



Why invest *ibis* 2025

GLOBAL DEVELOPMENT
PREMIUM, MIDSCALE & ECONOMY DIVISION

WELCOME TO IBIS

Because right next door and all over the world there is always an ibis hotel to welcome you.



WHY IBIS?

Smart Business Model

Join the segment's best-known & trusted brand.

Benefit from

- Proven strong RGI performance
- Predictable development & operating costs resulting in highest GOP margins.

Loved by guests around the world

A global footprint of nearly **1,400 hotels**, offering warm and cosy social places open to all
And **leading experience vs competitors** in comfort, friendly staff and tasty breakfast.

Powerful Distribution Eco-system

Leverage Accor's sales, marketing, distribution & loyalty platform from day 1

Connecting you with valuable global business & directly contributing **79% of your room revenue.**

Smart Business Model

Chapter

01



*Topline
Investment
EBITDA*



TOPLINE

With a global footprint of nearly 1,400 hotels open and in the pipeline

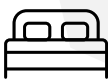
16%

Americas



185

51



26,955

5,741

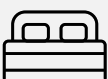
54%

Europe & North Africa



712

36



79,499

3,821

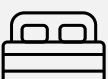
9%

MEAPAC



126

14



25,320

2,854

21%

China & Others



230

31



23,982

2,998

ibis

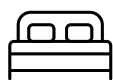


NETWORK

1,253

PIPELINE

132



155,756

15,414

All figures as of end June 2025
Breakdown network + pipeline by region is calculated by number of rooms

INVESTMENT

Predict your development costs with efficient design concepts

Choose from 3 adaptable design concepts, creating casual and vibrant social spaces.

Accor Design & Technical Services experts are fully mobile to support implementation & surface optimisation.

CHOOSE FROM

1. AGORA BY INNOCAD
 2. PLAZA BY FGMF
 3. SQUARE BY SODA
- OR BESPOKE CONCEPTS



2. PLAZA

1. AGORA



3. SQUARE



Loved by guests

Chapter

02

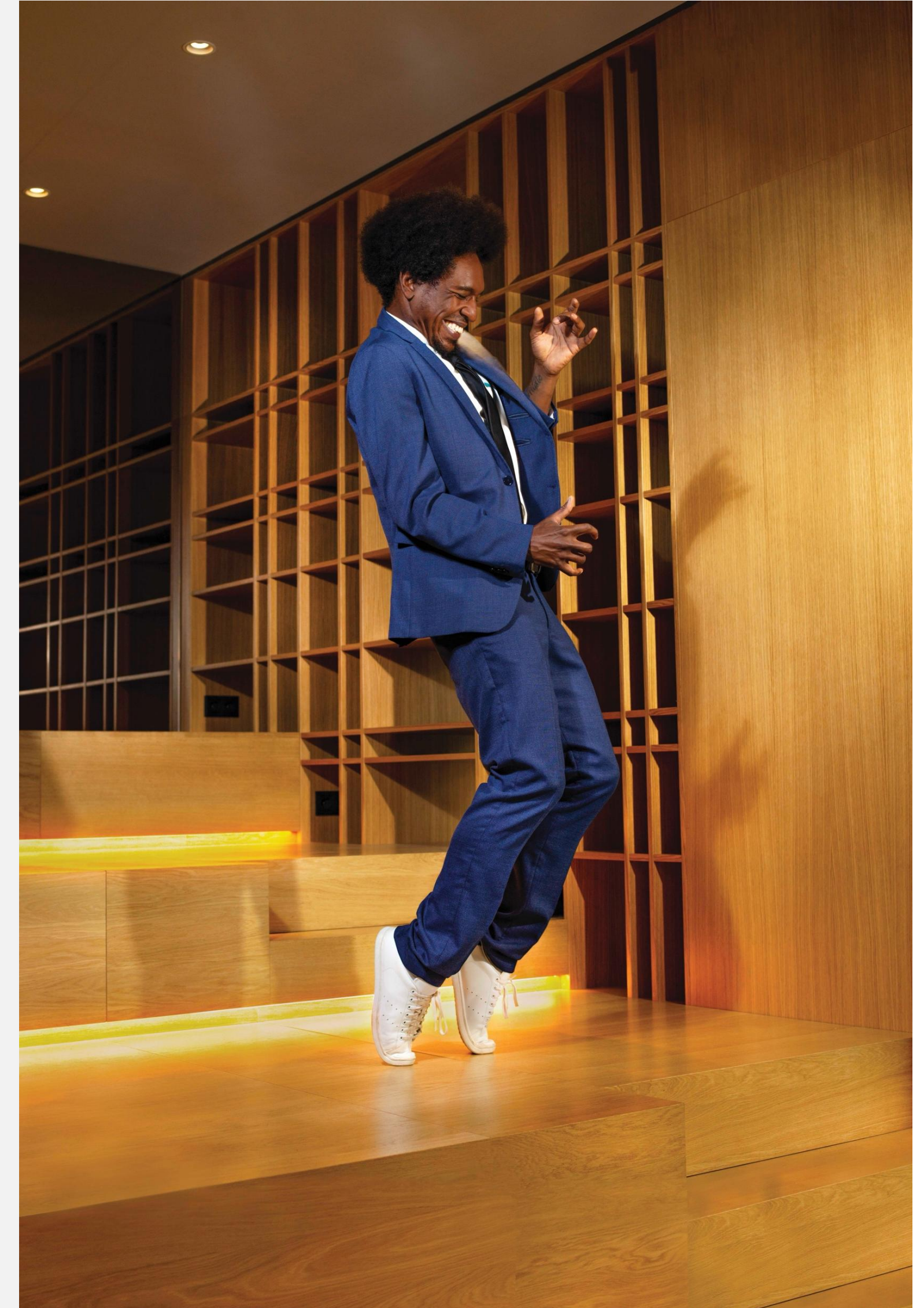


Brand positioning
TOP 3 USPs

BRAND POSITIONING

FRIENDLY
OUTGOING
OPEN TO ALL

ibis are cosy and
comfortable hotels



TOP 3 USPs

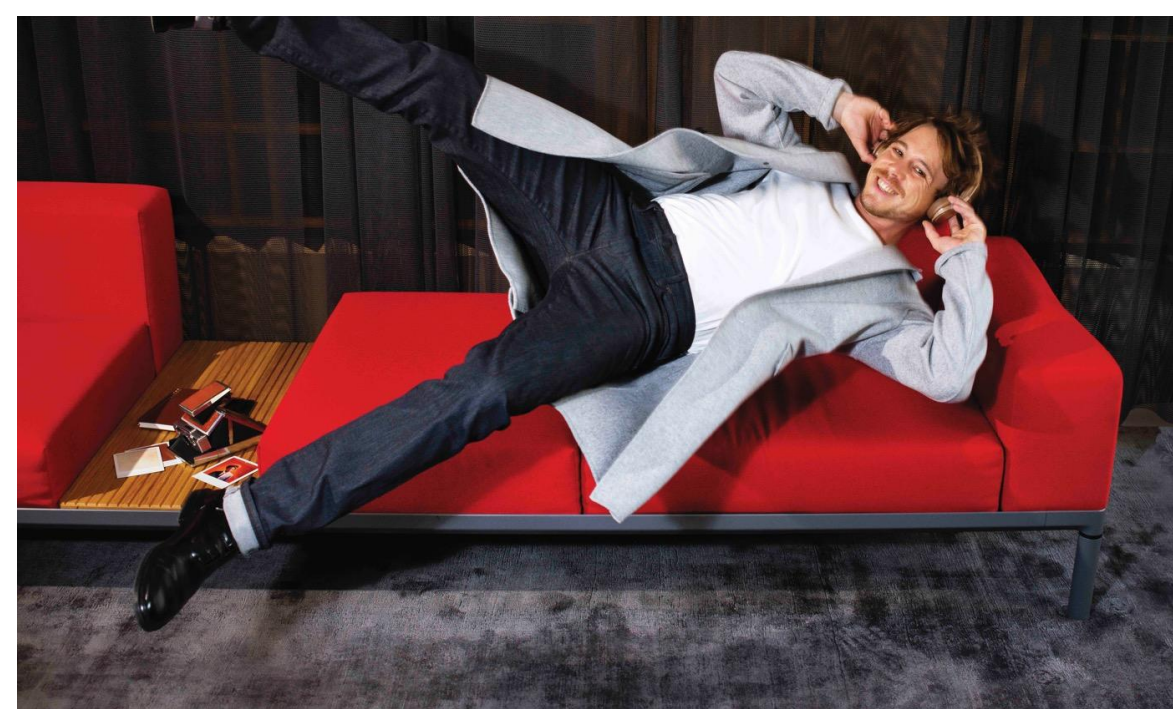
Our promise to guests all over the world



1 ibis embodies
contemporary
spaces that feel like
home



2 ibis is the trustworthy
choice for all travellers
around the world



3 Eat, work &
play in a cosy
atmosphere



USP #1

ibis embodies



Contemporary spaces
that feel like home

With a real feeling of home away from home, each ibis hotel has its own character to attract customers and create the preference among the crowd.

