



Why invest *ibis* 2026

GLOBAL DEVELOPMENT
PREMIUM, MIDSCALE & ECONOMY DIVISION

WELCOME TO THE IBIS

ibis

The most global and widely loved economy brand, reliably and consistently offering the best quality essentials to wallet-wise guests so they can go get it with confidence. ibis delivers stable, high-occupancy performance and long-term returns for owners and investors.



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 **78% of your room revenue.**

Smart Business Model

Chapter

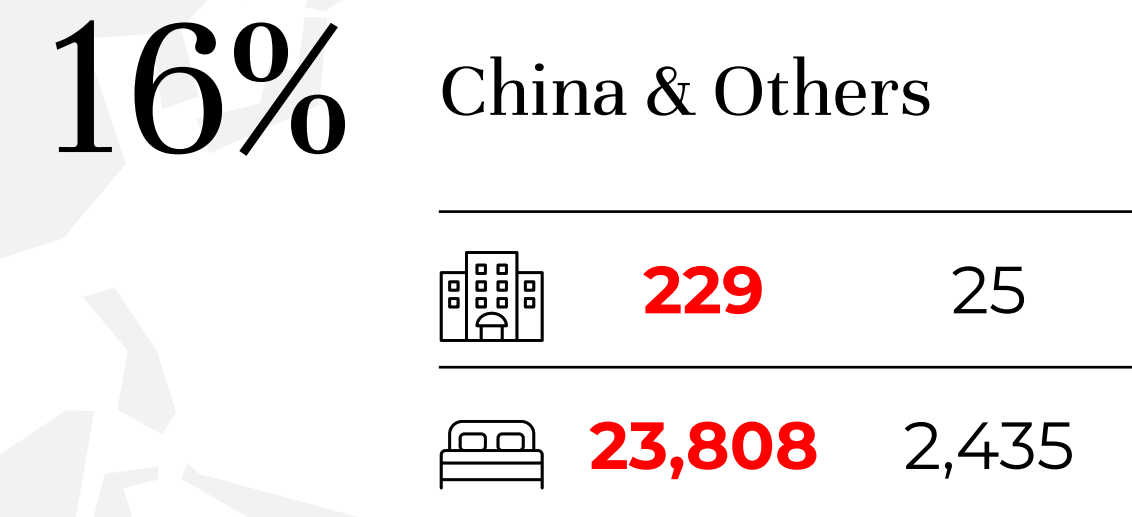
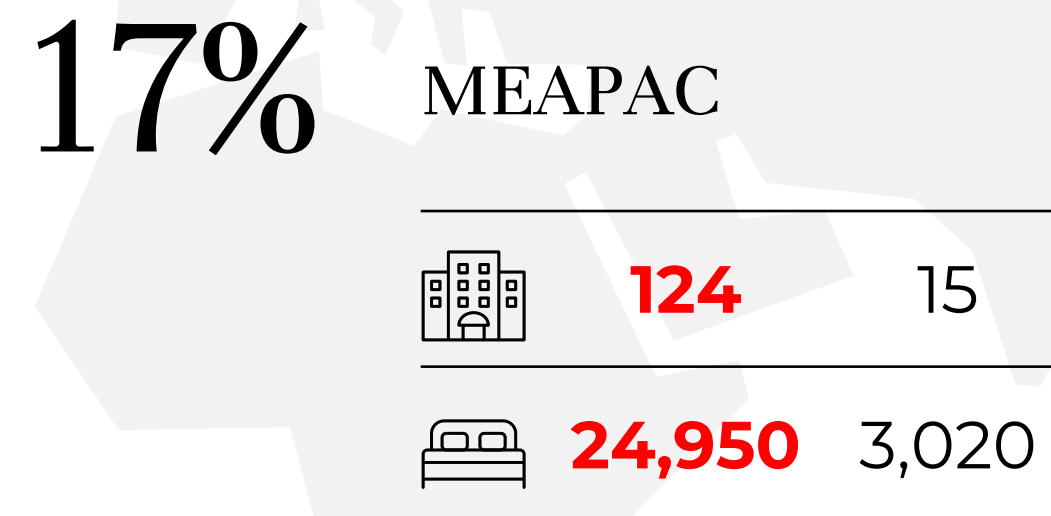
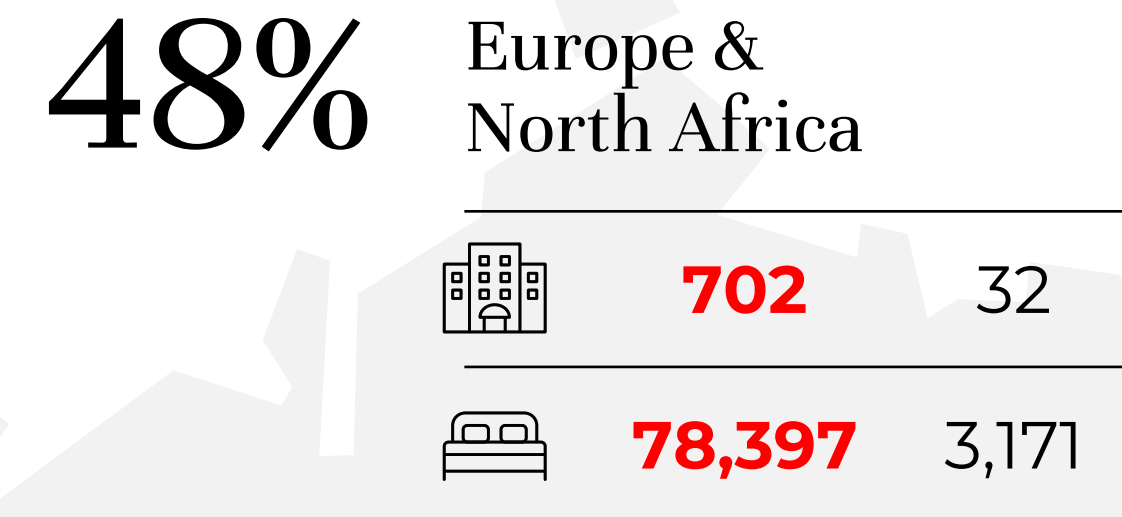
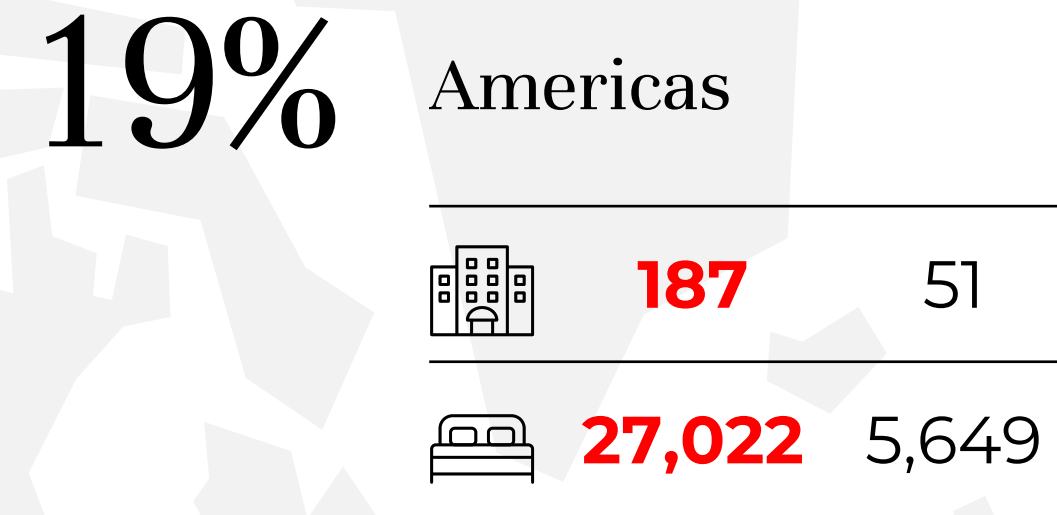
01



*Topline
Investment
EBITDA*

TOPLINE

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



ibis

	NETWORK	PIPELINE
	1,242	123
	154,177	14,275

All figures as of end December 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

