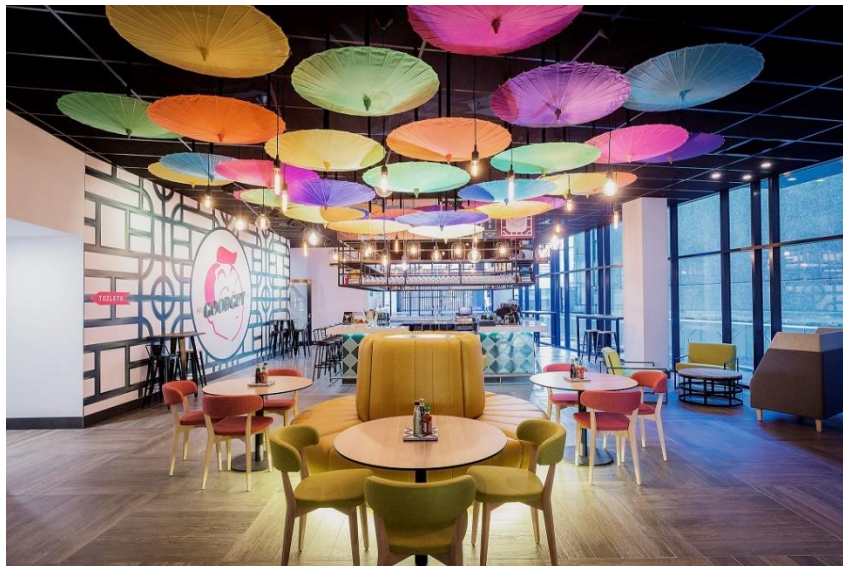




ibis celebrates 50TH ANNIVERSARY

THE WORLD'S BEST KNOWN ECONOMY HOTEL
BRAND CELEBRATES 50 YEARS OF MARKET
LEADERSHIP, DEMOCRATISED TRAVEL AND
THE PEOPLE WHO MADE IT POSSIBLE



ibis Styles Hobart

10 April 2024 – This year, ibis, the world's best known economy hotel brand, celebrates its 50th anniversary. ibis was established in 1974 on three core promises: affordability, innovation and quality. Democratising travel and hospitality, it was the first hotel brand in Europe to make a high quality, comfortable nights stay accessible to all.

ibis has democratised travel for 50 years and today is the leading global economy hotel brand, with more than 2,500 locations in 79 countries across the three brands: ibis, ibis Styles and ibis *budget*. Continuing to break new ground with a pipeline of over 320 hotels, ibis will continue to expand its presence to new markets in 2024 and beyond, marking its 50th anniversary by opening into its 80th country by the end of the year, with the opening of the ibis Styles Reykjavik Muli in Iceland.

In recognition of 50 years of market leadership and hospitality for all, this year ibis will launch a new brand culture program, global employee ambassadorship and brand campaign, doubling down on the brand's founding principles and reminding the world that ibis is the market leader and a brand to love because of its people.

“ibis is a true power brand. Known the world-over, ibis democratised travel, making quality travel experiences possible for everyone, irrespective of budget,” said **Karelle Lamouche, Chief Commercial Officer, Premium Midscale & Economy brands, Accor.** *“The 50th anniversary of ibis is not just a celebration, it’s a testament to five decades of unwavering dedication to making travel possible, offering caring hospitality for all and the brand’s undisputed leadership in the economy segment. This year we proudly celebrate our anniversary and the people and communities that have stayed with us and grown with us. For 50 years, we have welcomed and developed our people, giving them a foundation in hospitality excellence, fuelling their skills and passion. The ibis brands are where people start their career and where people first start to travel. People start, and stay, with ibis. This has been true for 50 years and will remain true for the next 50 because we know ibis is a rare gem and people are what makes the difference.”*

Europe’s first economy hospitality brand opened its first hotel in Bordeaux in 1974. The brand grew quickly, first in Europe, then worldwide, proving that hotels could serve guests with standardised quality, great design, consistency and reliability, at an affordable price. Welcoming all travelers, ibis led the way in making a comfortable and quality night’s stay accessible to all, reinforcing this promise with the launch of the innovative Sweet Bed™, which we find today in all ibis hotels around the world. The ibis network grew at a fast pace as a trailblazer of standardization, revolutionising international travel by ensuring travellers could enjoy the reassurance of familiarity in ‘foreign’ travel.