#1 in Staff & Service

Sentiment Score* at 83.41
vs. competitors between 65.00 and 78.00**

* Sentiment Score

**Competitors include: B&B, Hampton, Spark by Hilton, Holiday Inn Express and Premier Inn

Source: Trust You 2024



Why invest - ibis





USP #2

ibis is the
trustworthy choice



for all travelers
around the world

Product & service offers above
segment standards, at an economic
price (24/7 breakfast and F&B offer,
Sweet Bed concept...)

#1 in Breakfast

Sentiment Score* at 77.71
vs. competitors between 46.00 and 77.00**

* Sentiment Score

**Competitors include: B&B, Hampton, Spark by Hilton, Holiday Inn Express and Premier Inn

Source: Trust You 2024

Warm and friendly service

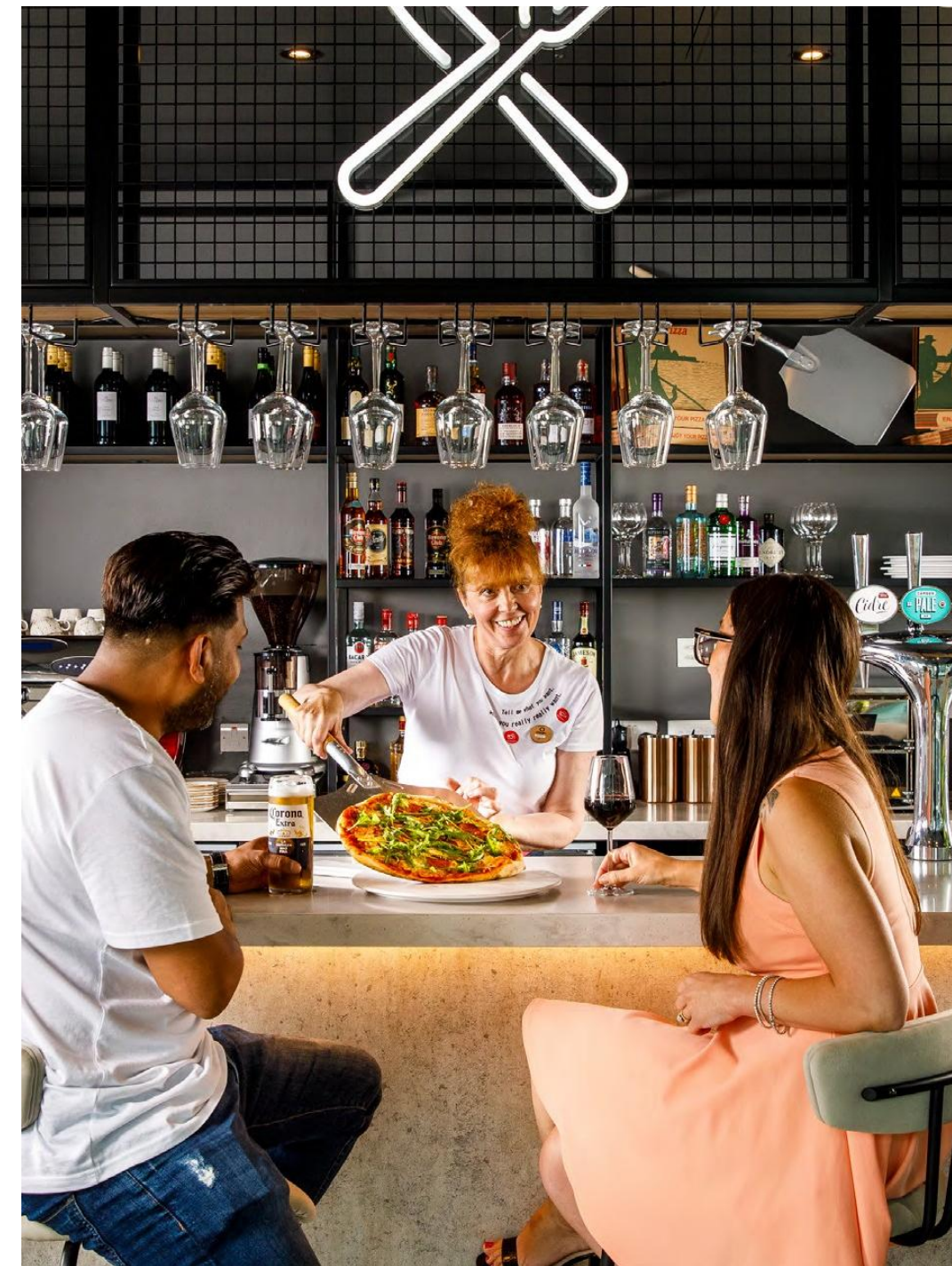
The ibis service culture is all about making our guests feel like home. With the removal of reception desks, Mobile Welcome provides guests and locals with a warm, personalised and seamless welcome.

Comfortable & adaptable guest room

Rooms within each concept are also flexible: they come in different sizes to accommodate solo guests, couples, families or groups of six, in standard, premium and duplex versions. First and only in the economy segment to develop its own concept of bedding – Sweet bed™ by ibis.

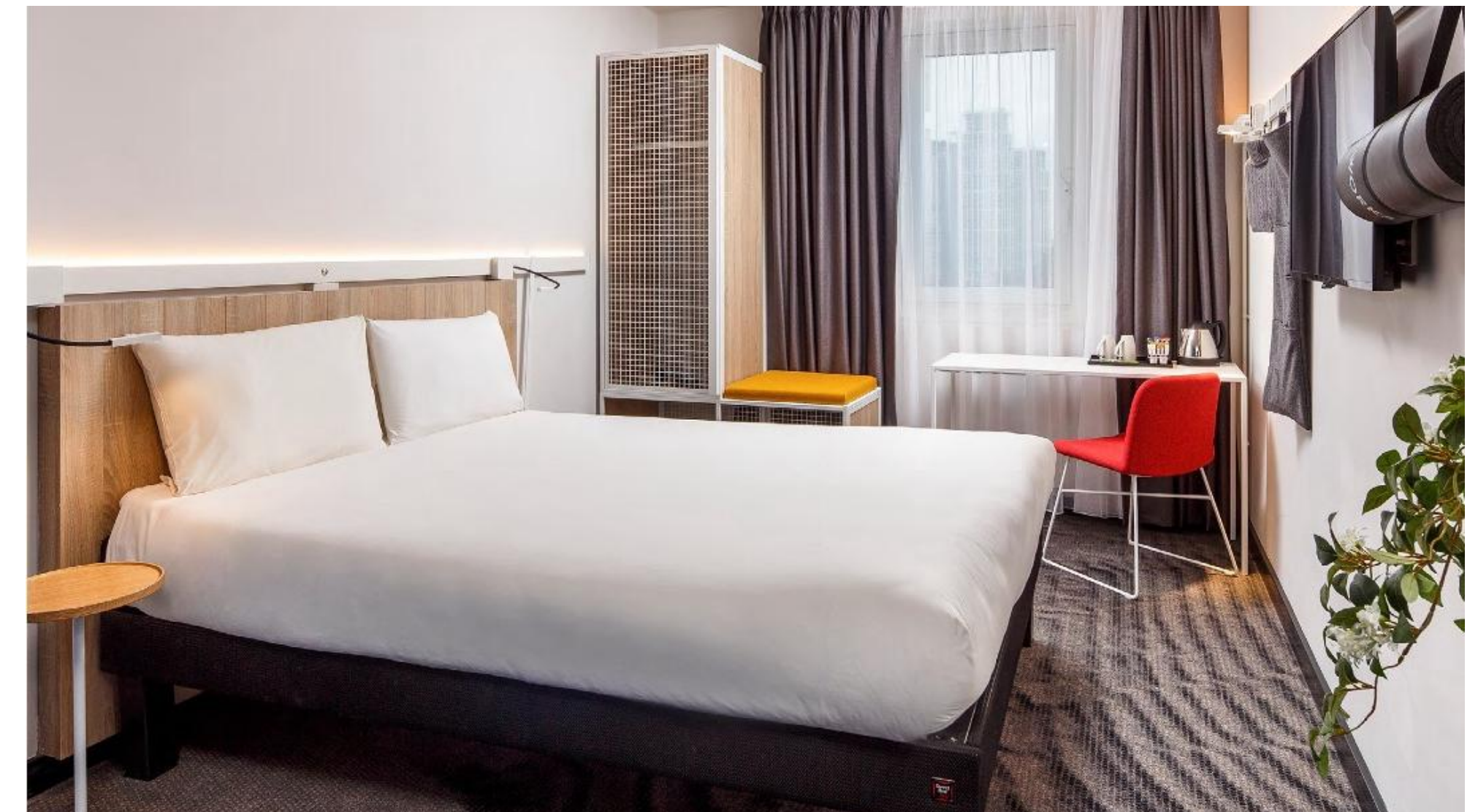
Casual and cosy F&B

ibis offers 24/7 food & beverage solutions at an economic price, above segment standards. The bar is the focal point of the social experience at the hotel, where our guests can relax & socialize.