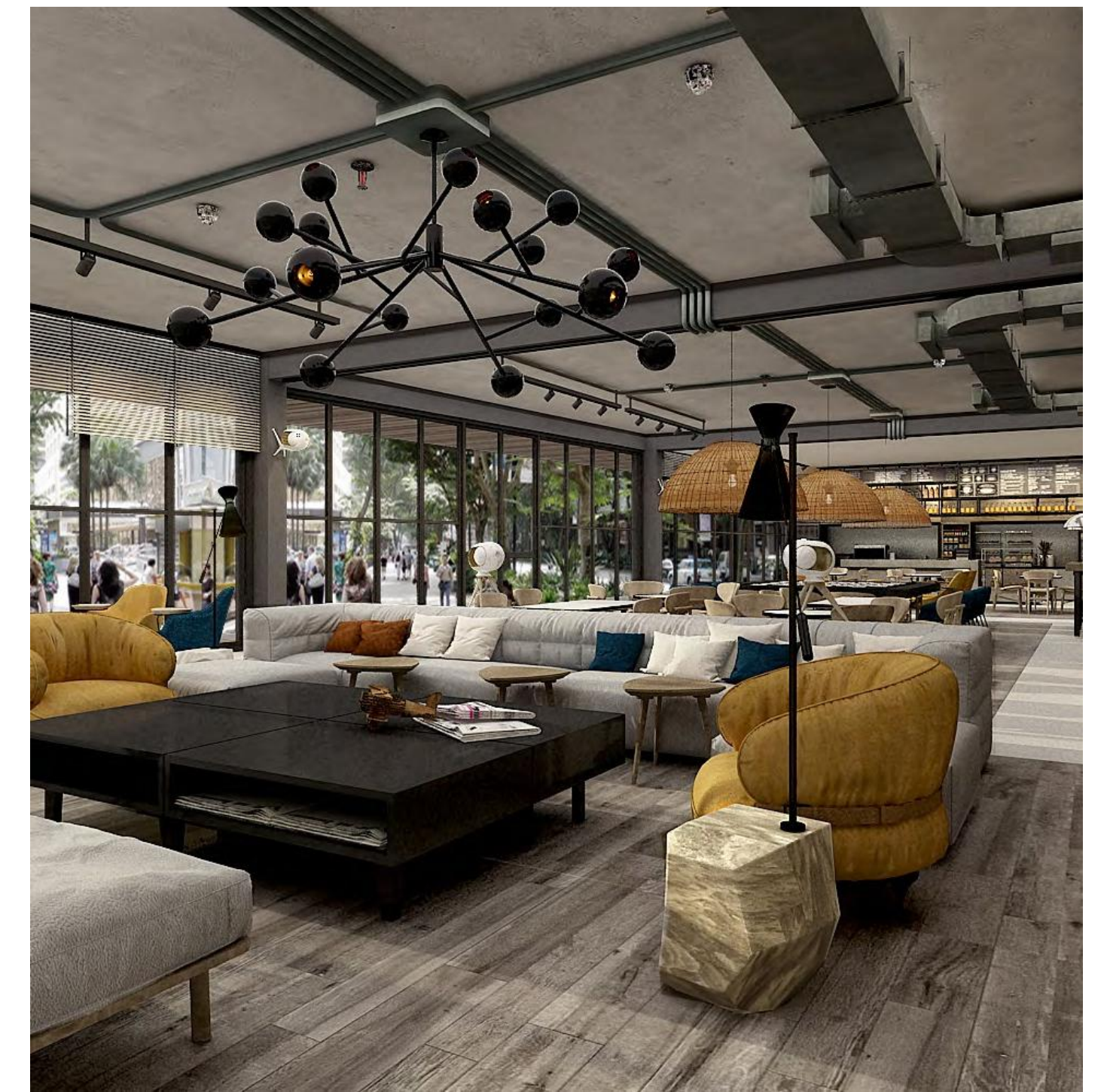


2. PLAZA

1. AGORA



3. SQUARE



Loved by guests

Chapter



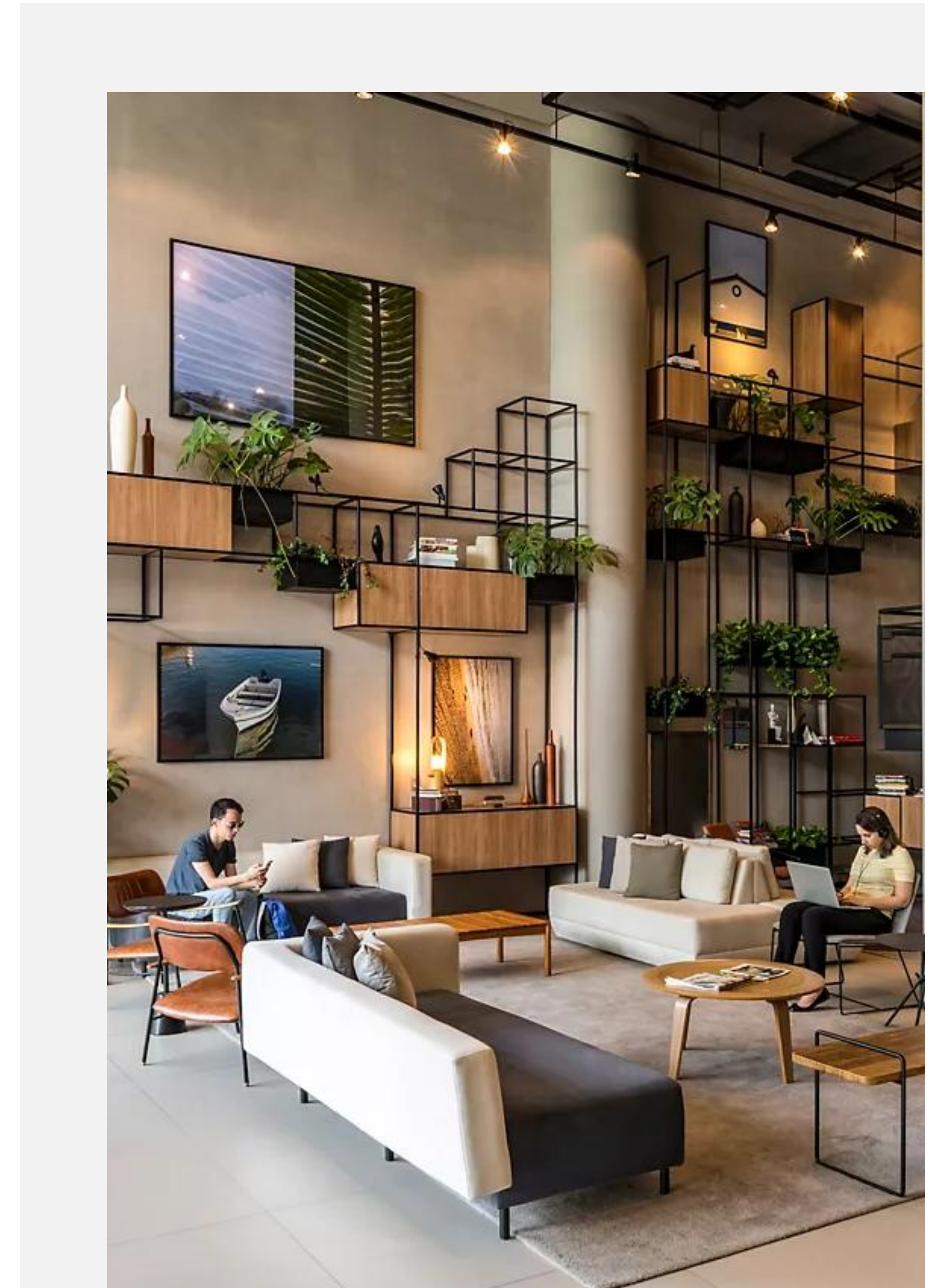
02

Brand positioning
TOP 3 USPs

BRAND POSITIONING

Reliability everywhere

RELIABLY AND CONSISTENTLY
OFFERING THE BEST QUALITY
ESSENTIALS SO THAT PEOPLE
CAN GO GET IT, WITH
CONFIDENCE



TOP 3 USPs

Our promise to guests all over the world



1

Eat, work & sleep, confident in ibis' consistent comfort & quality



2

ibis is the hassle-free & convenient choice for travellers around the world



3

ibis embodies familiar, welcoming & homey spaces that give the feeling of cosy comfort



USP #1

Eat, work & sleep



in a homey atmosphere

Comfortable beds, high cleanliness requirements & an above segment standard breakfast

Outperforming competition on Breakfast

Compindex 103

Sentiment Score* at 78.05

vs. competitors between 44.00 and 78.00**

* Sentiment Score

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

Source: Trust You 2025



Sweet Bed by ibis

A good night's sleep is the start of action. It's where ambition is restored, energy is renewed, and the drive to go get tomorrow begins. At ibis, we know that a comfortable bed is essential to every travellers' experience. That's why our patented bedding is designed to ensure a consistent, high-quality sleep, offering the perfect basecamp to rest, all over the world.

Breakfast of champions

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

High cleanliness standards

To ensure a comfortable, reliable and consistent stay every time.





USP #2

ibis is the
reliable choice



for all travellers
around the world

Hassel-free & convenient, at an economic price (24/7 F&B and key locations, friendly staff, Service 15...)

#1 in Staff & Service

Sentiment Score* at 83.1
vs. competitors between 71.00 and 80.00**

* Sentiment Score

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

Source: Trust You 2025

Service 15

We believe great service starts with showing ability to solve quickly and efficiently problems that may happen. That is why we have created “Service 15*”, a strong and differentiating service promise to wow and reassure guests and engage Heartists..



Comforting and friendly service

At ibis, we believe that a hassle-free stay starts with great service. But what truly sets us apart is the warmth and closeness our teams create with guests - a sense of genuine connection and friendliness.

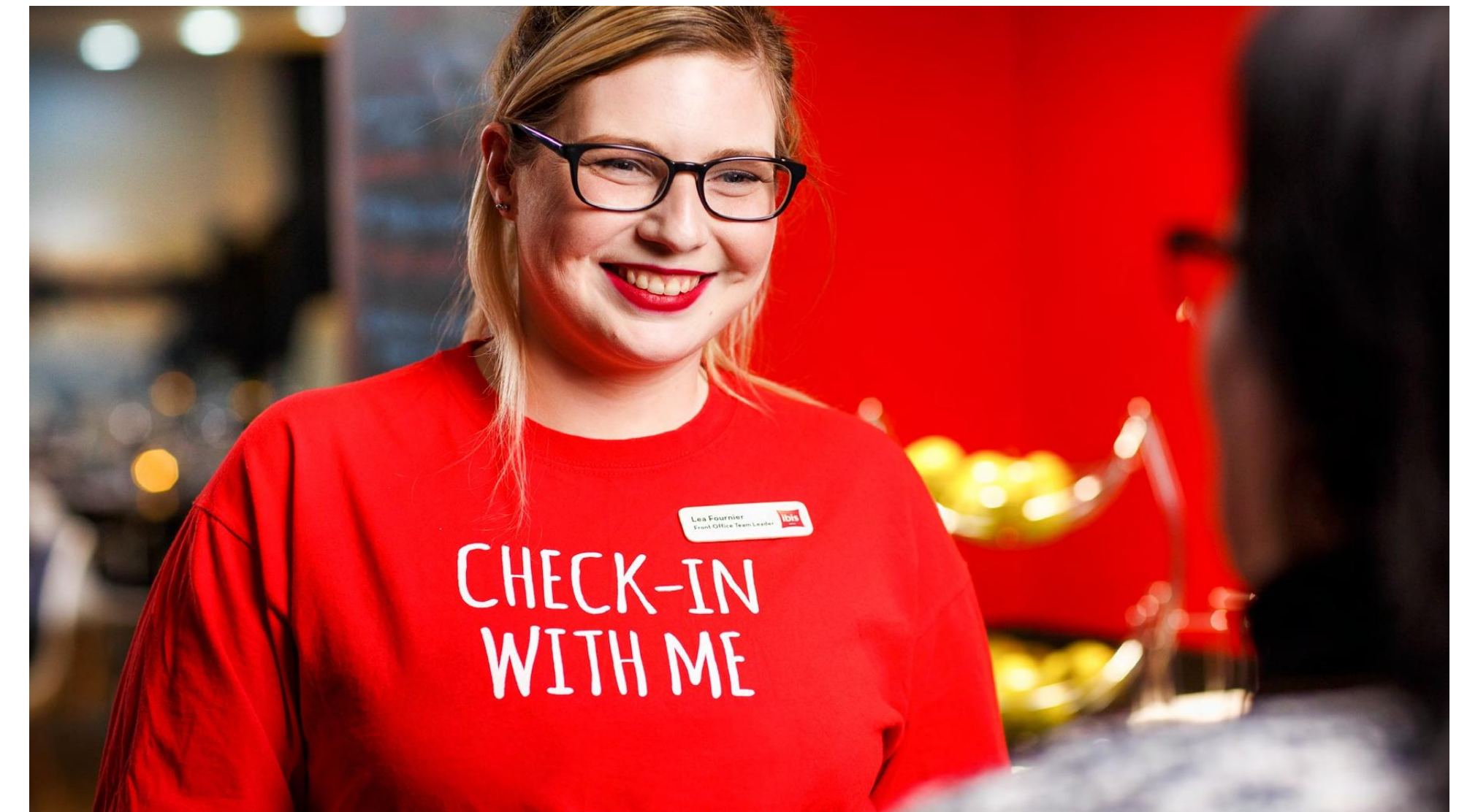
Off-the-shelf F&B concepts

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



Co-working solutions

With our co-working brand “Wojo” or a bespoke concept, social living space is optimised during the day, attracting neighbours or travellers.





USP #3

ibis embodies



Familiar spaces
that feel like home

With a real feeling of home away from home, ibis creates homey and inviting spaces to attract customers and create the preference among the crowd.

#1 in Location

Sentiment Score* at 94.56
vs. competitors between 91.00 and 93.00**

* Sentiment Score

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

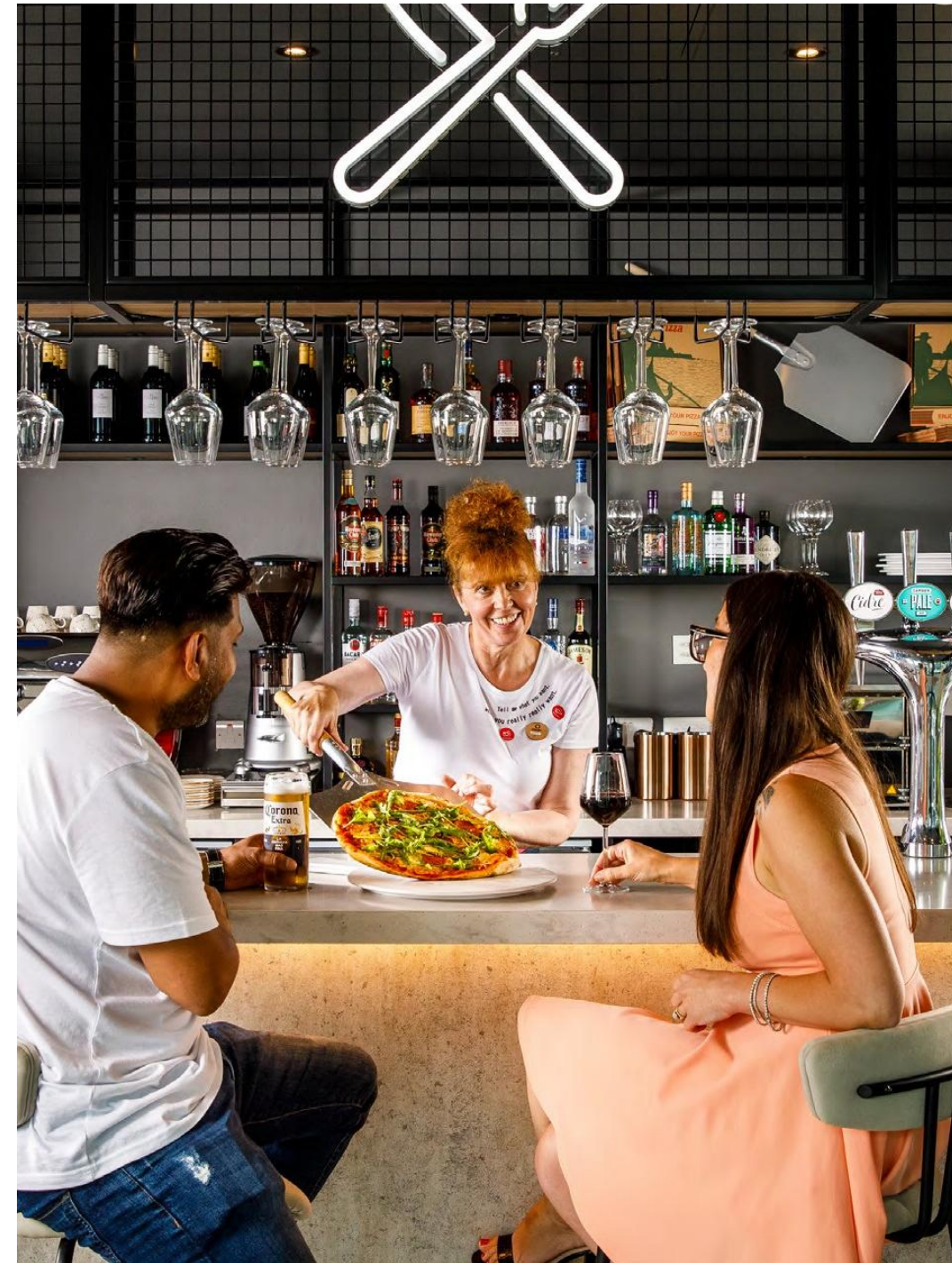
Source: Trust You 2025

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 a value for money price, above segment standards. The bar is the focal point of the social experience at the hotel, where our guests can relax & socialize.





