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PRESS
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THE ESSENTIAL COMFORTS
AT A MODEST PRICE

IBIS BUDGET UNVEILS ITS NEW HOTEL ROOMS

12 January 2017 – ibis *budget*, the world leader in low-cost hotels, announces the creation of its new bedroom concept with a bold all-new design that channels contemporary style and easy comfort. An atmosphere already existing in the brand's common areas.

ibis *budget*, the relaxed, money-saving brand within the ibis family, introduces its freshly-renovated bedrooms that provide even more comfort at a modest price. Post-makeover, we guarantee all guests will enjoy the same quality hospitality – whether their room is booked for one, two or three people.

ibis *budget* now boasts 561 hotels, offering 54,231 rooms in 17 countries.

NEW, SNUG DESIGNER ROOMS OFFERING A GOOD NIGHT'S SLEEP AT MODEST PRICES

ibis *budget* bedrooms provide a cocooning environment for guests to enjoy all the essential comforts at an attractive price.

The clever layout is flexibly designed to facilitate relaxation and ease of movement.

Each of them guarantees a good night's sleep in generous-sized and cosy beds. The old bunk beds have been replaced by a double bed and an additional pull-down bed, equipped with ibis *budget's* new bedding concept Sweet Bed™. The room design has been totally rethought to optimise space and make sure all occupants enjoy the same level of comfort*.

With the bed as a key element of the new layout, each room can be set up to suit the time of day – as a lounge or as a bedroom – depending on how the pillows are positioned.

This intuitive and contemporary designer styling comes in four new colourways and moods for an experience that is unique in the low-cost segment.

- Blue Harmony, a soft winter's morning
- Green Harmony, the buds of springtime
- Red Harmony, a long summer's night
- Yellow Harmony, autumn leaves

These cleverly modernised new rooms are a perfect illustration of how our brand puts the customer – and enhancing the customer experience – at the heart of our thinking. As well as a flat screen TV and reading lights, they also incorporate smart storage solutions like a built-in coatrack that melts into the décor, and a bed height that leaves room to slide a suitcase underneath.





The styling of these brightly coloured new *ibis budget* bedrooms is set to provide our clientele with an even more enjoyable hotel experience.

ROLLING IT OUT ACROSS THE CHAIN

This new concept for *ibis budget* hotel rooms will be gradually rolled out across the chain as renovations and new buildings come onstream. By 2018 almost 25 hotels in France will feature the new room, and it will have been fitted in a further 24 hotels outside France before 2019.

Internationally: new hotels opening in Indonesia, the United Kingdom, Poland, Holland and Brazil.

* All establishments offer rooms adapted for people with reduced mobility, in line with their country's legal requirements.

About *ibis budget*

If it's nifty, cozy and at a dream price, then it's *ibis budget*, AccorHotels' budget brand.

This member of the *ibis* family, is a clever, candid, casual brand, which reflects the values of sharing and simplicity. It's perfect for guests who want autonomy and offers cozy rooms for one, two or three people; fun welcome areas; hotels that accessible 24/7 and an all-you-can-eat breakfast buffet. The establishments are located near trunk roads, airports and increasingly in cities and offer very competitive rates. At the end of December 2016, the brand had 561 hotels in 17 countries and is continuing to expand internationally. AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,000 hotels, resorts and residences, as well as in over 2,500 of the finest private homes around the globe. ibis.com | accorhotels.com