Best loved breakfast

All you can eat buffet (6:30am to 10am) with unique signature treats & 24h take-away breakfast bag.





USP #3

Eat, work & play



in a cosy atmosphere

Off-the-shelf F&B concepts
Co-working solutions.

#1 in Location

Sentiment Score* at 94.49
vs. competitors between 91.00 and 93.00**

* Sentiment Score

**Competitors include: B&B, Hampton, Spark by Hilton, Holiday Inn Express and Premier Inn

Source: Trust You 2024

Off-the-shelf F&B concepts

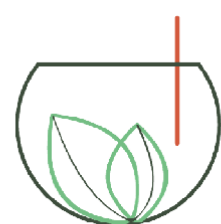
ibis offers off-the-shelf F&B concepts to plug in hotels, attracting both locals and guests in a casual and cosy atmosphere.



AMY'S SPOT



AIRBERT'S PLACE



lily's garden

Co-working solutions

With our co-working brand "Wojo" or a bespoke concept, social space is optimised during the day, attracting neighbors or travelers.





TOP 3 USPS

Guest journey & experience

KEY STANDARDS AT A GLANCE

Arrival & departure

24/7 Reception
Staff dress code

Living Social Spaces

Contact staff 24/7
Fixed or free promise
High-end sound system & Brand music playlist
Board games in the lobby

Guest room

Sweet Bed™ by ibis
Branded amenities

F&B

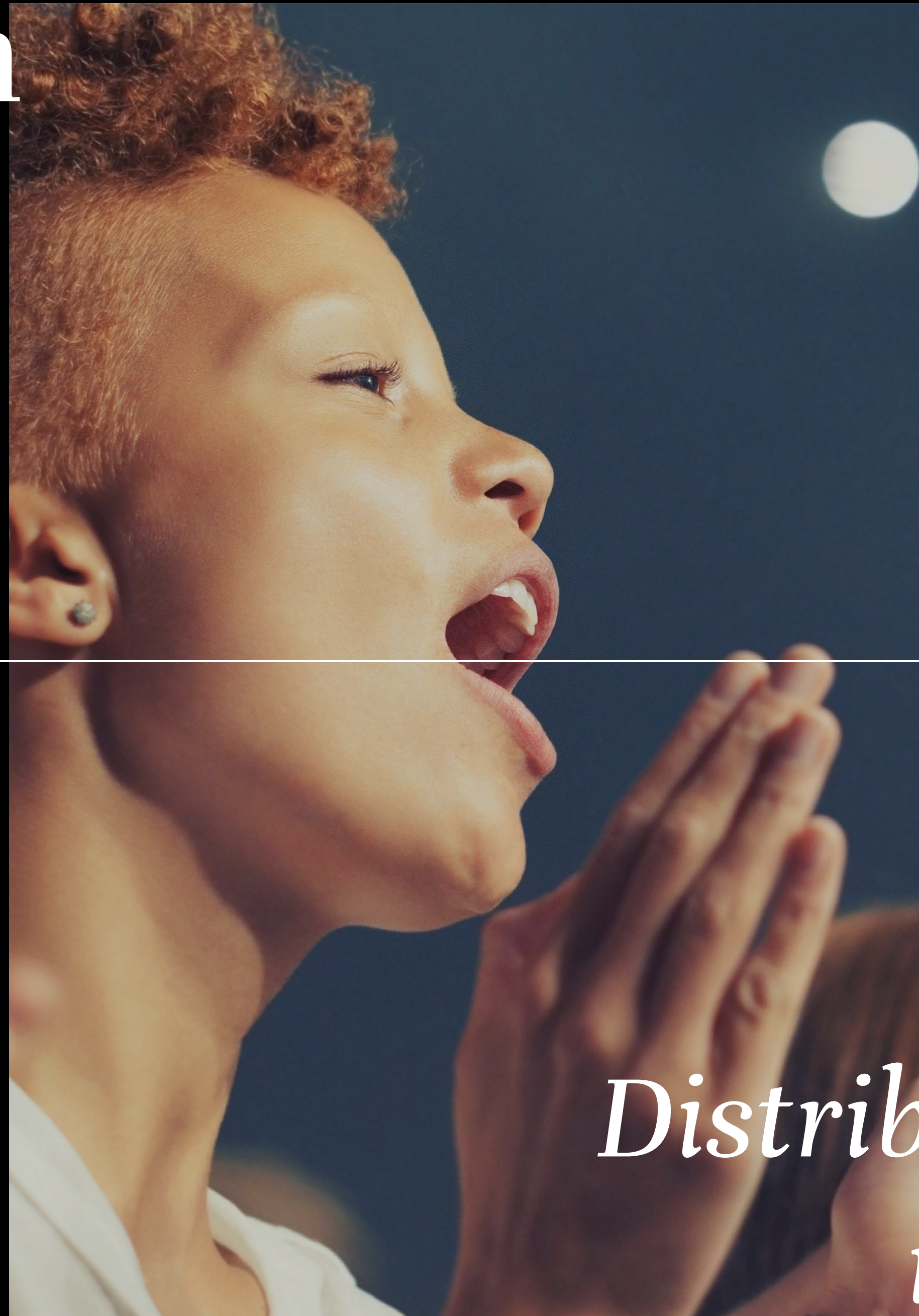
Breakfast buffet
24/7 F&B offer
Great Bar around a signature drink

Distribution ecosystem

Chapter

03

*Accor Sales,
Distribution & Loyalty
ibis digital scale*

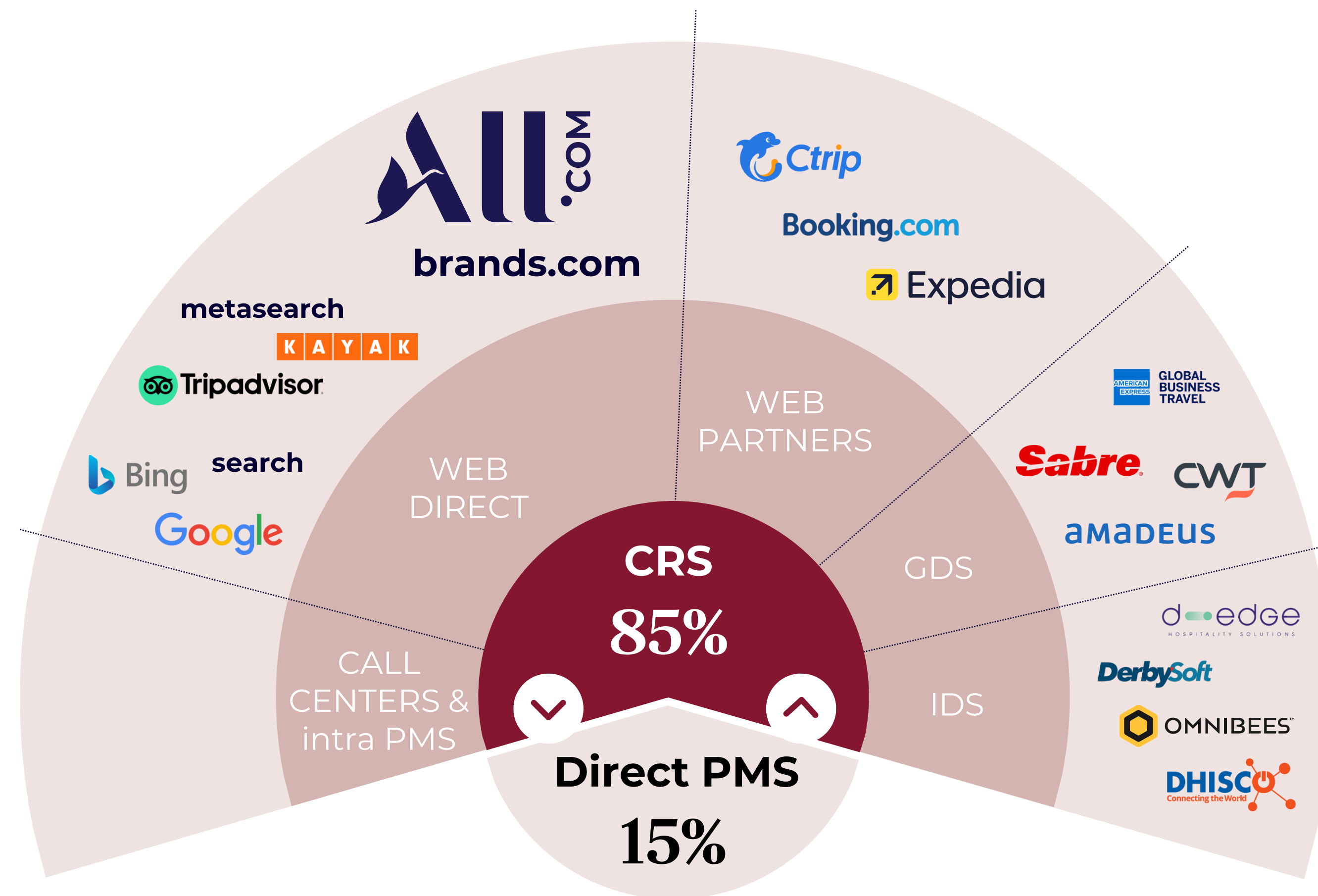


CONNECT YOUR HOTEL

To the widest
distribution
ecosystem

140+

Connected partners
included **Search** /
Metasearch / **OTA** /
GDS / **IDS**, both
global and regional