TOP 3 USPS

Guest journey & experience

KEY STANDARDS AT A GLANCE

Arrival & departure

24/7 Reception
Staff dress code

Our living social spaces & Stay

Contact staff
24/7
Service 15
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

AND ACCESS

A global sales office with strong expertise

400+

SALES PROFESSIONALS

Across

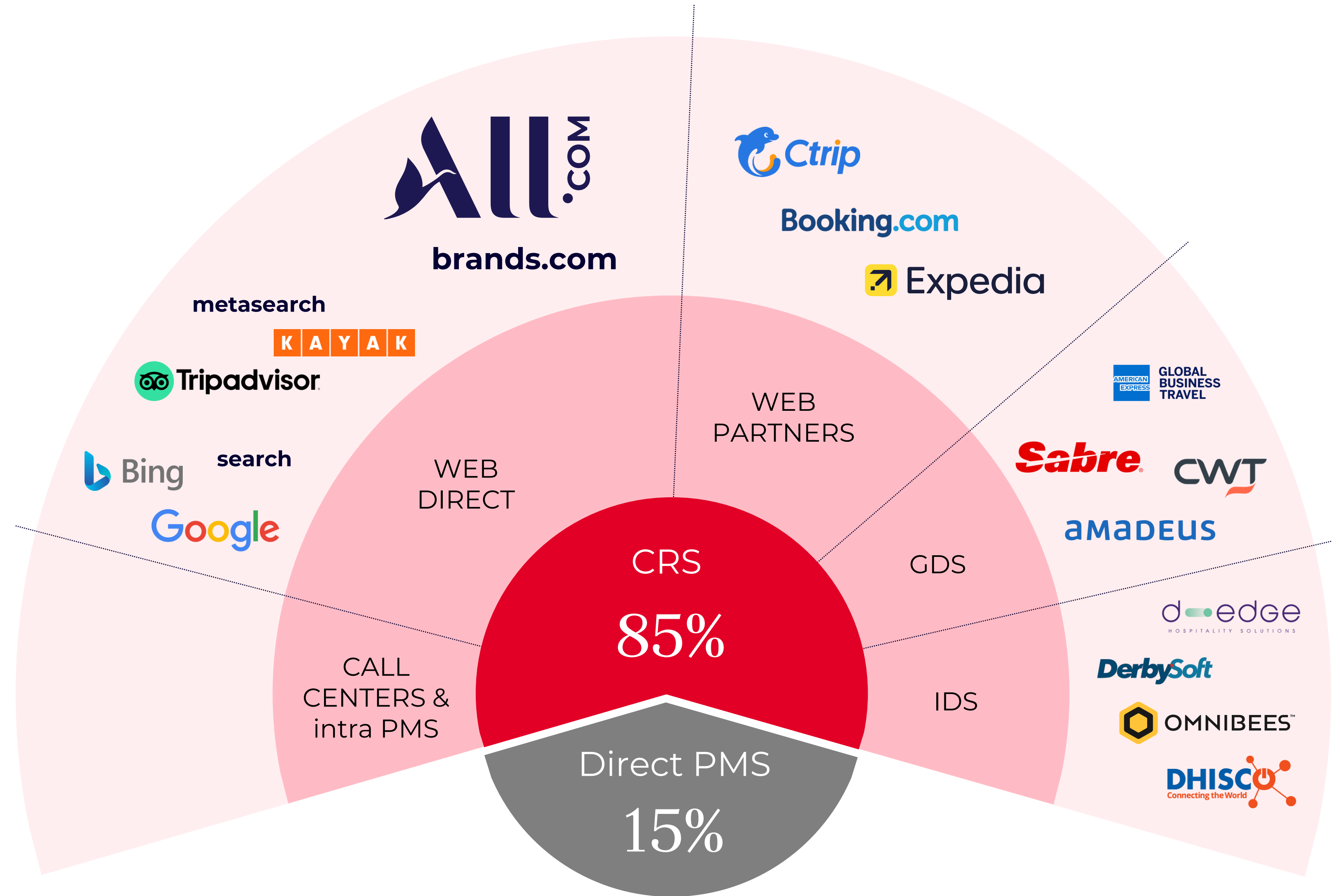
34

COUNTRIES

Covering

80%

OF THE GLOBE



Including best OTA discounted rates



BENEFIT FROM

A solid web direct and best loyalty program ALL Accor

BRAND ENHANCER

40+ brands

FEATURED ON ALL.COM

LOYALTY PROGRAM

110M+

MEMBERS

BOOKING PLATFORM

360M+

VISITS/YEAR

PARTNERSHIP & EXPERIENCE

140+

PARTNERS

SUBSCRIPTION PRODUCTS

550K+

SUBSCRIPTION CARDHOLDERS

Strong revenue contribution for hotels

ALL ROI FOR OWNERS

x8

AWARDS SINCE LAUNCH

39





IBIS DIGITAL SCALE

Boost direct sales with ibis digital scale

IBIS.COM

6.3M

Sessions

15

Languages

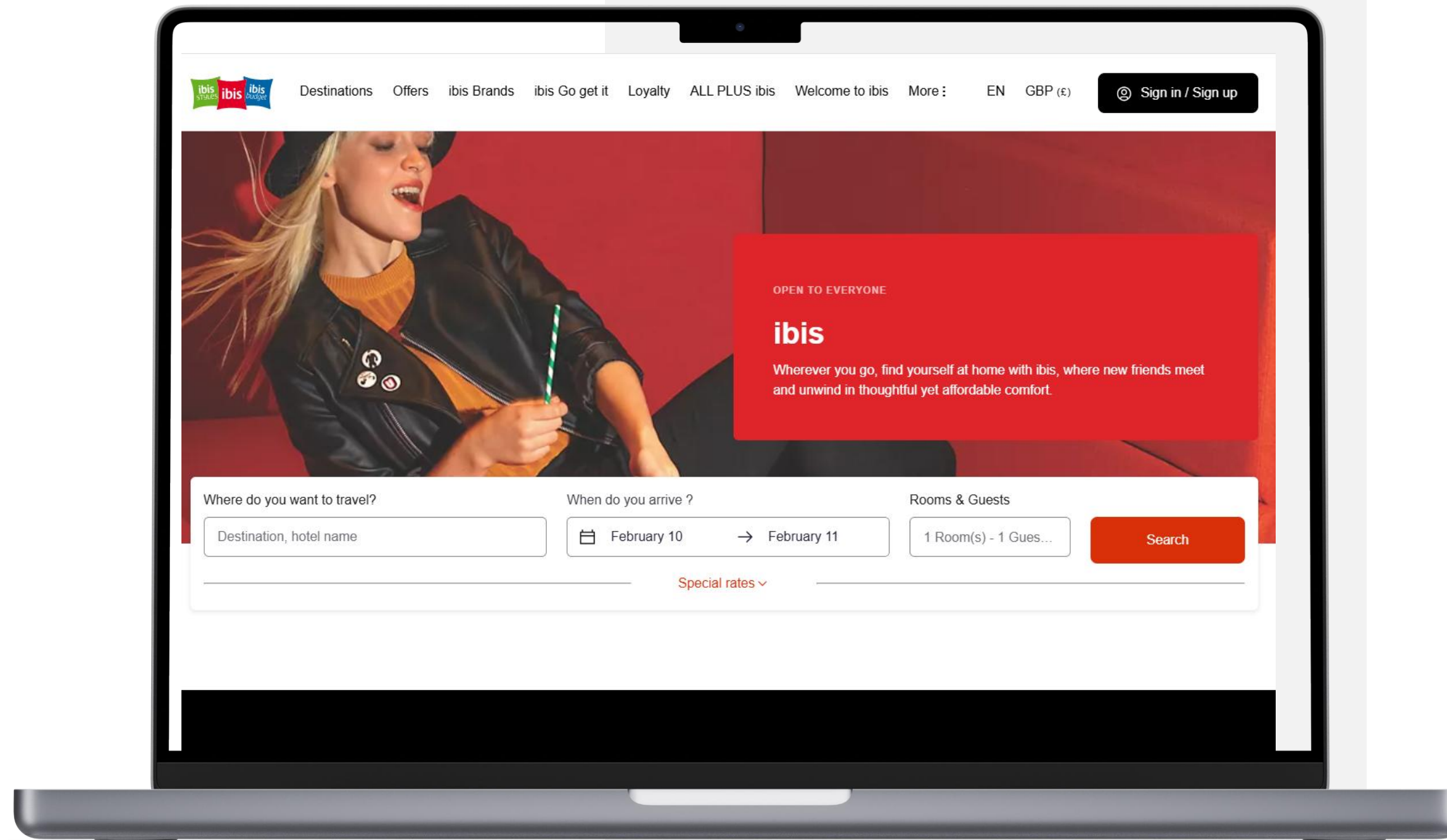
4.5%

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

CRM

6M

Contacts in CRM
ibis family database
in 2024



SOCIAL MEDIA AMPLIFICATION



+179k

Followers
(Global ibis account)



+220.1k

Followers
(Global ibis account)



+27k

Followers



+40.8k

Followers
(Global ibis channel)



+1.9M

Followers
(Global ibis account)



+88.2k

Followers
(Global ibis account)

Development Criteria

Chapter

04



*Hotels
Leisure & Resorts
Combos*



IBIS GENÈVE CENTRE NATIONS
SWITZERLAND

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

- Breakfast offer
- Lobby bar
- Work in the lobby

NICE-TO-HAVES

- Restaurant offer
- Grab & Go
- Fitness (mandatory in MEA & Asia)
- Coworking dedicated area
- Meeting room
- 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

- Breakfast offer
- Restaurant offer
- Lobby Bar
- Outside Space
- Car Park

NICE-TO-HAVES

- Grab & Go
- Fitness (mandatory in MEA & Asia)
- Swimming Pool
- Work in the lobby
- Meeting room
- Laundry Room
- Kinds & Family & Friends Corner / Room
- Entertainment Facilities



COMBO NOVOTEL / IBIS CHENNAI
INDIA

COMBOS

Combos development

Strong ROI for projects
combining ibis hotel with:

