100,000th room at the end of 2009 in Germany.

Find out more about the competition