Including best OTA discounted rates

AND ACCESS

A global sales office
with strong expertise

450+

Sales
professionals

ACROSS

34

Countries

COVERING

80%
of the globe

BENEFIT FROM

A solid web direct and best loyalty program ALL Accor



Strong revenue contribution for hotels

ALL ROI FOR OWNERS

x9

AWARDS SINCE LAUNCH

39





IBIS DIGITAL SCALE

Boost direct sales with ibis digital scale

IBIS.COM

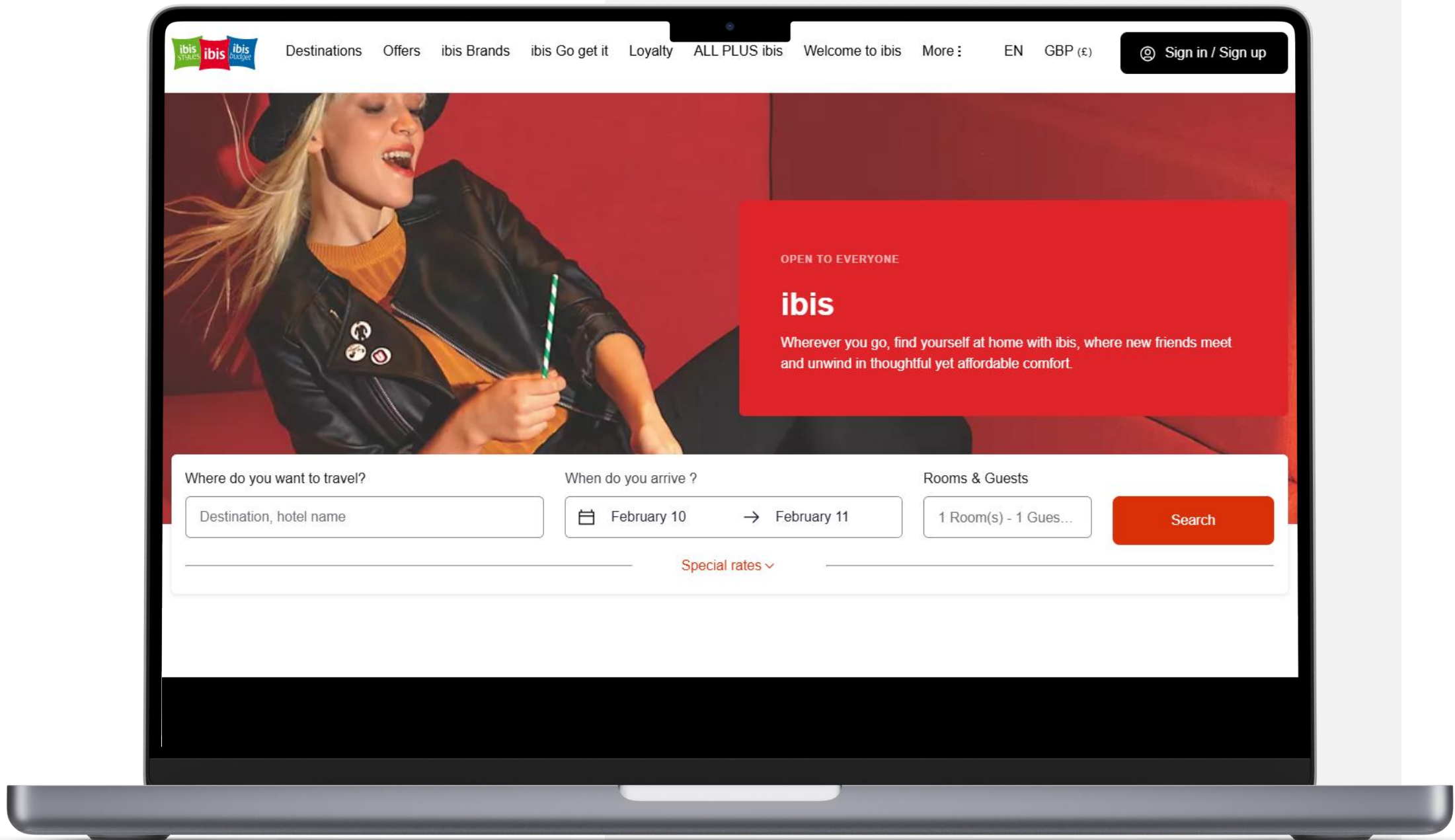
6.2M
Sessions

15
Languages

4.50%
Conversion rate
Well above hotel industry conversion rate average of 2.2%)

CRM

6.5M
Contacts in CRM ibis family database in 2024



SOCIAL MEDIA AMPLIFICATION



+171k
Followers



+273k
Followers



+23k
Followers



+40k
Followers
(Global ibis channel)



+1.9M
Followers
(Global ibis account)



+76k
Followers
(Global ibis account)

Development Criteria

Chapter

04



IBIS TASHKENT LUMIERE
UZBEKISTAN – OPENING 2026

*Hotels
Leisure & Resorts
Combos*



HOTELS

Hotels Development Criteria

ibis hotels fit equally new builds and conversions projects.

	EUROPE ⁽¹⁾	WW
NUMBER OF KEYS	80+	100+
ROOM SIZE	14-18 SQM	16-24 SQM
TGFA	25-40 SQM	30-45 SQM

(1) Incl. AAA ultra city center + historic conversion WW

MUST-HAVES

- Lobby bar
- Buffet breakfast
- Work in the lobby

NICE-TO-HAVES

- Restaurant
- Coworking dedicated area
- Meeting room
- Fitness
- Laundry room
- Car park
- Family Rooms



IBIS SAMUI BOPHUT
KOH SAMUI, THAILAND

LEISURE & RESORTS

Leisure & Resorts Development Criteria

ibis also answers the growing leisure demand with affordable and comfortable resorts, welcoming everyone looking for a casual gateway.

	EUROPE ⁽¹⁾	WW
NUMBER OF KEYS	80+	100+
ROOM SIZE	15-20 SQM	18-25 SQM
TGFA	35-50 SQM	40-55 SQM

(1) Incl. AAA ultra city center + historic conversion WW

MUST-HAVES

- Restaurant
- Lobby Bar
- Buffet breakfast
- Outside Space
- Car Park

NICE-TO-HAVES

- Fitness
- Swimming Pool
- Laundry Room
- Kinds Corner / Room
- Entertainment Facilities



COMBO NOVOTEL / IBIS ALMATY JETISU
KAZAKHSTAN

COMBOS

Combos development

Strong ROI for projects
combining ibis hotel with:

- EXTENDED STAY EX. 
- 2 STARS HOTELS EX. 
- 4 STARS HOTELS EX. 