- EXTENDED STAY EX. **ADAGIO**
APARTHOTEL
- 2 STARS HOTELS EX. **ibis budget**
- 4 STARS HOTELS EX. **NOVOTEL**

ibis Network

Chapter

05



IBIS BANGKOK SUKHUMVIT 24
THAILAND

*Urban
Leisure & Resorts
Airport, MICE
Combos*



URBAN

ibis Puerto General San Martin, *Argentina*



 30 rooms





URBAN



 120 rooms

ibis Santa Cruz de la Sierra, *Bolivia*





Why invest - ibis

URBAN



ibis Network



 120 rooms

ibis Caruaru, Brazil





Why invest - ibis

URBAN

ibis São Paulo Expo Barra Funda, *Brazil*

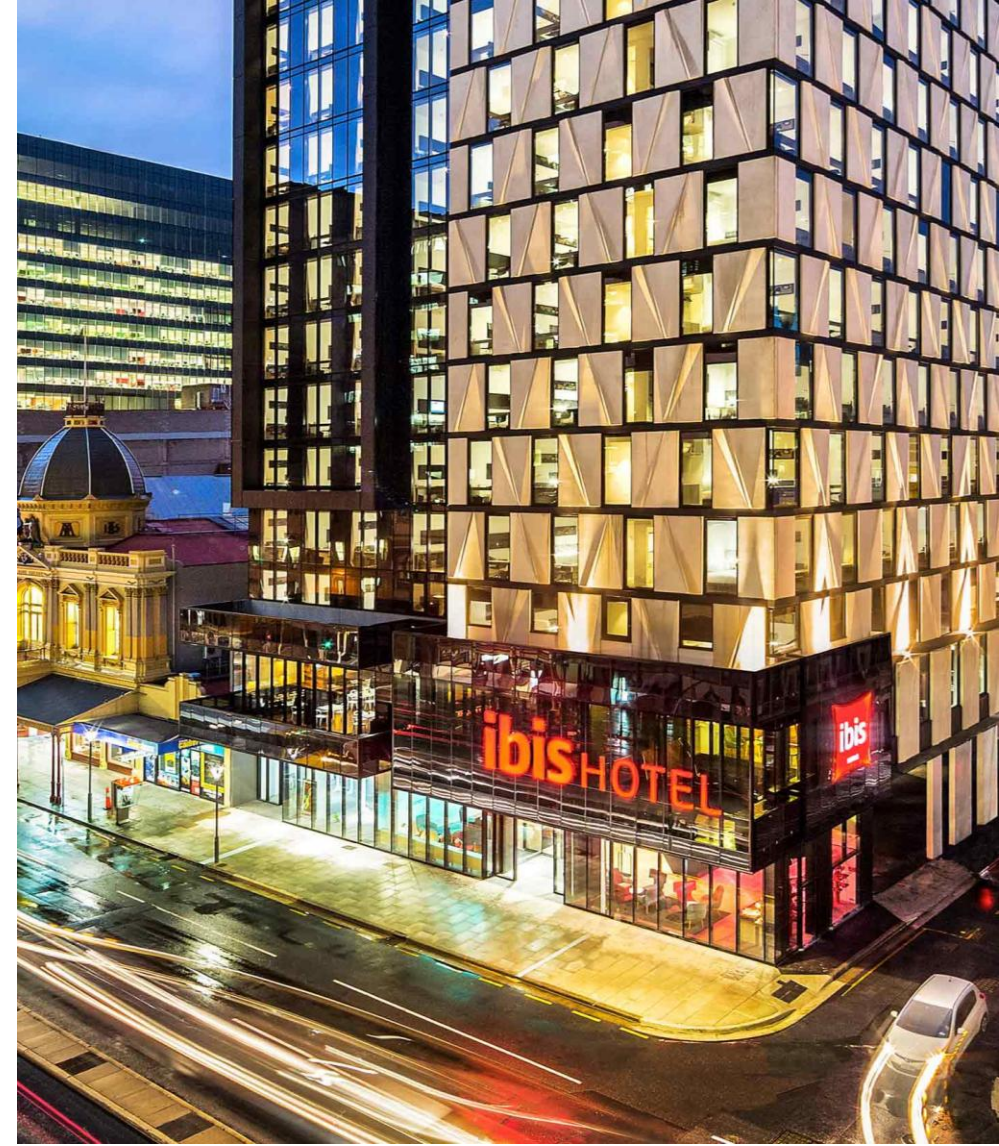


 286 rooms



Why invest - ibis

URBAN



 311 rooms

ibis Adelaide, Australia



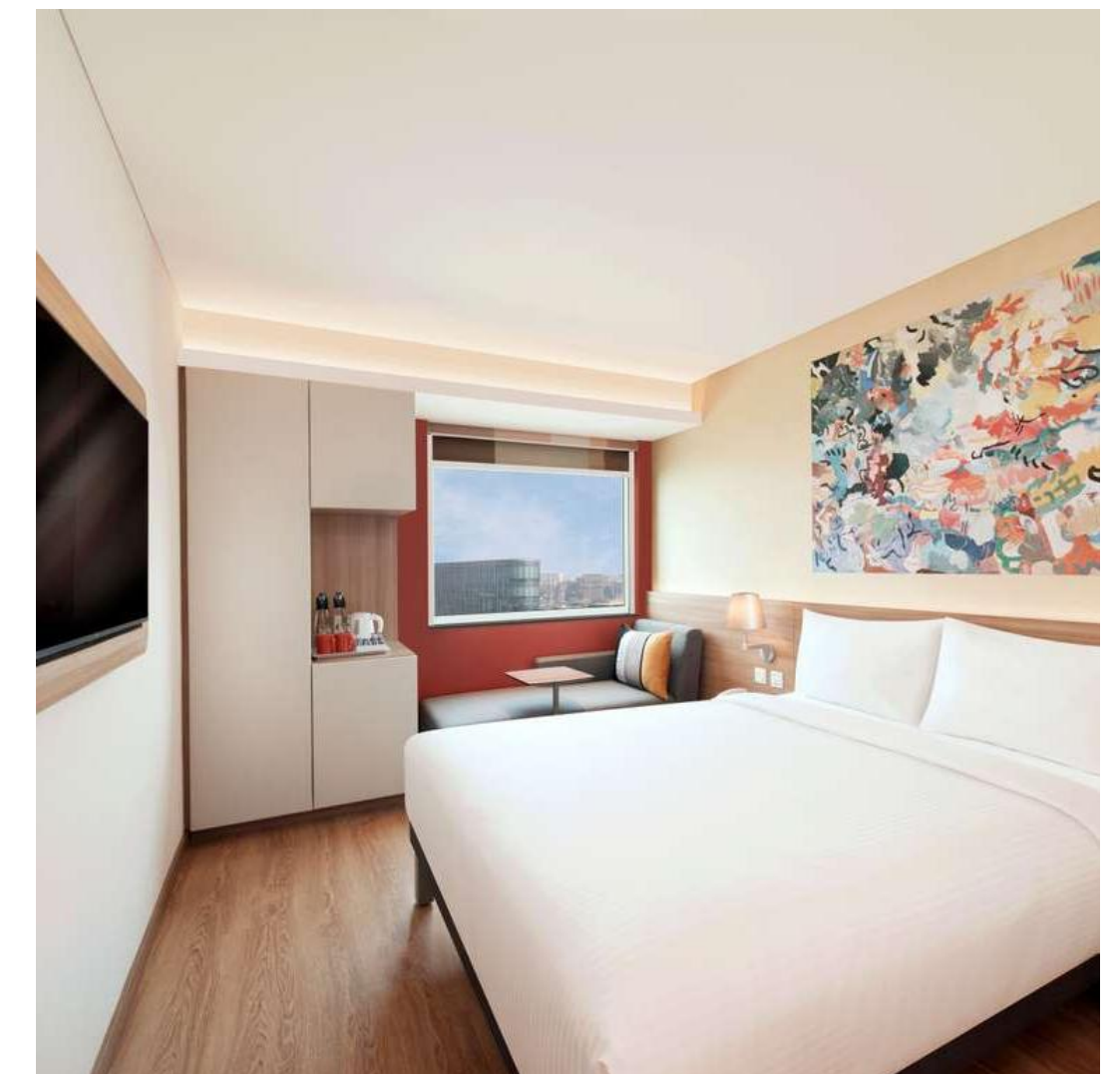


URBAN

ibis Mumbai BKC, *India*



 206 rooms






Why invest - ibis

URBAN



 162 rooms

ibis Samarinda, *Indonesia*





Why invest - ibis