In 2012, Accor established the ibis family, consisting of three brands, ibis, All Seasons (now ibis Styles) and Etap Hotel (now ibis *budget*). At that time, the ibis brand family represented more than 1,600 hotels worldwide. Since then, Accor has added a further 1,000 properties globally across the three brands, bringing the total to more than 2500 hotels in 79 countries, thanks to the strength of the ibis brand.

Accor guest data* from five key markets – France, Australia, Germany, UK & US – demonstrates the strength of ibis’ founding principles, revealing guests choose the ibis brands for *value*, getting the most out of their stay; *convenience*, well-located hotels with all the essentials; and the *experience*, delivered by friendly staff** ensuring a hassle-free stay.

Driven by the strength of the ibis brand, the distinct three sub-brands – ibis, ibis Styles and ibis *budget* - each have a different brand design, personality and promise, all unified by the ibis spirit of openness and the promise of affordability, convenience and comfort:

- **ibis** offers caring hospitality for all, a place where each guest enjoys a comfortable, good-quality stay with vibrant social spaces, often using music to connect people. Fresh, new design

concepts are being rolled out around the world to great acclaim, bringing the brand's vision of affordable, comfortable, social design to life through three innovative standardised concepts, Plaza, Agora and Square.

- **ibis Styles** offers creative flexible hospitality, powered by excellent comfort and unique designs to inspire our guests to express their own creative personality. ibis Styles, each with its own design, has 640+ locations and 640+ designs worldwide.
- **ibis budget** a simple offer of a smart and comfortable stay, committed to reliable affordability.

Together, ibis, ibis Styles and ibis *budget* provide comfortable stays, quality design, friendly service and affordable travel experiences in central and city locations worldwide, with nearly 1700 hotels in Europe, more than 300 hotels in the Americas, more than 330 in Greater China and over 250 across the Middle East and Asia Pacific.

"The 50th anniversary is about reinforcing our position as the leading brand in the economy hotel segment and embracing our future with renewed energy and enthusiasm," adds Lamouche. *"For 50 years ibis has got the essentials right and delivered them with heart. People are the differentiator for ibis, because we know you'll get the most out of your trip when we put the most into your stay."*

Guests, talents and locals can look forward to an exciting year with anniversary events, celebrations and new hotel openings around the world.

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Notes to Editors:

* Accor *ALL Insiders* Data from 278 guests in 5 key markets: FR, AU, DE, UK & US

** Travelsify analyzed 18.7m guest reviews covering 12,560 hotels in Q3-2023 from 16 global and regional brands. The study revealed that ibis has +12pts advantage over comp set on Friendly Staff

About the ibis brands

Since 1974, ibis has been a trailblazing brand, founded on the core principles of affordability, innovation and reliability. Democratizing travel and hospitality, it was the first hotel brand in Europe to make a high quality, comfortable nights stay accessible to all. In 2012, the ibis brand family was created, with three distinct sub-brands – ibis, ibis Styles and ibis *budget* - each with a different personality, design and passion, all unified by the ibis spirit of openness and the promise of affordability, convenience and comfort. ibis is the world's best known economy brand with more than 2,500 locations in 79 countries across the three brands, ibis, ibis Styles and ibis *budget*. The ibis brands are part of Accor, a world leading hospitality group counting over 5,500 properties throughout more than 110 countries, and a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

[ibis.com](https://www.ibis.com) | [all.com](https://www.all.com) | [group.accor.com](https://www.group.accor.com)

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