ibis Network

Chapter

05

*Urban
Leisure & Resorts
Airport
MICE
Combos*

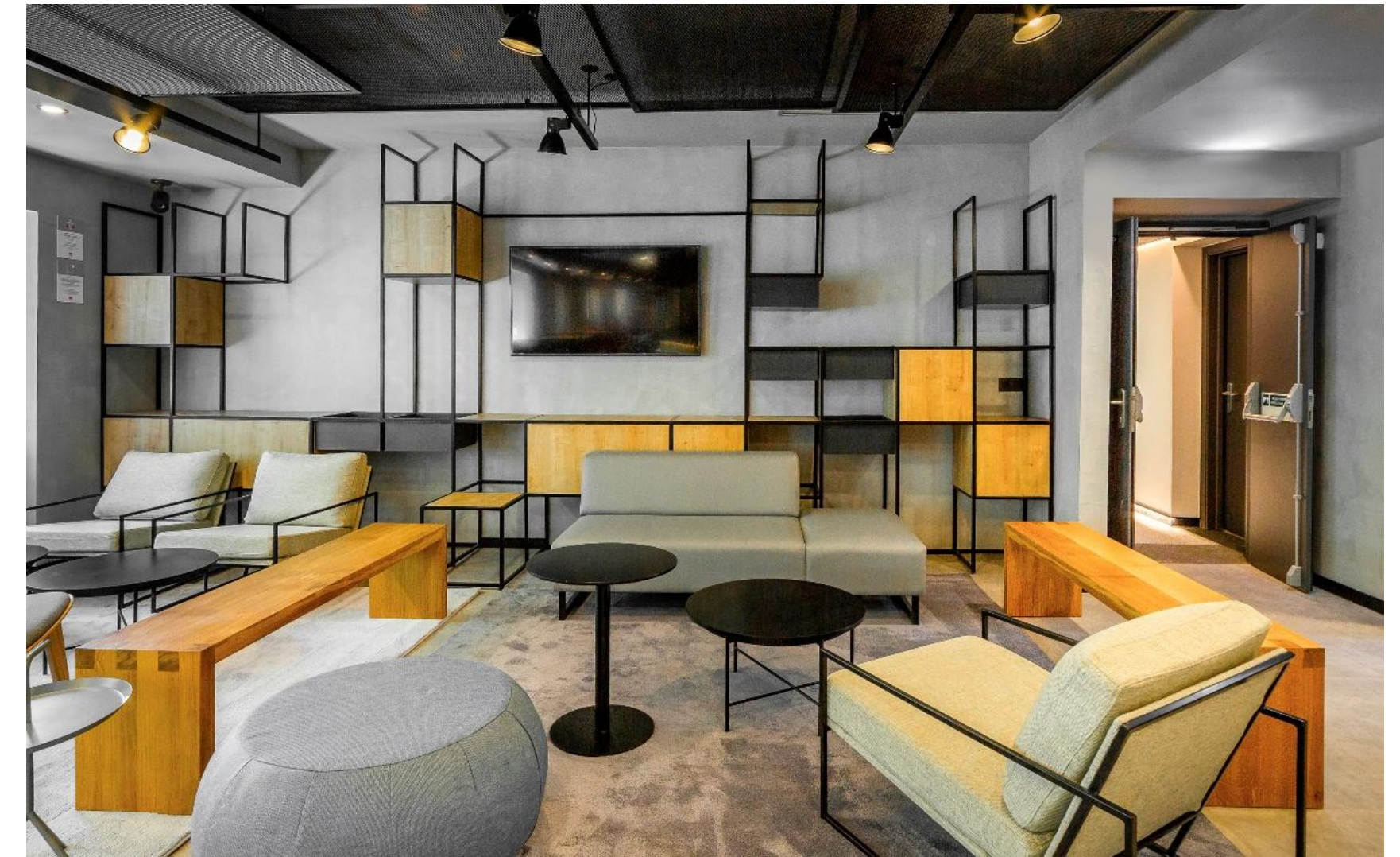


IBIS BANGKOK SUKHUMVIT 24
THAILAND

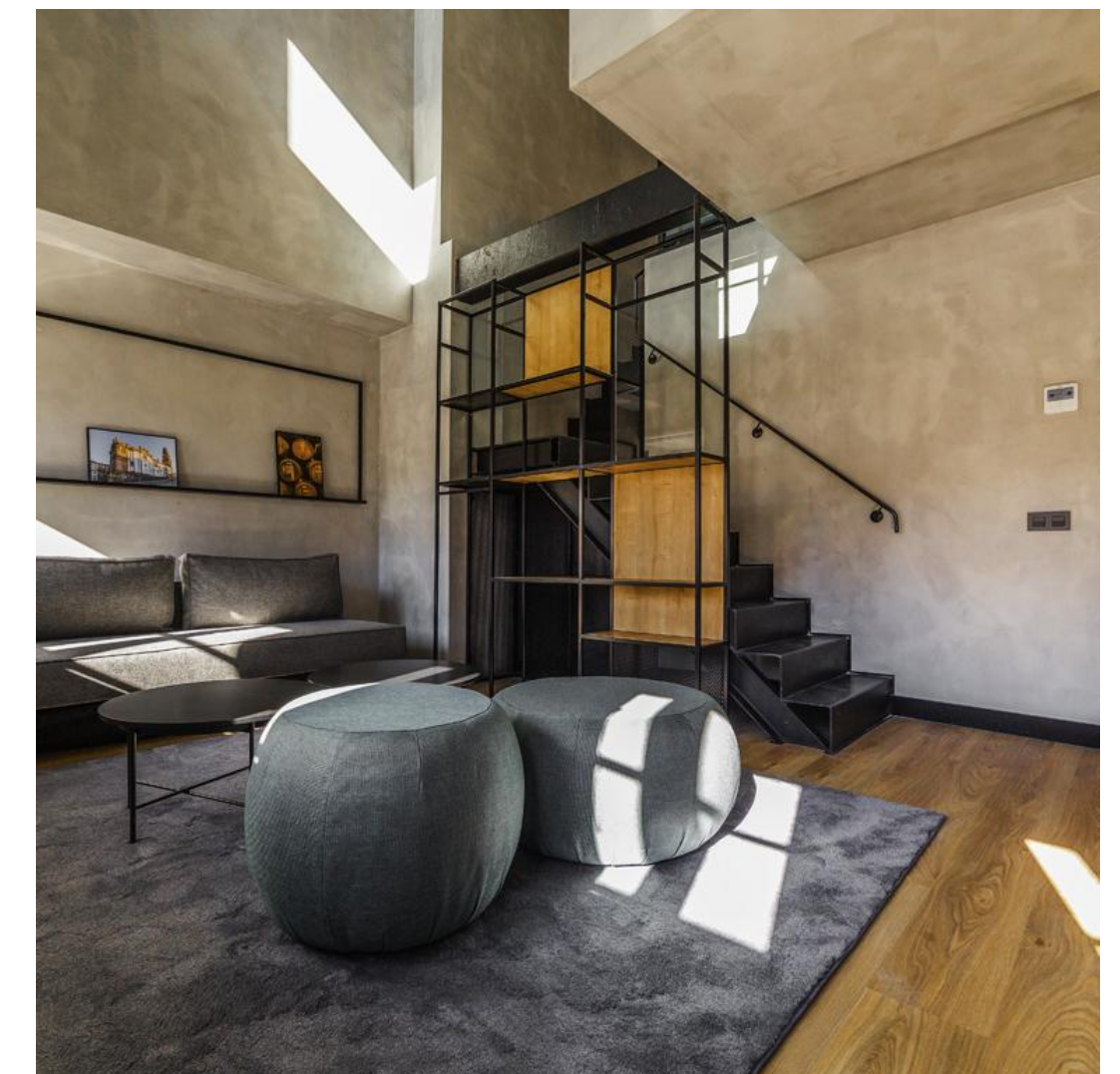


URBAN

ibis Porto Centro Mercado do Bolhao, *Portugal*



 89 rooms




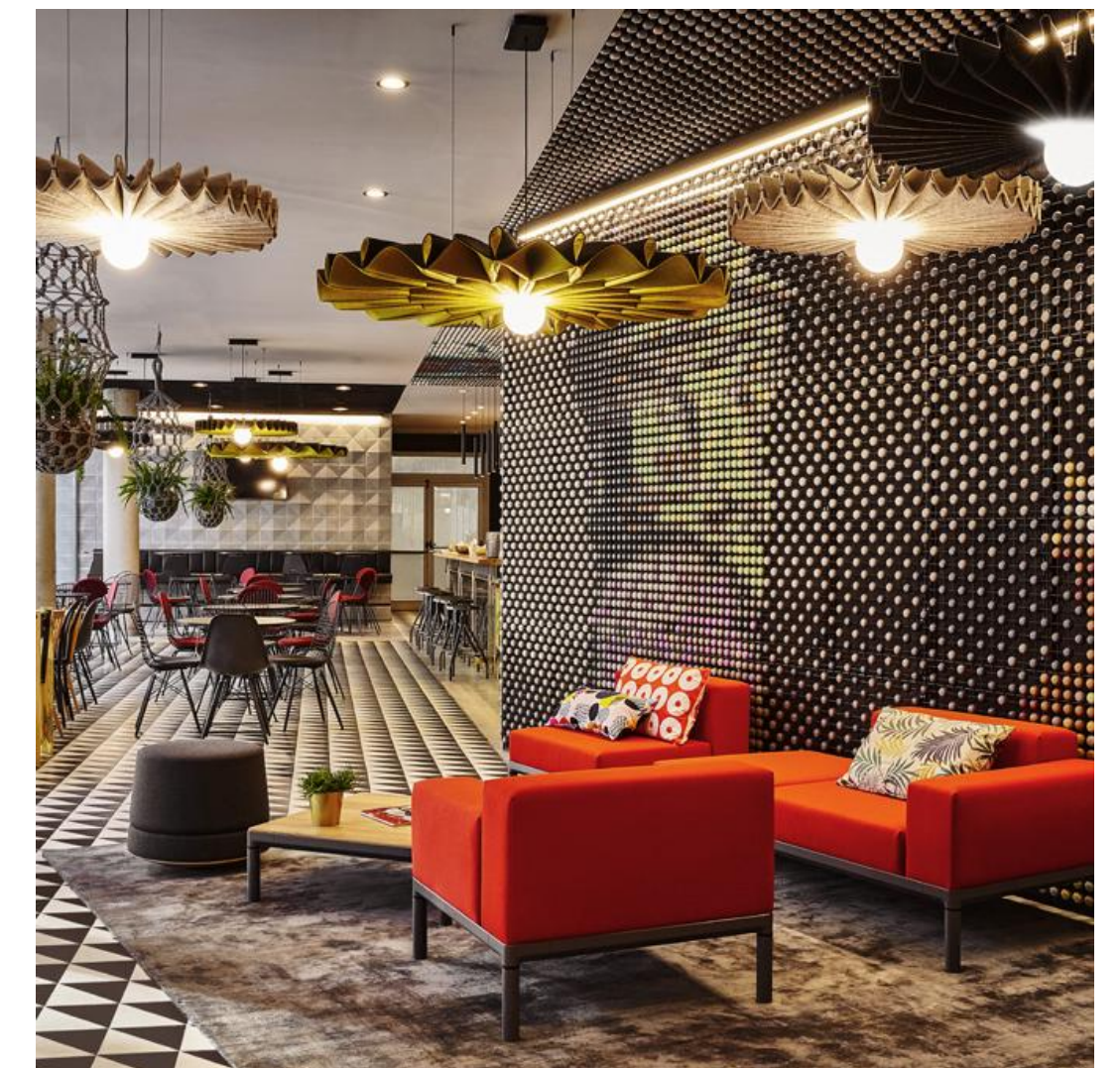


URBAN

ibis Barcelona Plaza Glories 22, *Spain*



 147 rooms





Why invest - ibis

URBAN

ibis Lyon Sud Oullins , *France*



 123 rooms



URBAN

ibis Béthune Centre Gare, *France*



 78 rooms

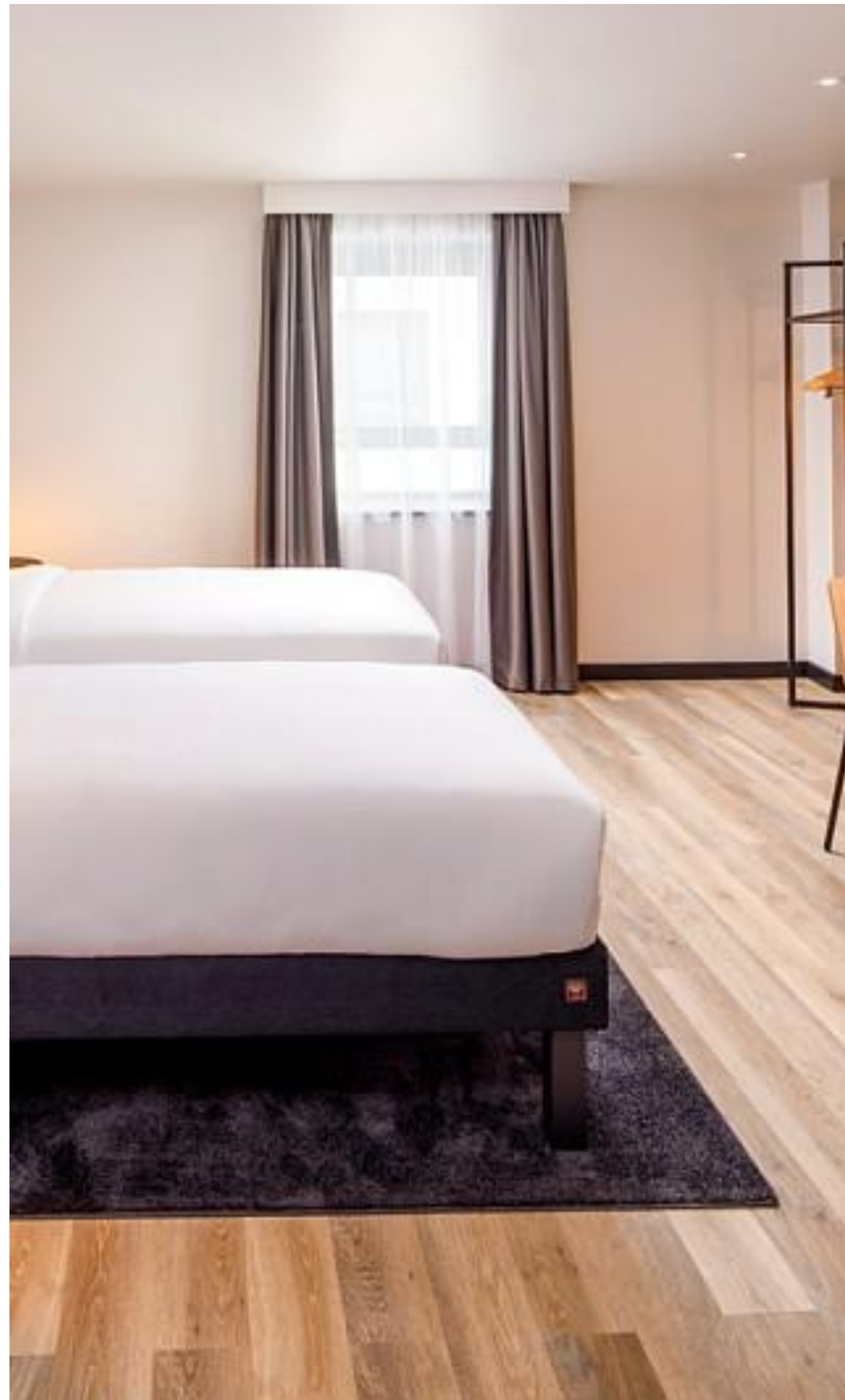




Why invest - ibis

URBAN

ibis London Sutton Point Hotel, *UK*

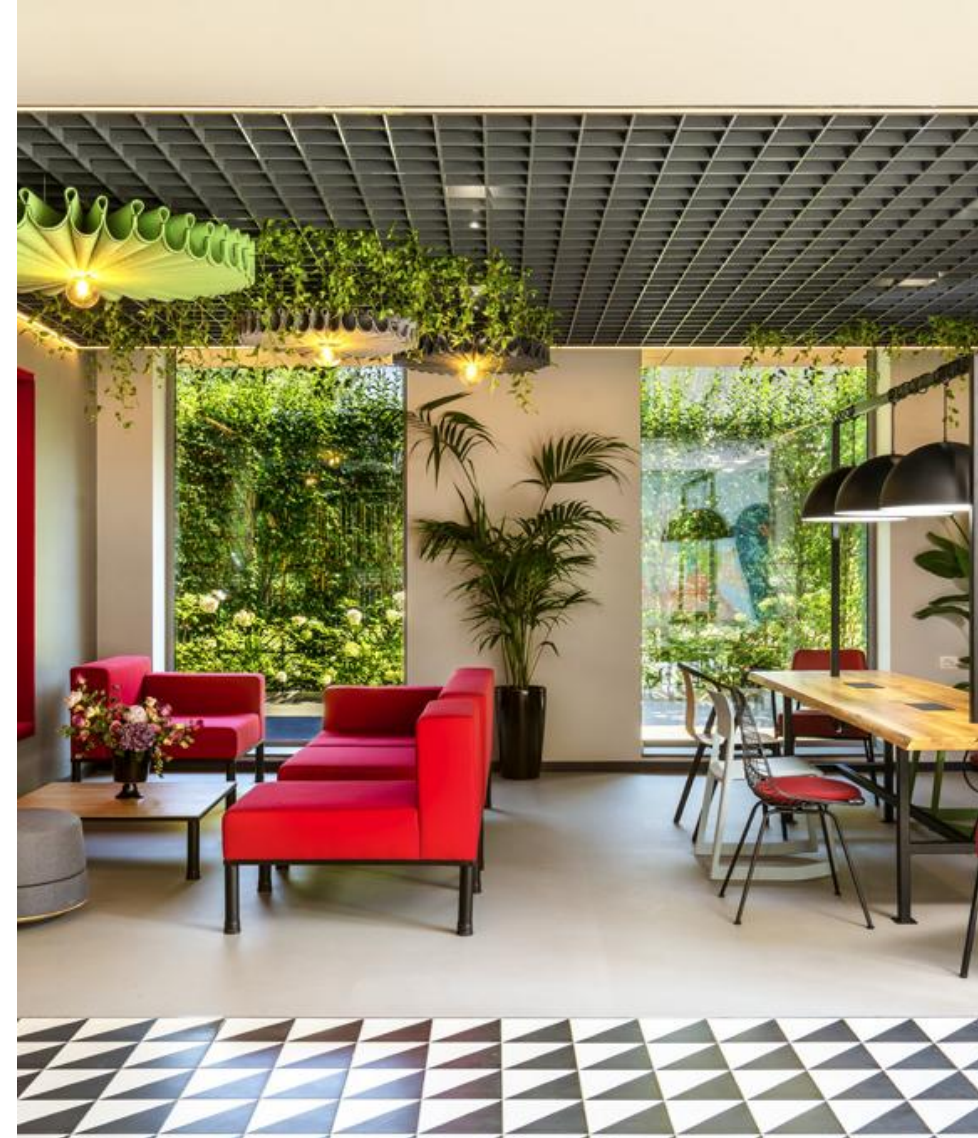


 99 rooms



Why invest - ibis

URBAN



ibis network

P31



 160 rooms

ibis Bucharest Politechnica, *Romania*




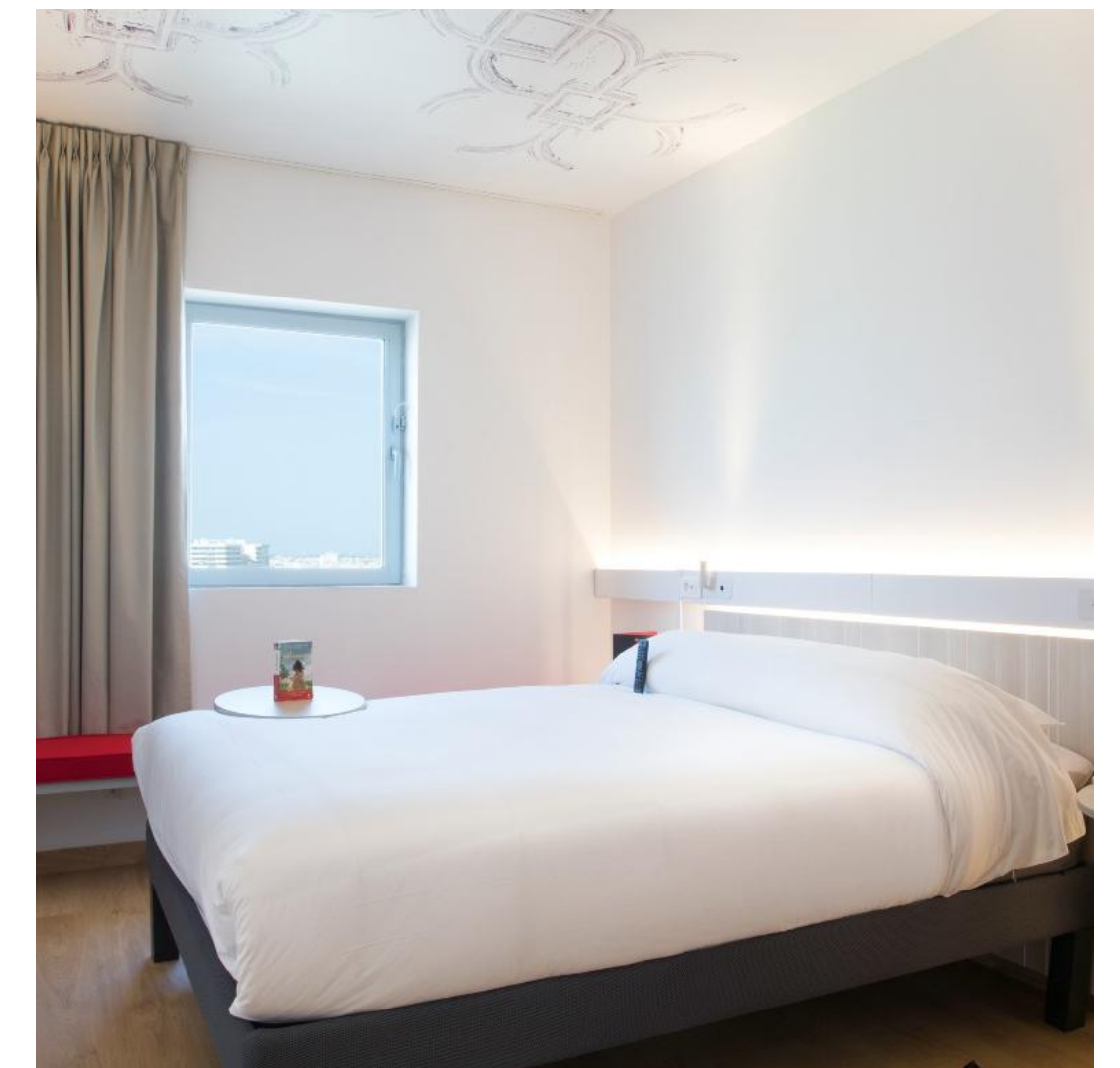


URBAN