URBAN

ibis Osaka Umeda, *Japan*

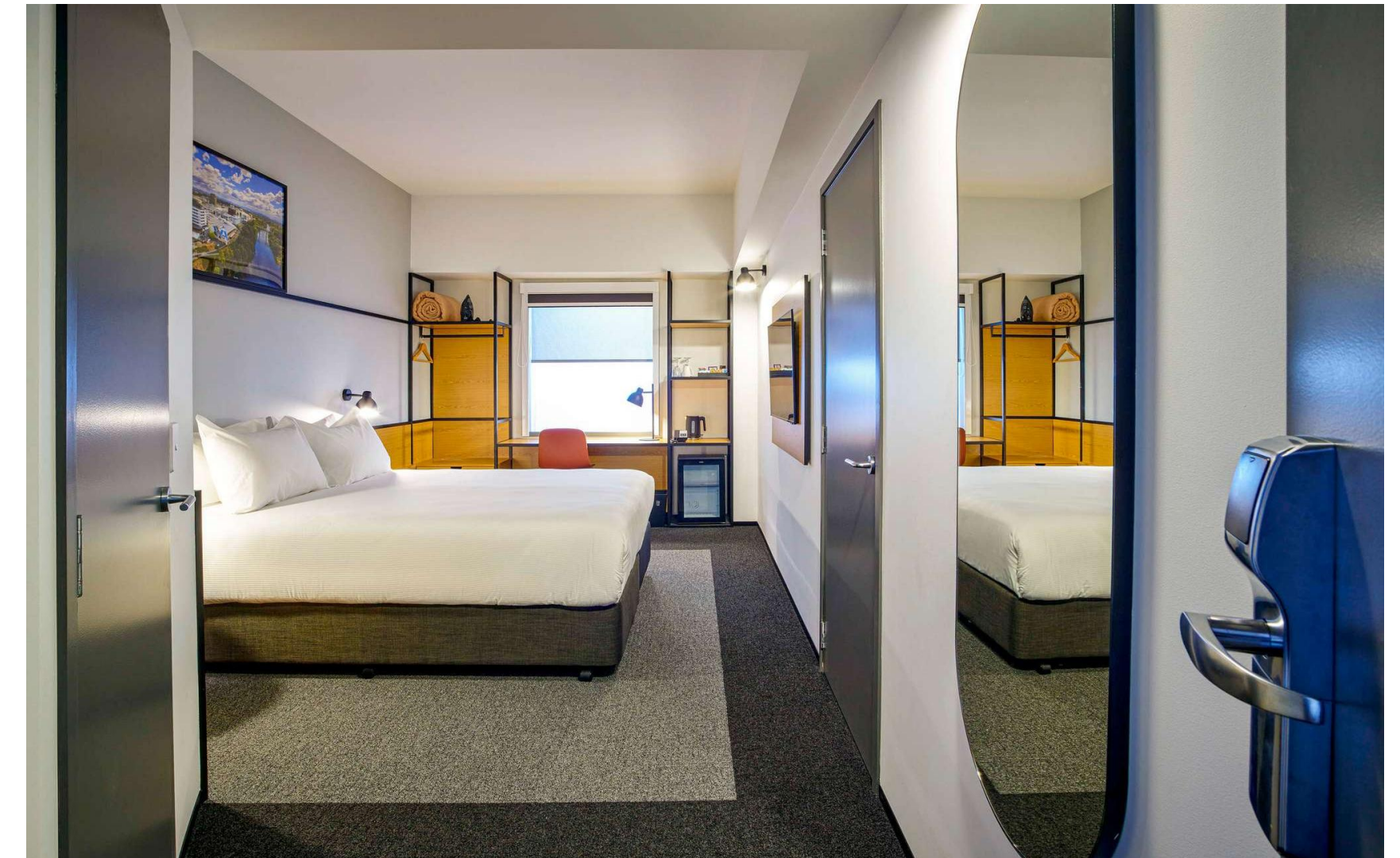



 181 rooms



URBAN

ibis Hamilton Tainui, *New Zealand*



 126 rooms






URBAN

ibis Beijing Tiananmen Square Hotel, *China*



 84 rooms



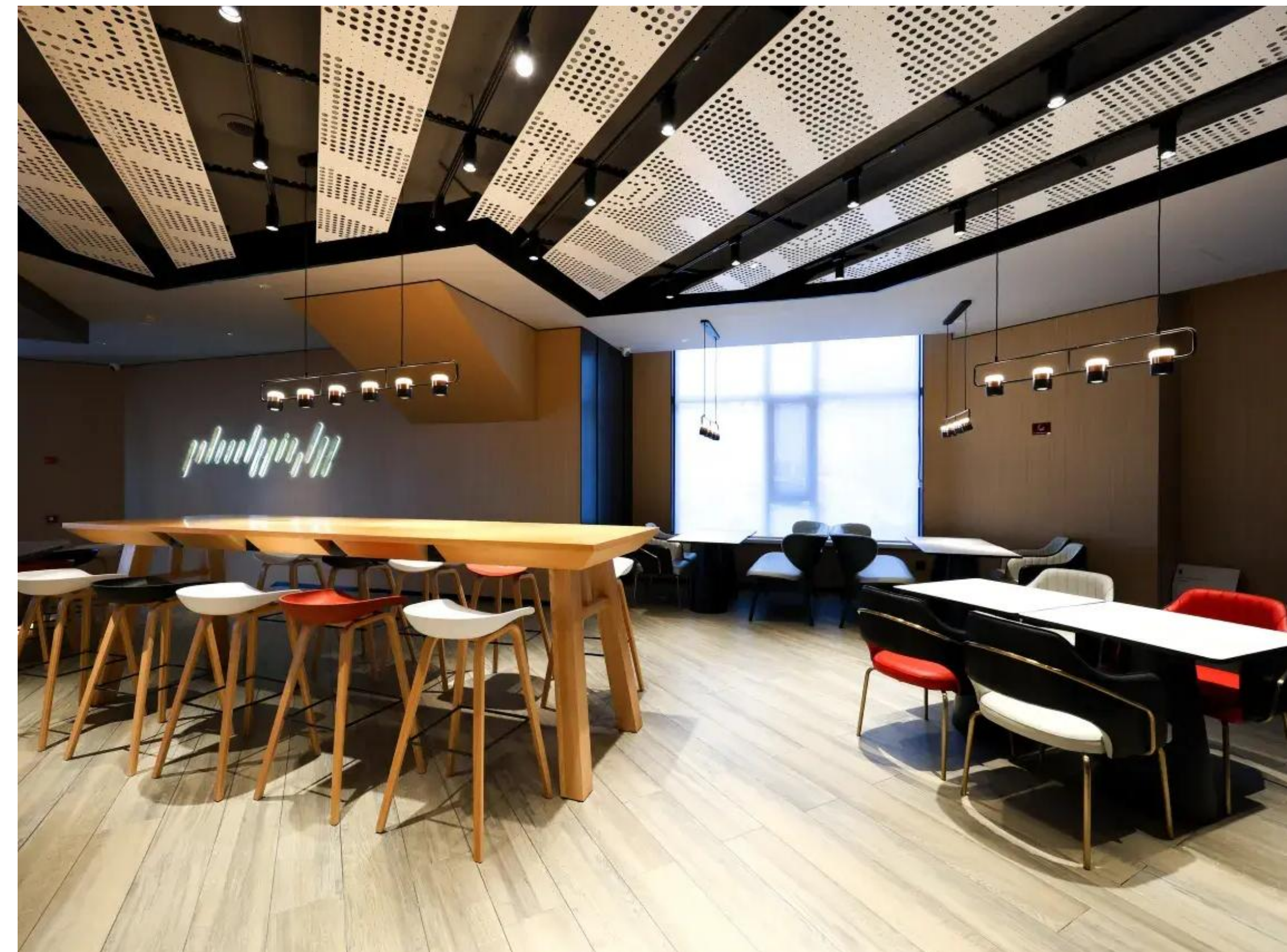


URBAN



 53 rooms

ibis Changbai Mountain Meiren Pine Tourist Center Hotel, *China*





URBAN

ibis Changbai Mountain Hunjiang Street Hotel, China



 118 rooms

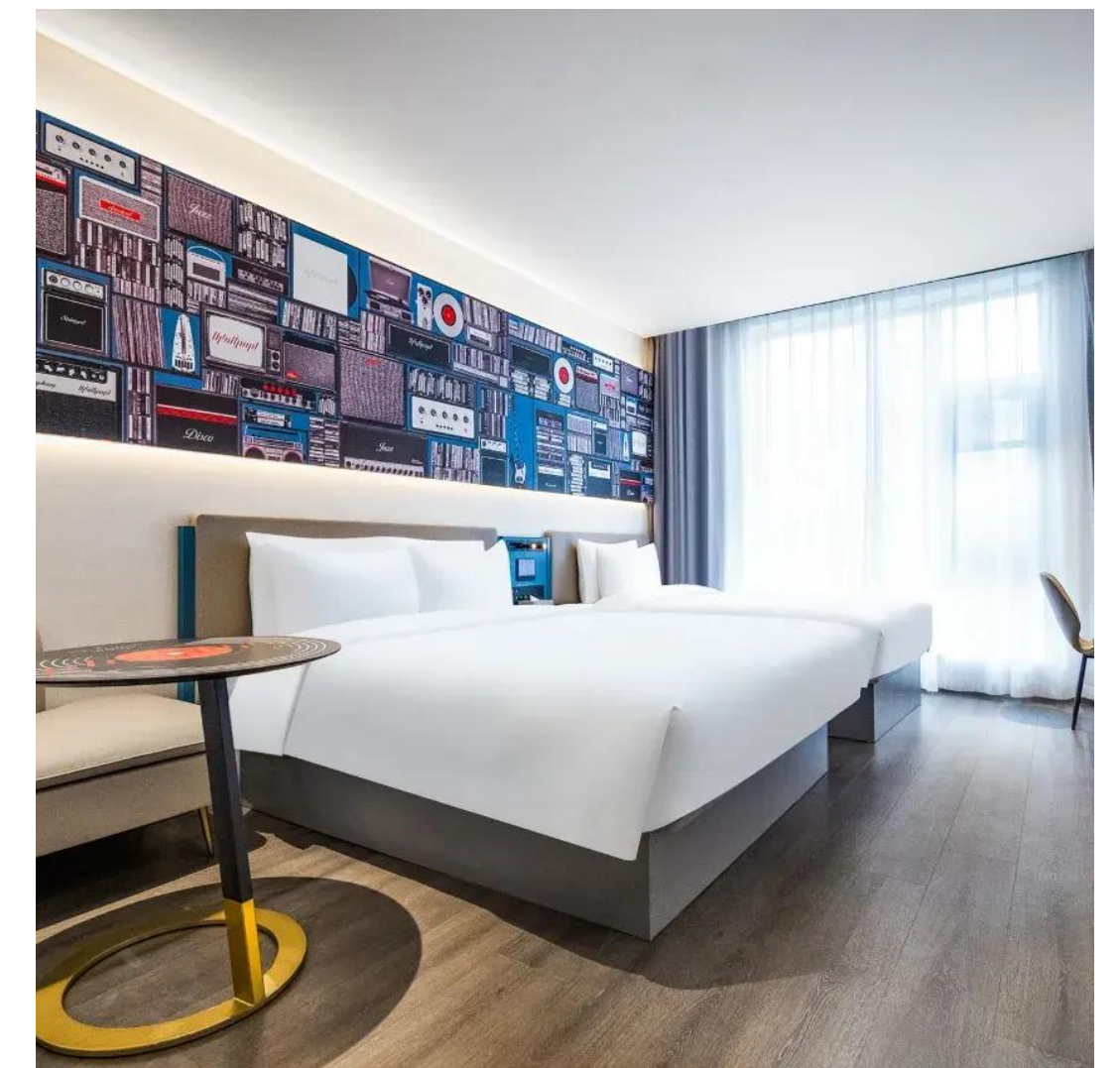


URBAN

ibis Golmud Kunlun Square Pearl Shopping Center Hotel, *China*



98 rooms





Why invest - ibis

URBAN

ibis Weihai Weigao Square Xingfu Hotel, *China*




 78 rooms



URBAN

ibis Brussels Centre Châtelain, *Belgium*



 64 rooms





Why invest - ibis

URBAN



 190 rooms

ibis Tallinn Center, *Estonia*






URBAN

