



ibishotel.com

ibis in short

ibis, the worldwide reference in the economy hotel industry

ibis is Accor's economy hotel brand. Since inaugurating its first hotel in 1974, ibis has earned a worldwide reputation for excellent services at very competitive prices based upon an international standard offering all the major services of a modern hotel, for the best local market value.

MARKET LEADER IN EUROPE, WORLDWIDE DEVELOPMENT

Thanks to the success of this concept, ibis has expanded rapidly to become the European market leader in the economy hotel industry and one of the five largest worldwide operators, with 790 hotels and nearly 90,000 rooms in 39 countries*.

In 2007, ibis launched the biggest expansion plan in its history. Strengthening its leading position across the world and intensifying its growth in emerging markets, particularly in Asia and in Latin America, this ibis network will have 1,100 hotels by 2010, in more than 70 countries across all five continents.

THE STRENGTH OF A WORLDWIDE STANDARD

Around the world, the ibis standard guarantees to its customers:

- Locations in the vicinity of airports, train stations, business centres and tourist destinations
- Modern and well-designed en-suite bedrooms
- Services available 24 hours a day, 7 days a week
- Bar as well as hot and cold snacks available 24/7
- Simple, clear and consistently competitive rates

Adapting itself to the demands of local markets, the ibis standard allows the hotel chain to satisfy the needs of its national and international business (57% of its customers) and leisure clientele (43%).

INNOVATING IN THE INTERESTS OF QUALITY

Innovative room design, new restaurant concepts (over 20 around the world), and multi-skilled employees: ibis is constantly investing to guarantee its customers extra quality at no extra cost.

This investment in quality is recognised around the world: in 1997, ibis was the first economy chain to receive the international quality standard certification ISO 9001, recognised in over 150 countries.

A PIONEER IN COMMITMENT TO THE ENVIRONMENT

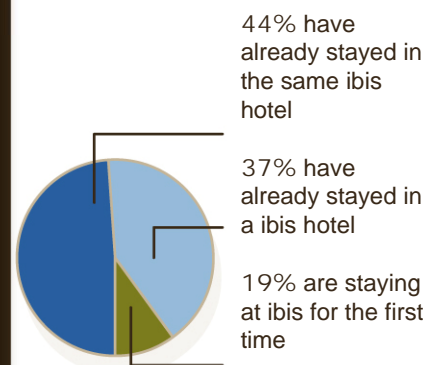
In 2004, ibis became the world's first hotel chain to have secured the ISO 14001 environmental certification. This environmental certification – most recognized worldwide – validates corporate management policies regarding waste reduction and water and energy consumption. Already one third of ibis hotels have been certified ISO 14001. ibis has set itself a target of having 75% of its hotels certified by 2010.

*Accor hotels portfolio as of 30th of June 2008



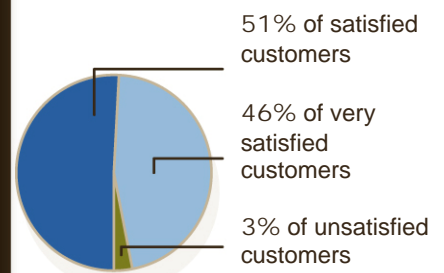
Operating in nearly 100 countries, Accor is the European leader in hotels and tourism. Its brands Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, ibis, all seasons, Etap Hotel, Formule 1 and Motel 6 represent more than 4,000 hotels and nearly 500,000 rooms in 90 countries.

81% of loyal customers



97% of satisfied customers

(2007 customer satisfaction rates)



Sources: AT Kearney 2007/MKG study 2006