ibis Casablanca Abdlemoumen, *Morocco*



 157 rooms





Why invest - ibis

URBAN

ibis São Paulo Expo Barra Funda, *Brazil*



 286 rooms



Why invest - ibis

URBAN



ibis network

P34



 120 rooms

ibis Santa Cruz de la Sierra, *Bolivia*





Why invest - ibis

URBAN



ibis network

P35



 288 rooms

ibis Jeddah City Center, *Saudi Arabia*





Why invest - ibis

URBAN

ibis Osaka Umeda, *Japan*



 181 rooms



Why invest - ibis

URBAN



ibis network

P37



 162 rooms

ibis Samarinda, *Indonesia*



URBAN

ibis Nanjing Confucius Temple, *China*



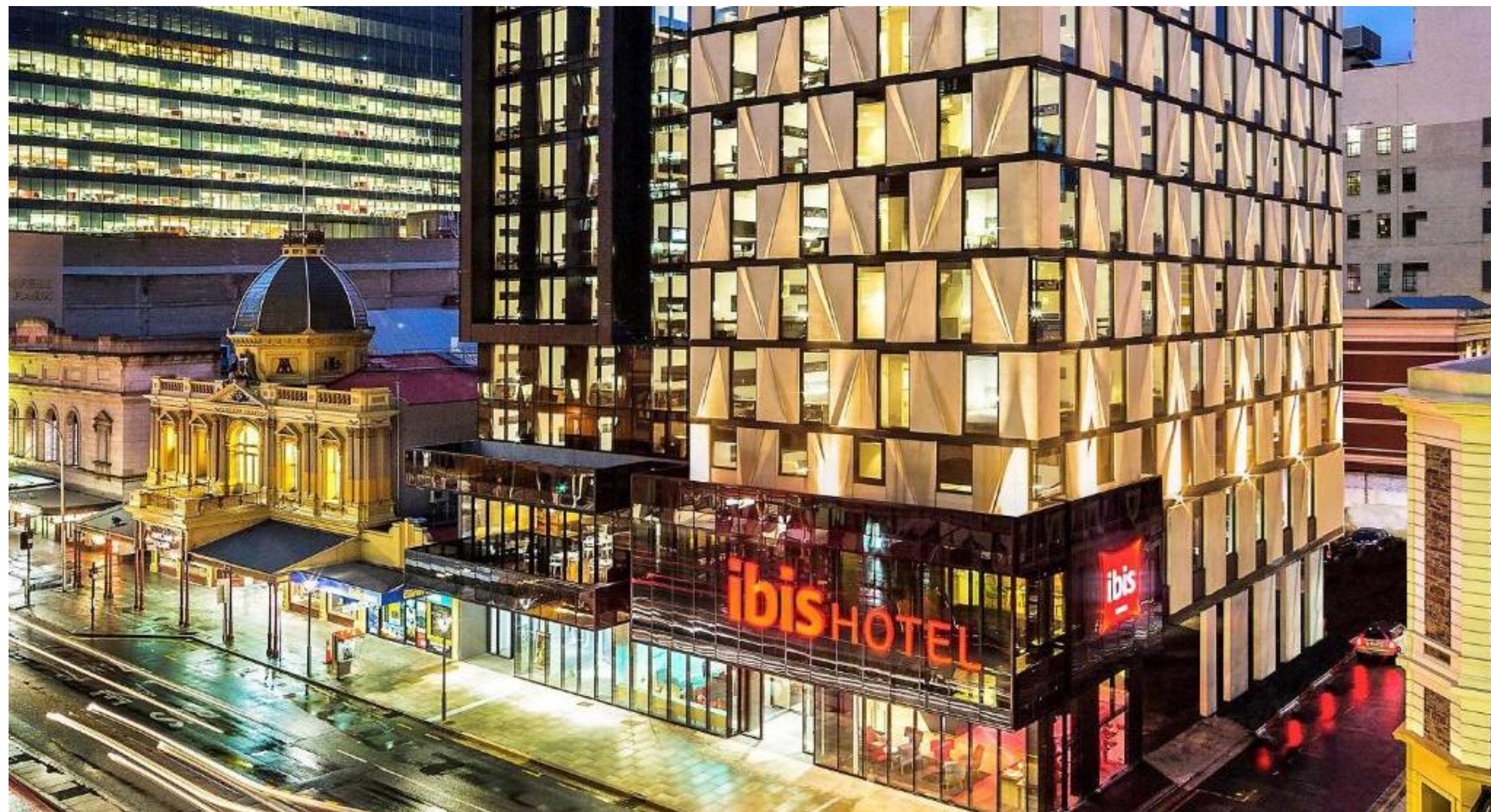
 288 rooms





URBAN

ibis Adelaide, *Australia*



 311 rooms





LEISURE & RESORTS



 209 rooms

ibis Samui Bophut, *Thailand*





LEISURE & RESORTS



 91 rooms

ibis Thalassa Le Touquet, *France*





AIRPORT

55+ airport hotels

20+ COUNTRIES



ibis Istanbul Airport, *Turkey* | 132 rooms



ibis Paris CDG Airport, *France* | 772 rooms



ibis London Heathrow Airport, *United Kingdom* | 356 rooms

ibis Barcelona Aeropuerto Viladecans, *Spain* | 101 rooms





AIRPORT

55+ airport hotels

20+ COUNTRIES



ibis Yogyakarta International Airport Kulonprogo, *Indonesia* | 224 rooms



ibis Mumbai Airport, *India* | 169 rooms

ibis Sydney Airport, *Australia* | 200 rooms





MICE

MICE flagships



ibis Paris 17 Clichy-Batignolles *France*
1,074 sqm total meeting space



ibis London Earls Court *United Kingdom*
1,700 sqm total meeting space



ibis Jakarta Harmoni *Indonesia*
516 sqm total meeting space

COMBO

Combination projects



ibis & Adagio Aparthotel
London Sutton Point, *United Kingdom*
99 rooms + 59 apartments