ibis Paris Gare Montparnasse Catalogne, *France*



 146 rooms






Why invest - ibis

URBAN

ibis Paris Bastille Faubourg Saint Antoine, *France*

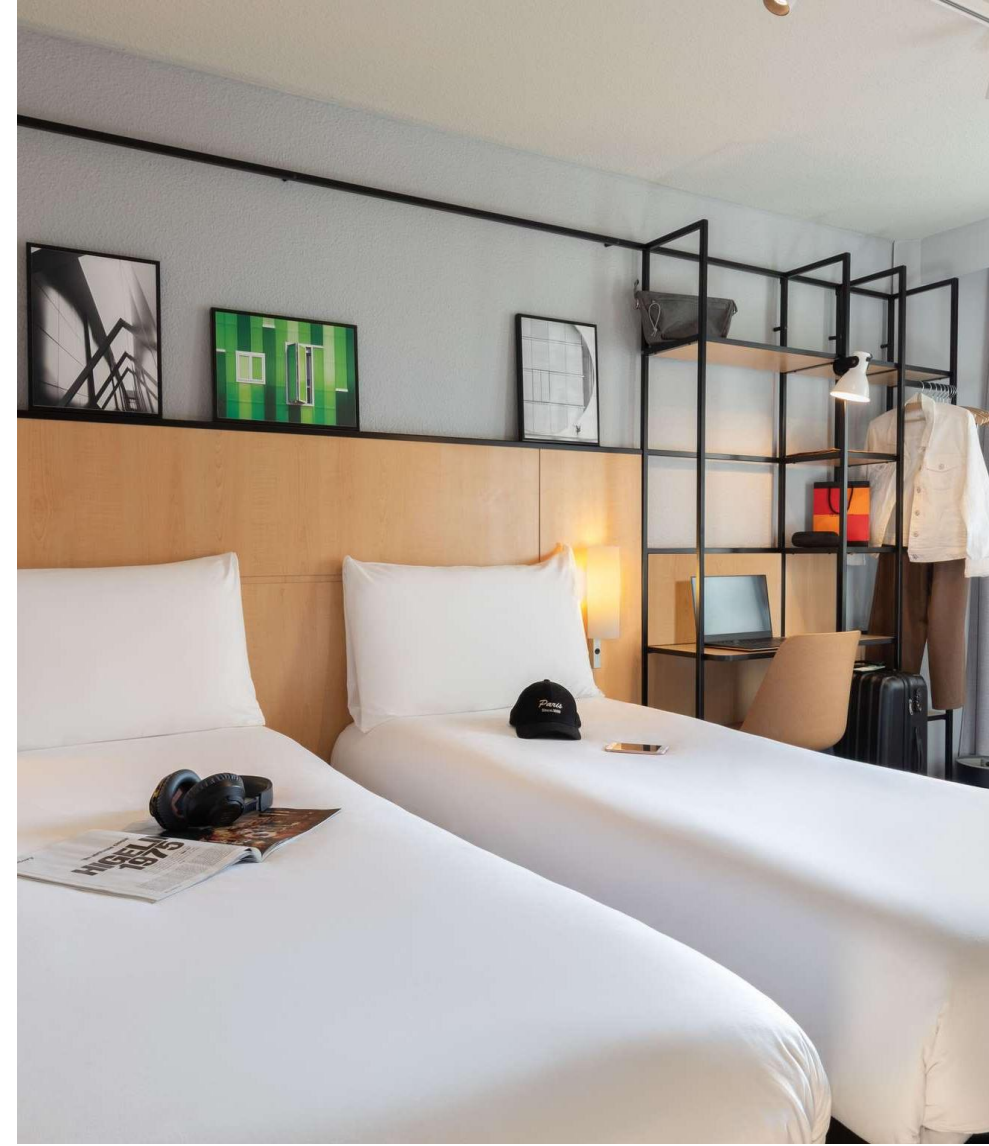



 146 rooms



Why invest - ibis

URBAN



 527 rooms

ibis Paris Tour Eiffel Cambronne, *France*




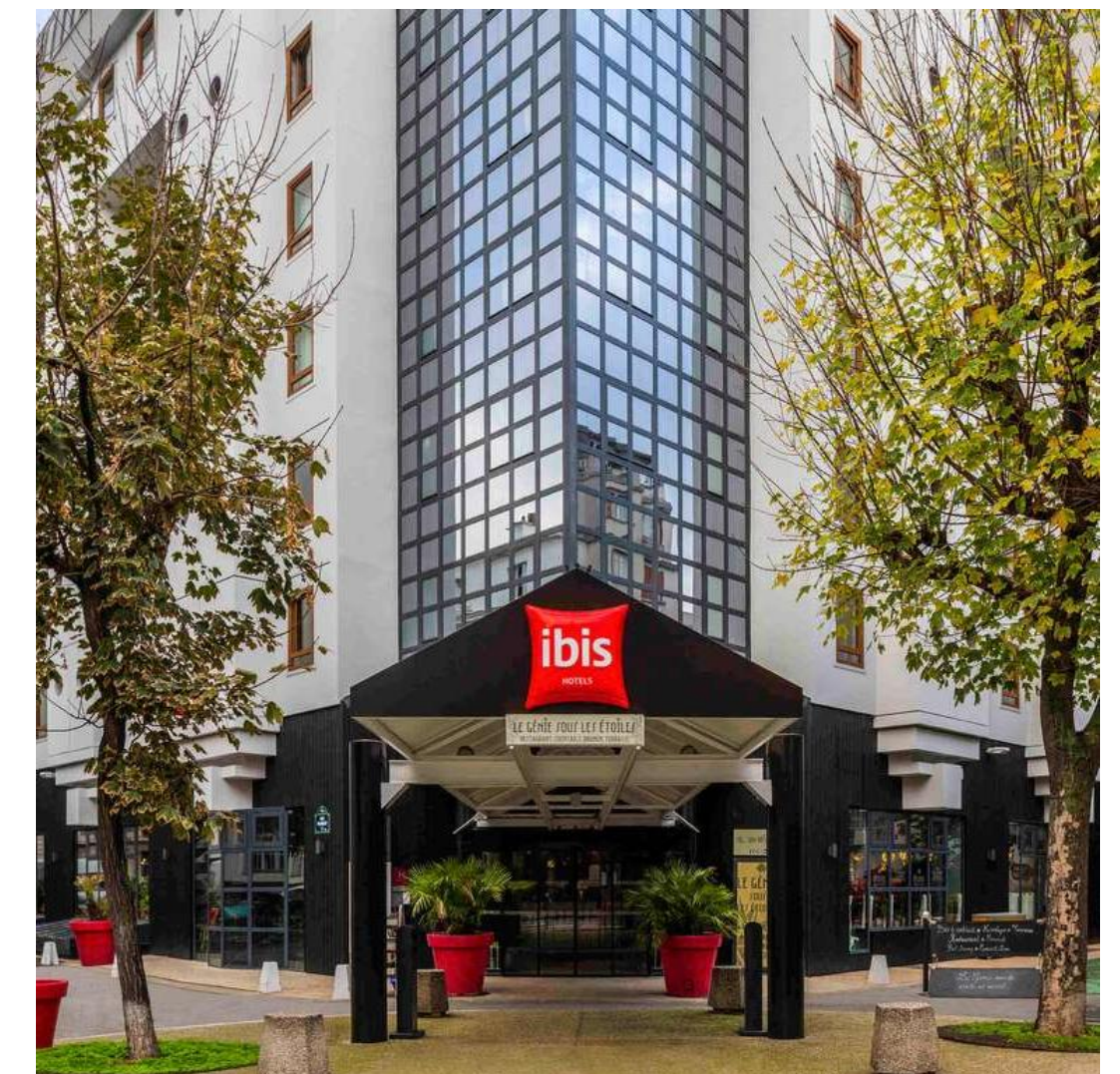


URBAN

ibis Paris Bastille Opera, *France*



 305 rooms






Why invest - ibis

URBAN

ibis Lyon Sud Oullins, *France*



 123 rooms



Why invest - ibis

URBAN



 208 rooms

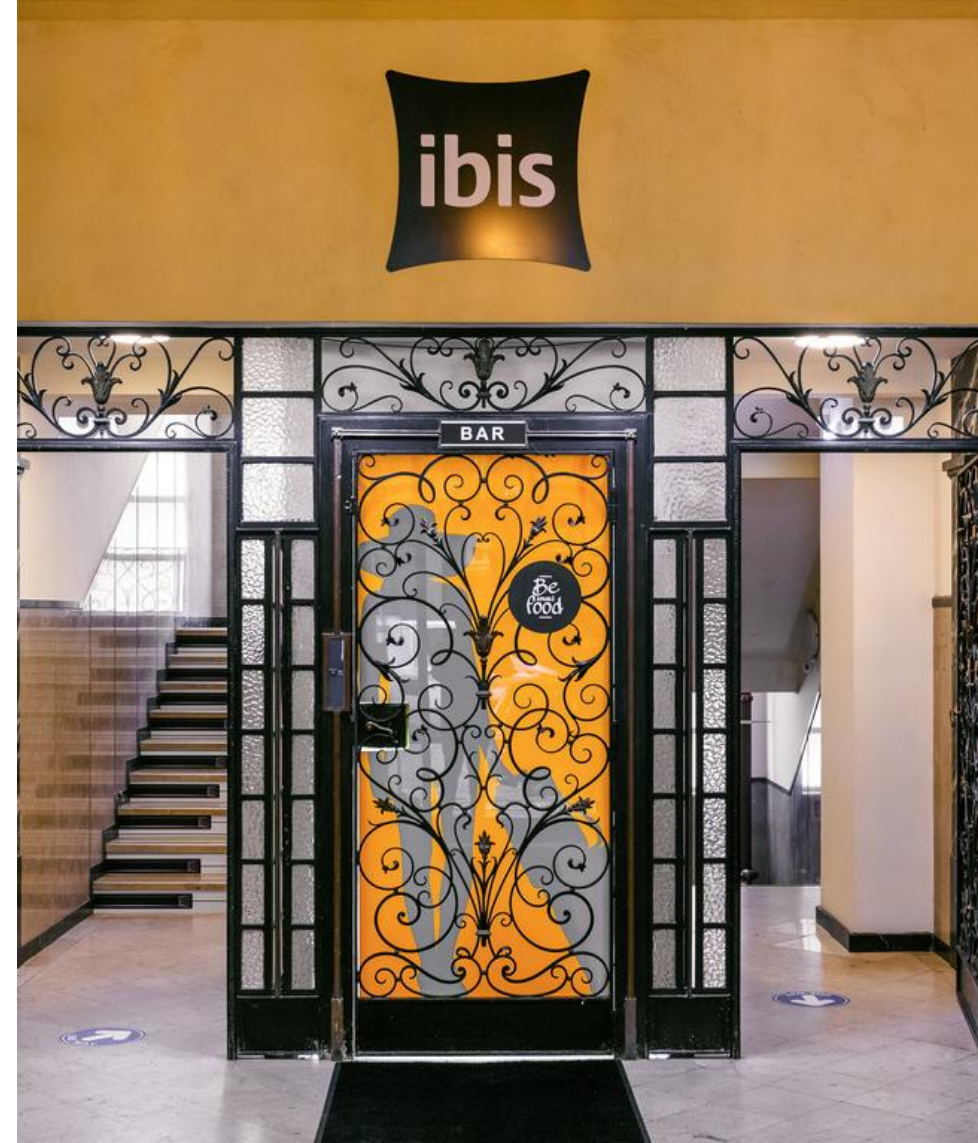
ibis Munich City West, *Germany*





Why invest - ibis

URBAN



 89 rooms

ibis Porto Centro Mercado Do Bolhao, *Portugal*






Why invest - ibis

URBAN

ibis Bucharest Politehnica, *Romania*



 158 rooms

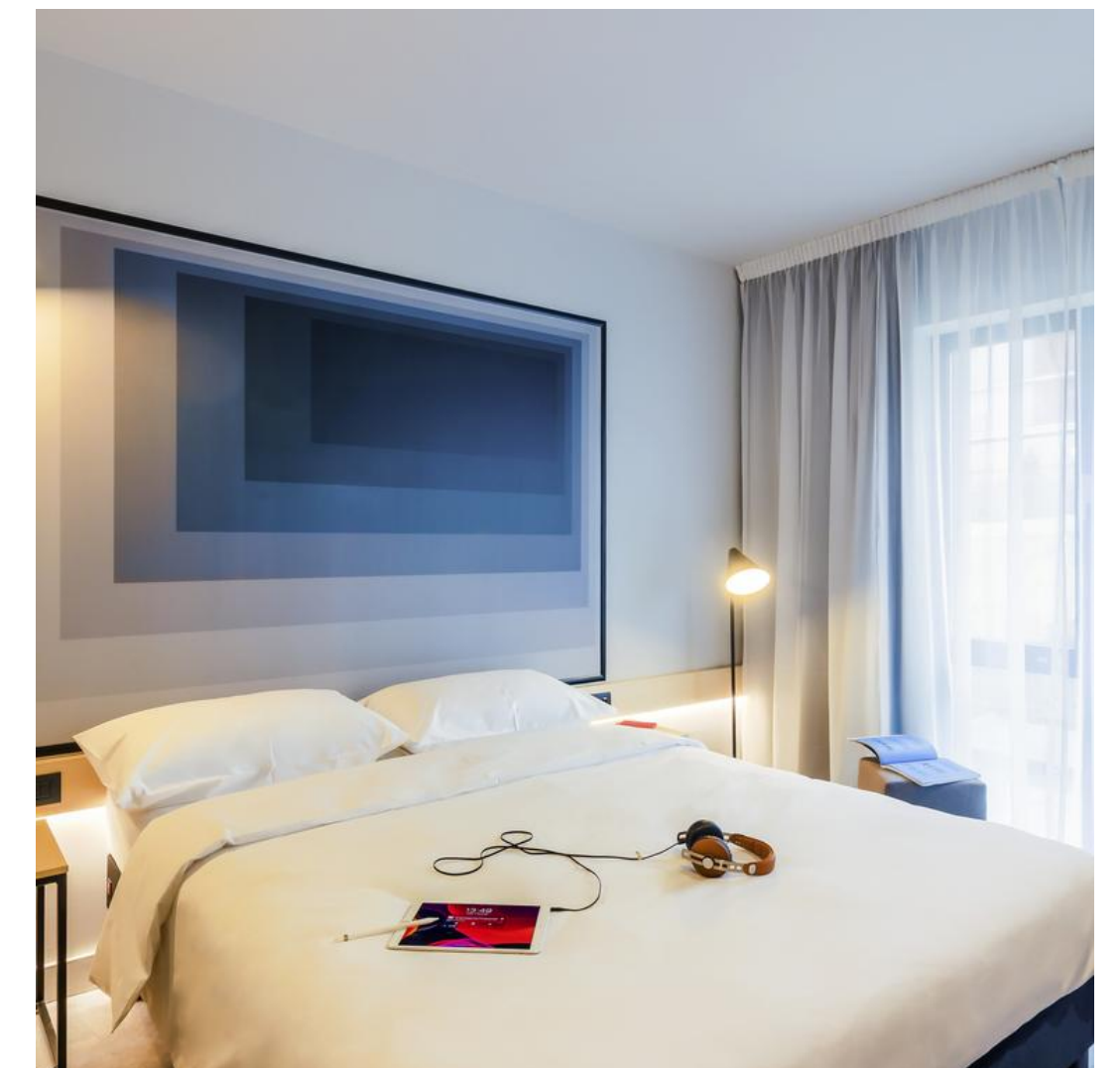


URBAN

ibis Timisoara City Center, *Romania*



