

## Press Release

### *Ibis and Novotel Open In Abu Dhabi*

*Accor doubles presence in the capital, from two to four properties flying four flags, with two more on stream for 2013*

- *Accor operates 18 hotels in the UAE with a total of 4,982 rooms*
- *French hotel group plans 20,000 rooms in the Middle East by 2015*

**Abu Dhabi, UAE, 20 March 2013** – Accor Middle East, one of the regions' leading hospitality groups has reinforced its presence in the UAE capital with the opening of its first clustered property, the 294-room Ibis Abu Dhabi Gate and the 224-room Novotel Abu Dhabi Gate.

The opening of these two new properties is the result of a successful long lasting partnership through the MENA region between Dr Sheikh Ahmed Bin Saif Al Nahyan and the Accor Group.

Commenting on these openings, Dr Sheikh Ahmed Bin Saif Al Nahyan said: "In addition to joining ibis and Novotel Abu Dhabi Gate in a global network of over 1,500 ibis and 400 Novotel, I am delighted to see our relationship with Accor Group going from strengths to strengths for our mutual benefits"

Strategically located, being the gateway to the city of Abu Dhabi, the Novotel and ibis Abu Dhabi Gate hotels are well-positioned to cater to both leisure and business travellers attending exhibitions and events in the nearby Abu Dhabi National Exhibition Centre. Guests will be spoilt for choices with Sheikh Zayed Grand Mosque minutes away and Yas Island which is home to Ferrari World Abu Dhabi, Yas Links championship golf course and many more attractions.

Yann Caillere, Accor President & Chief Operating Officer said: "We are greatly privileged with the partnership with Dr Sheikh Ahmed Bin Saif Al Nahyan through the MENA region and the prominent role it has played in our expansion plan in Abu Dhabi especially".

Abu Dhabi is an important market and Accor continues to trail-blaze in its ambition to build a strong base in Abu Dhabi with its international brands by offering world-class hotels from economy to luxury segments to both business and leisure travellers alike. Currently, in the capital, Accor offer guests a comprehensive hotel solution from luxury with Sofitel to Mercure, Novotel for midscale and ibis for economy to choose from.

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Opening its first economy lodging hotel with international standards in the capital is an important milestone for the ibis brand. Being the leading economy hotel brand, ibis has earned a worldwide reputation for excellent services at very competitive prices.

The new 294-rooms Ibis Abu Dhabi Gate will bring in a fresh sensation to the economy hotel segment in the country's capital. Guests can enjoy a variety of dining options including the ibis all-you-can eat buffet breakfast, a coffee shop and ibis WOK&CO restaurant.

Novotel Abu Dhabi Gate, the midscale brand, will complement ibis Abu Dhabi Gate, being clustered properties, with its excellent meeting facilities, spacious bedrooms, free internet connection, dedicated children's areas and rejuvenating wellness facilities.

Christophe Landais, Managing Director Accor Middle East is confident of the capital's attraction as a top destination. "Abu Dhabi is part of our aggressive development programme. With the emirate's annual tourist visitors expected to rise to 7.5 million in the coming years, we are well poised to help drive and benefit from significant tourism growth", said Landais

Landais commented that the opening of the two hotels also double Accor's portfolio in the capital. The Ibis and Novotel Abu Dhabi Gate join the 280-room Sofitel Abu Dhabi Corniche, and the 208-room Mercure Abu Dhabi Centre Hotel.

Accor will continue its Abu Dhabi expansion with the introduction of two new hotels later this year. The 279-room Adagio Abu Dhabi Al Bustan will make its brand foray into the region via the capital and further marks the regional entry of Accor into the extended stay market segment and the 361-room Novotel Abu Dhabi Al Bustan.

"We are committed to growing our regional network as well as further cementing our presence in Abu Dhabi, is a key part of Accor development strategy in the Gulf region," Landais concluded.

Accor presently operates 18 hotels in the UAE with a total of 4,982 rooms, servicing all segments of the market, across its ibis, Novotel, Mercure, Pullman and Sofitel brands. Within the next three years, Accor plans to grow its current network of 59 internationally branded hotels in the Middle East, representing 14,160 rooms, to 100 hotels for circa. 25,000 rooms.

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**Accor, the world's leading hotel operator and market leader in Europe**, is present in **92 countries** with **nearly 3,500 hotels** and **440,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis budget and hotelF1** - provide an extensive offer from luxury to budget. With more than **160,000 employees in Accor brand hotels** worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

### **Accor ME**

Accor ME is one of the fastest growing hospitality groups in the Middle East. Currently, the Group's regional portfolio includes a total of 59 operational hotels with 14,158 rooms in ten countries. Among the existing global brands ranging from Sofitel, Novotel, Mercure and ibis, new brands such as Pullman and Adagio are emerging as strong players in the region.

With over 25 years of regional experience, Accor ME is the first to establish a training academy. Dubbed as Tamheed – Accor Academie Middle East, the training facility is dedicated to educate and prepare staff at all levels and ensure optimal career development.

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