ibis & ibis *budget*, Porto Exponor
Portugal (Opening 2027)
99 rooms + 102 rooms



ibis & Novotel Melbourne Central
Australia
259 rooms + 213 rooms

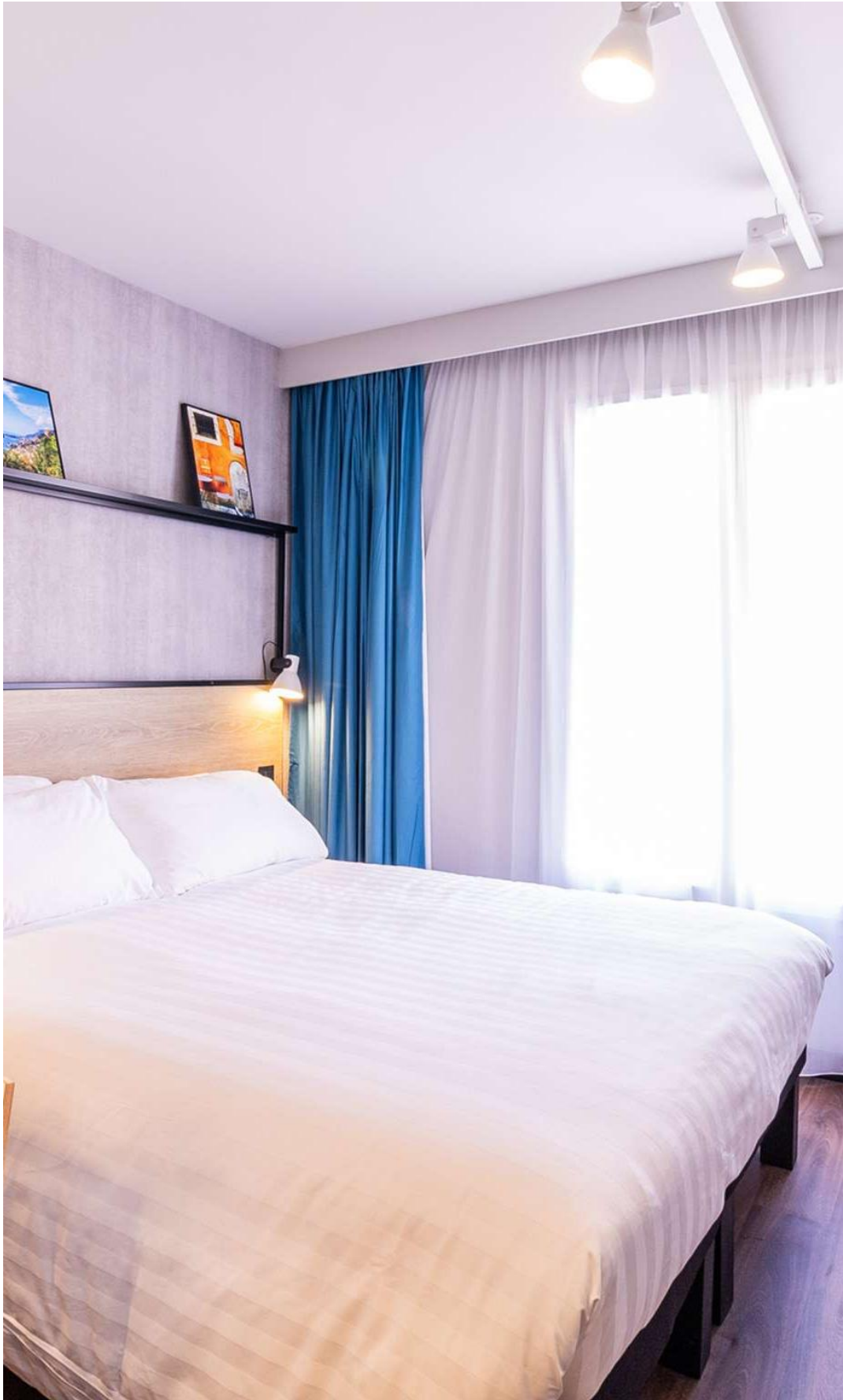


ibis & ibis *budget* Paris Saint-
Quentin-en-Yvelines, *France*
92 rooms + 88 rooms



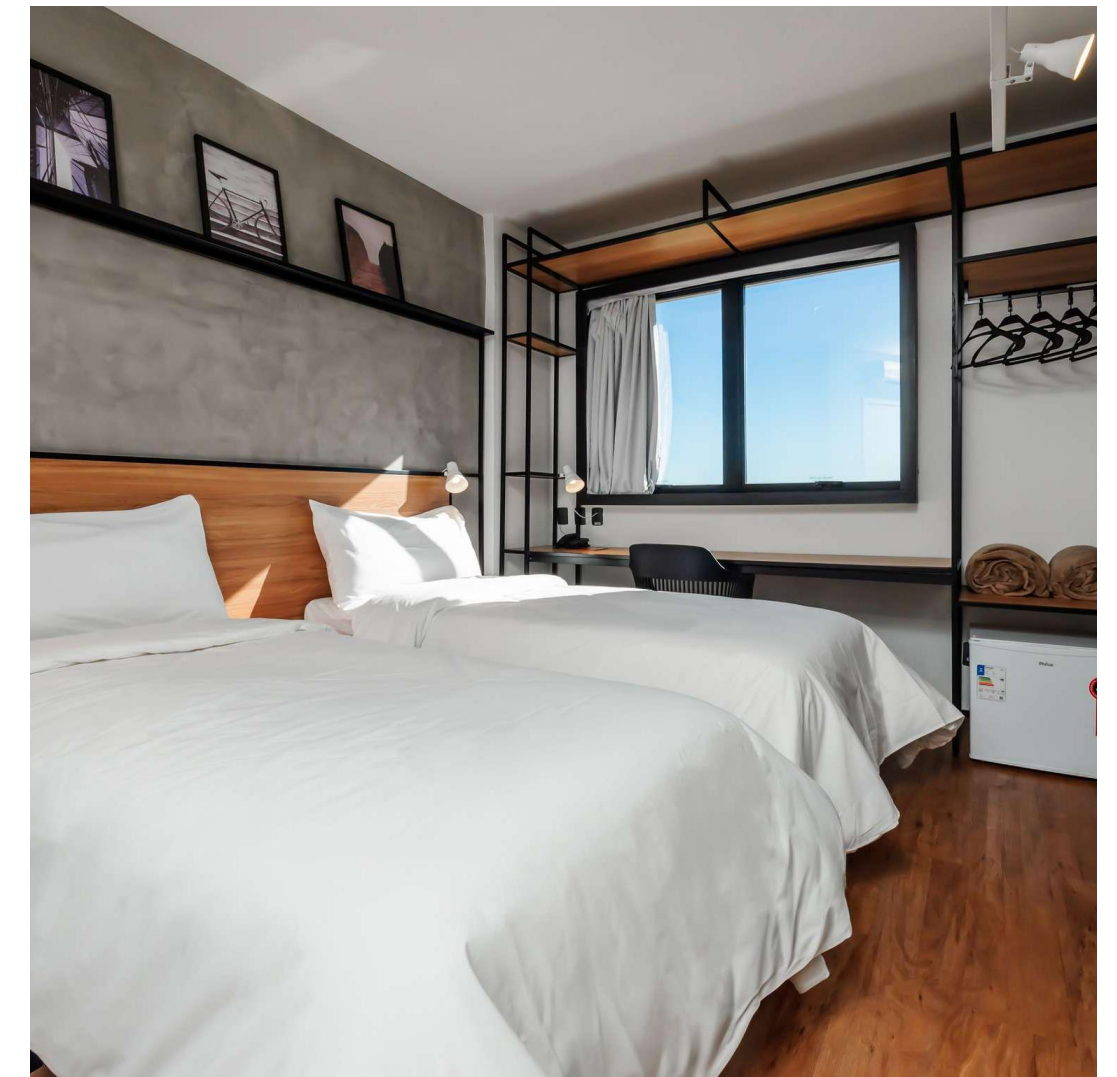
LEISURE & RESORTS

ibis Roquebrune Cap Martin Menton, *France*



 69 rooms

LEISURE & RESORTS

ibis Lavras, *Brazil* 110 rooms



Why invest - ibis

URBAN



 126 rooms

ibis Istanbul Sisli, *Turkey*





Thank

you