 200 rooms



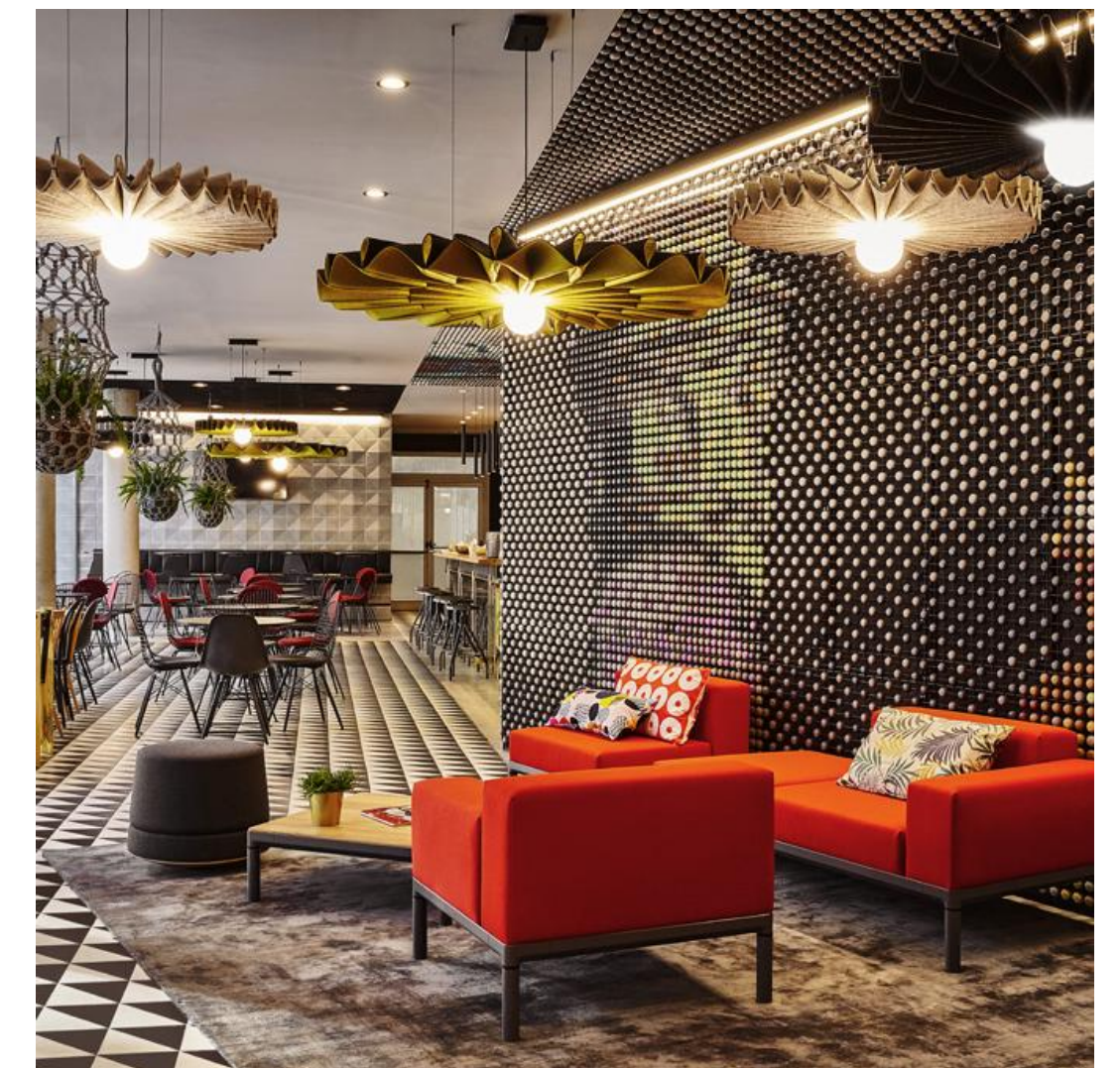


URBAN

ibis Barcelona Plaza Glories 22, *Spain*



147 rooms

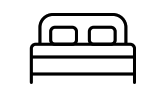




Why invest - ibis

URBAN



 148 rooms

Ibis Madrid Norte Las Tablas, *Spain*

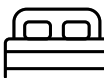


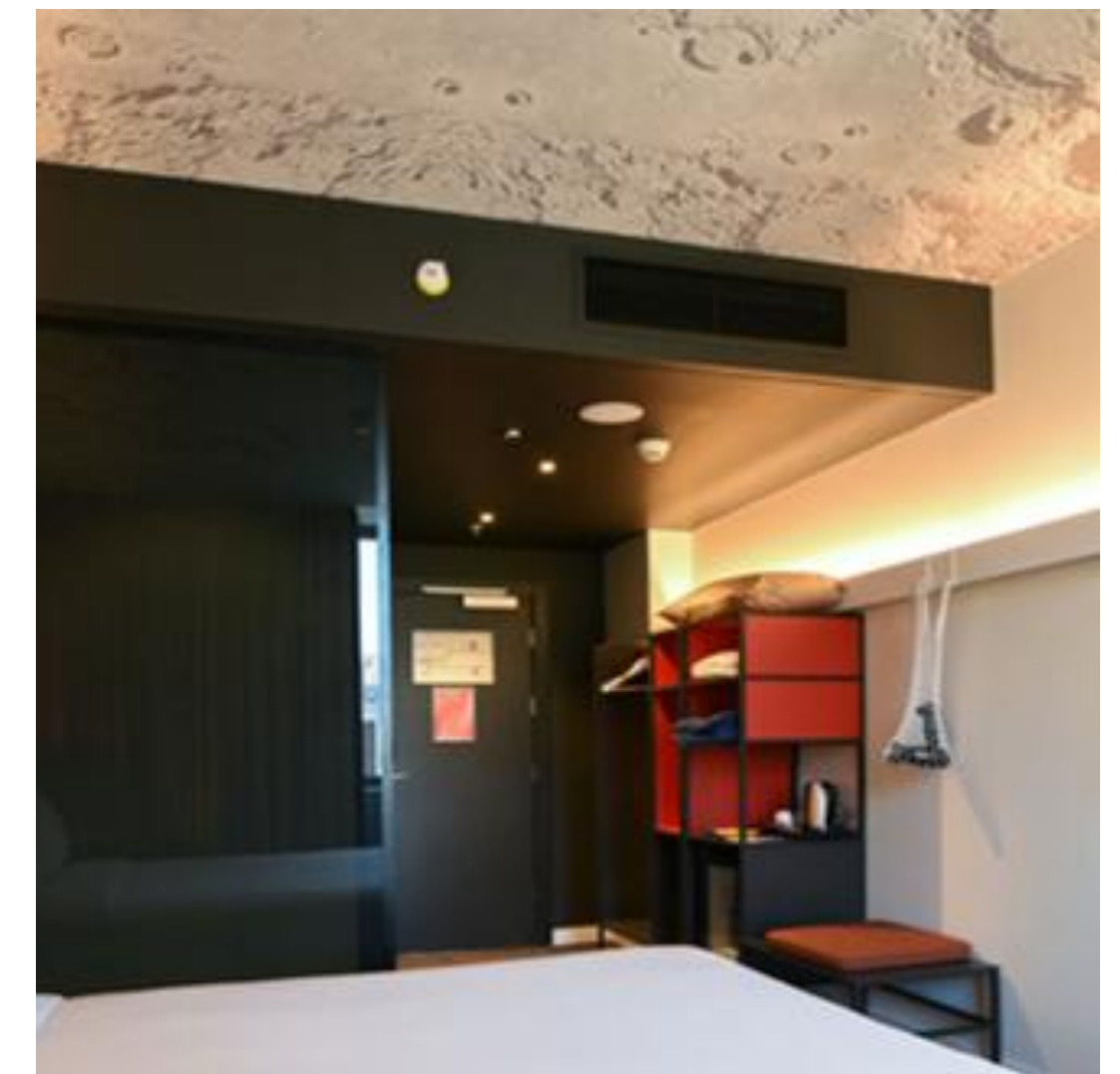


URBAN

ibis Baku City, Azerbaijan



 202 rooms




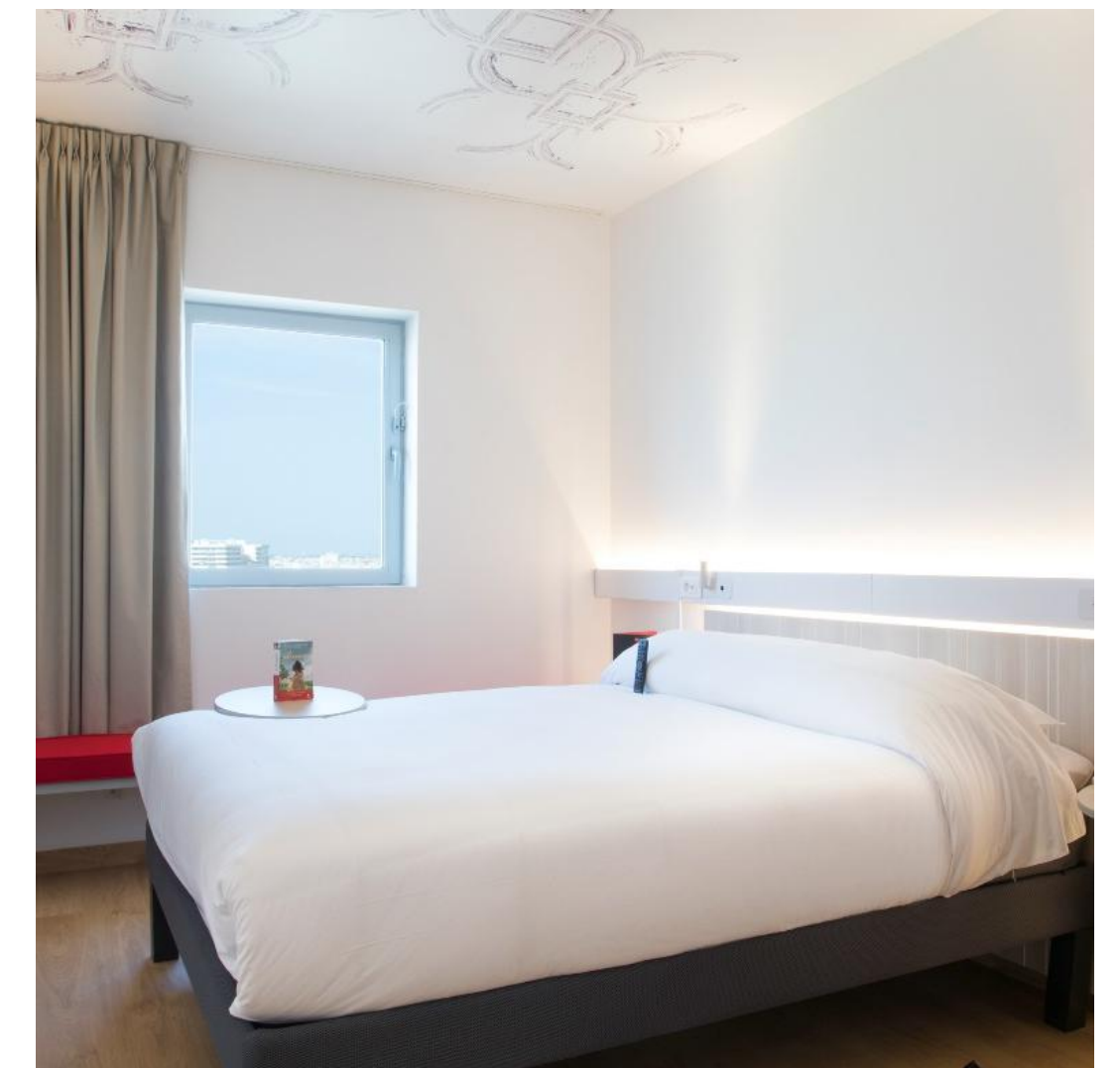


URBAN

Ibis Abdelmoumen Casa Centre, *Morocco*



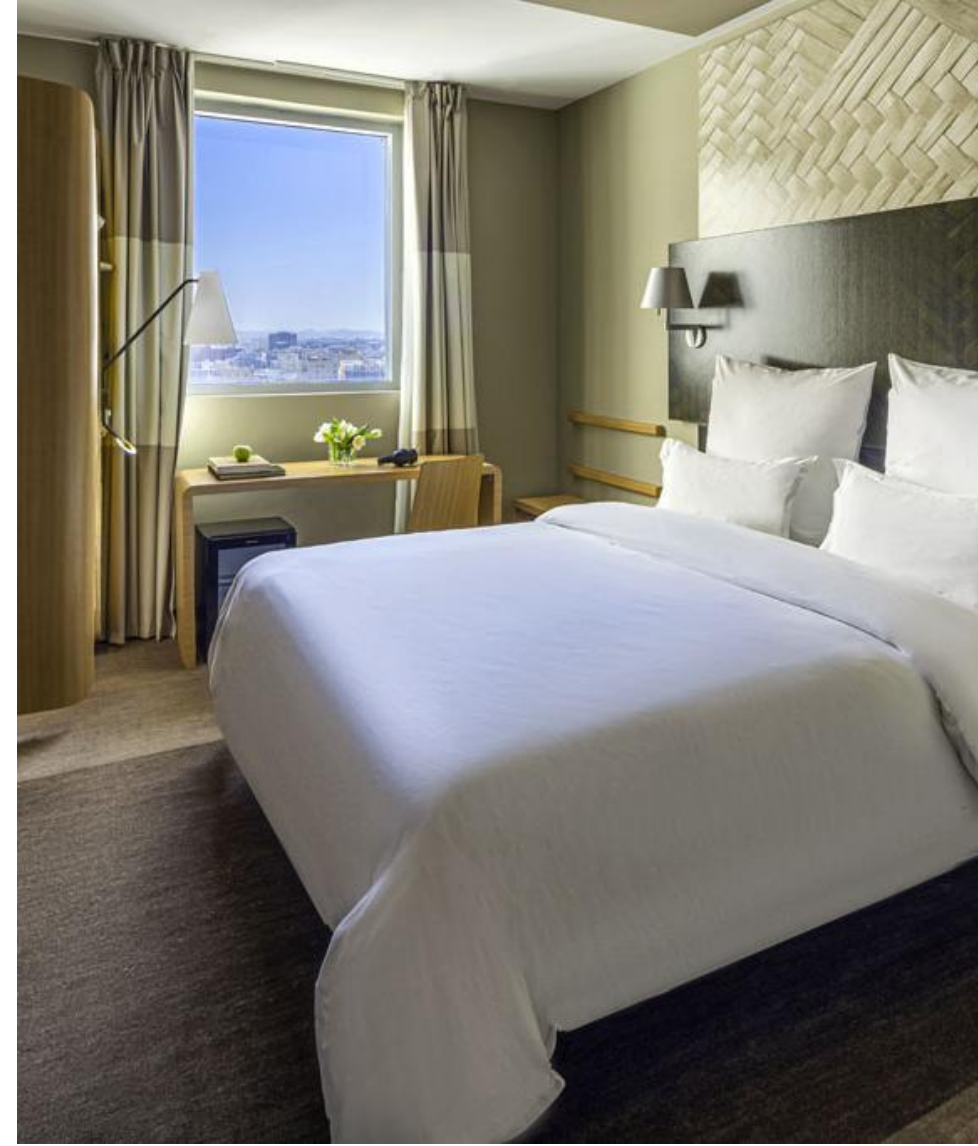
 157 rooms





Why invest - ibis

URBAN



 288 rooms

ibis Jeddah City Center, *Saudi Arabia*



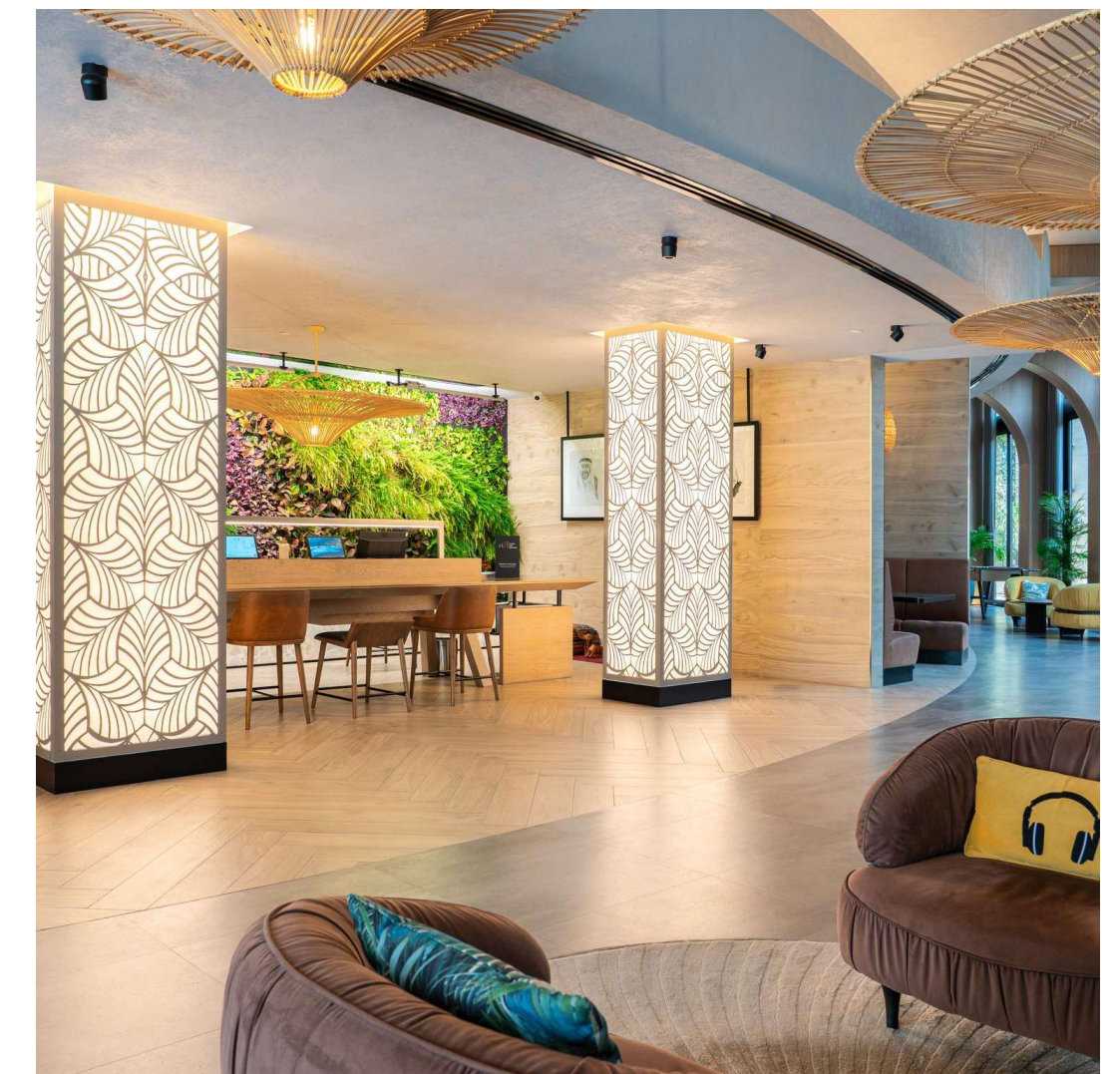


URBAN

ibis World Trade Centre Dubai, *United Arab Emirates*



 210 rooms





LEISURE & RESORTS



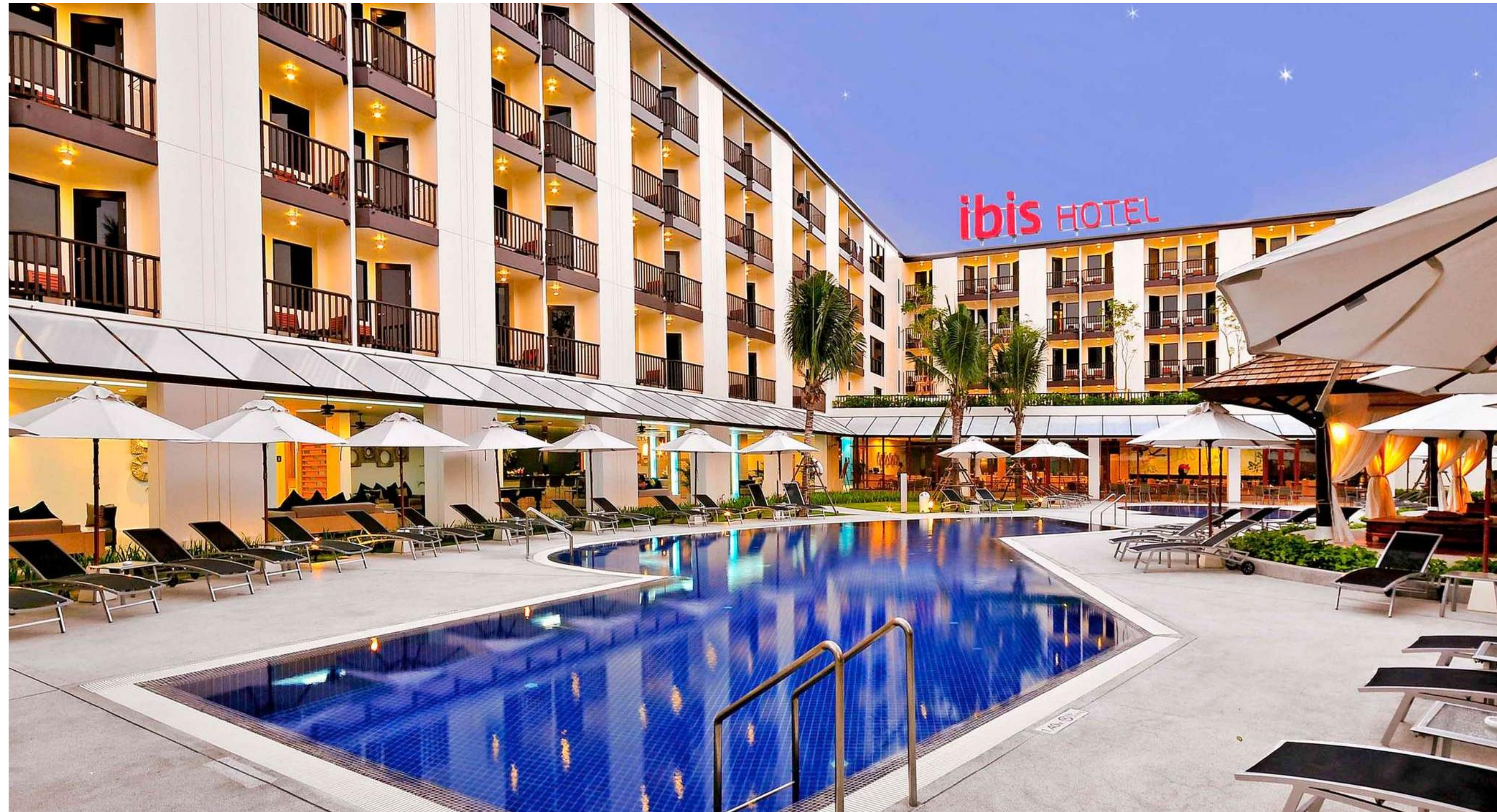
 209 rooms

ibis Samui Bophut, *Thailand*

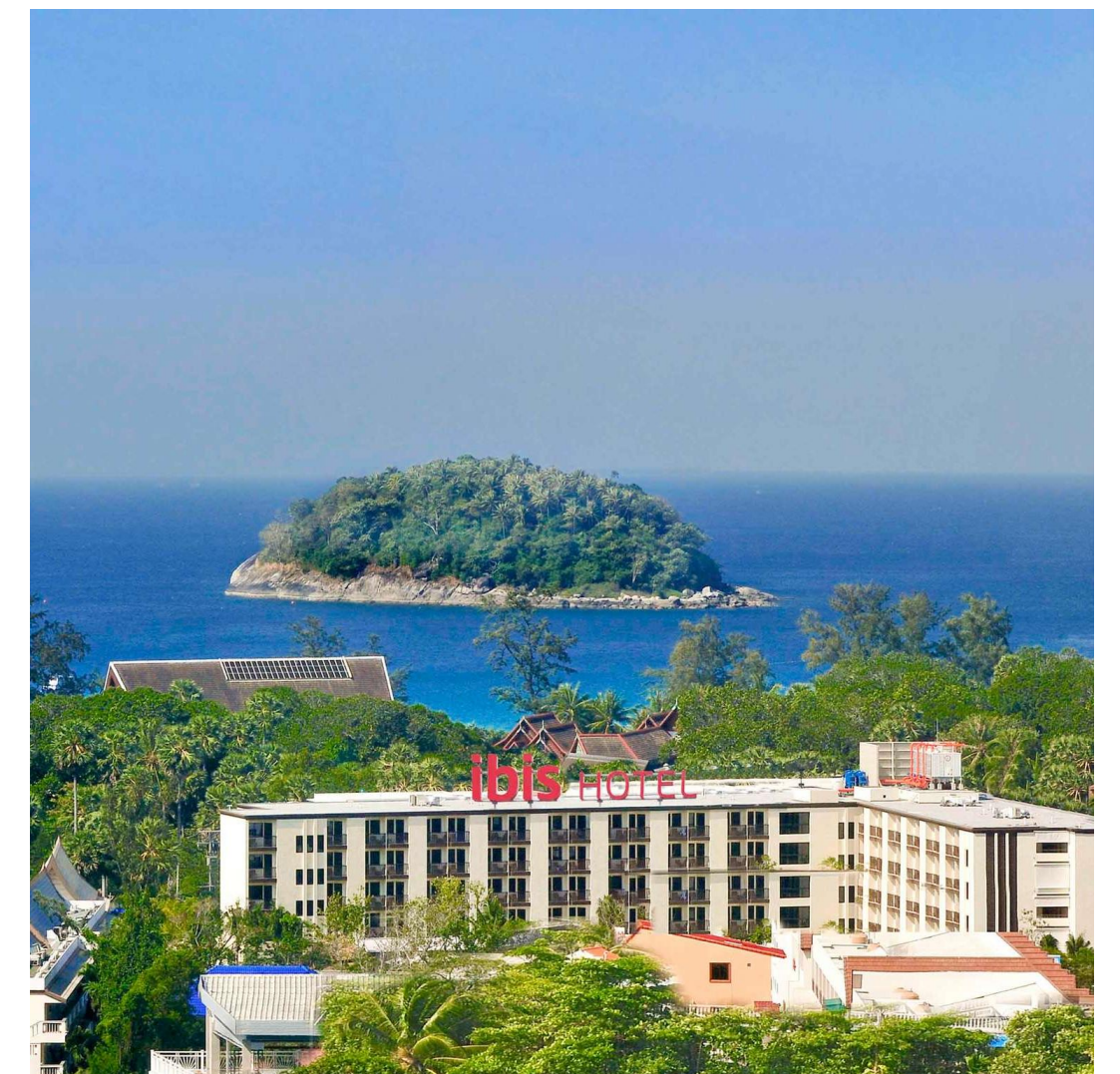


LEISURE & RESORTS

ibis Phuket Kata, *Thailand*



258 rooms



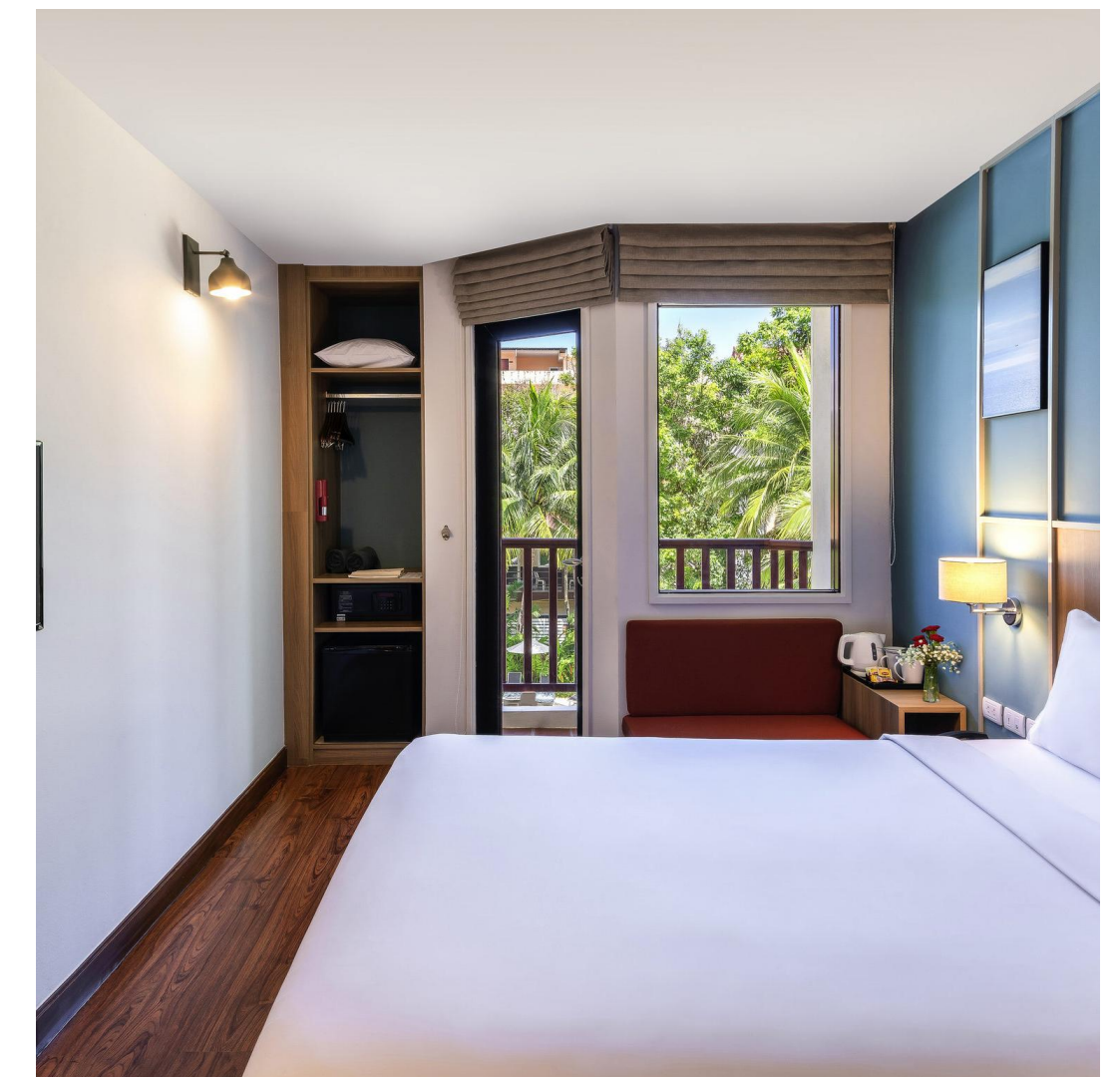


LEISURE & RESORTS

ibis Phuket Patong, *Thailand*



 258 rooms





AIRPORT

55+ airport hotels

20+ COUNTRIES



ibis Istanbul Airport, *Turkey* | 132 rooms



ibis Paris CDG Airport, *France* | 772 rooms



ibis Berlin Airport, *Germany* | 114 rooms

ibis Barcelona Aeropuerto Viladecans, *Spain* | 101 rooms





AIRPORT

55+ airport hotels

20+ COUNTRIES

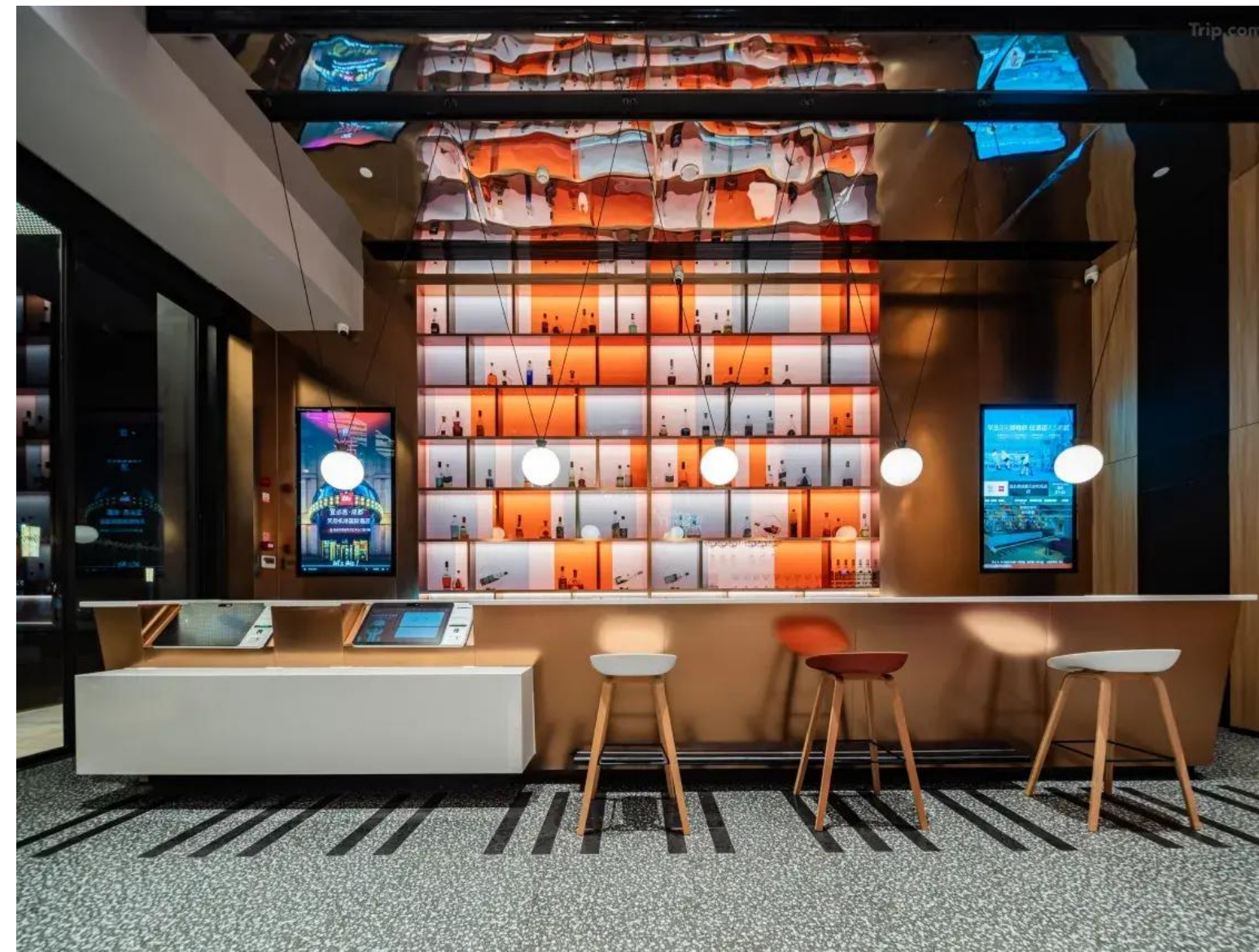


ibis Yogyakarta International Airport Kulonprogo, *Indonesia* | **224 rooms**



ibis Mumbai Airport, *India* | **169 rooms**

Chengdu Tianfu Airport Hotel, *China* | **113 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



Thank

you

