



Why invest *ibis budget*

2025

GLOBAL DEVELOPMENT
PREMIUM, MIDSCALE & ECONOMY DIVISION



WELCOME TO IBIS BUDGET

Welcome to a world where adventure, comfort, and affordability converge.



WHY IBIS BUDGET?

Smart Business Model

Join the segment's largest and best-known brand.
Benefit from development & operating costs rationalisation resulting in highest GOP margin.

Best value for money

Rely on ibis *budget* best value for money proposition: ultra reliable service & comfort at a small price.
Conquer savvy guests who are always on the hunt for good deals and want to save their money for experiences rather than accommodation when travelling.

Powerful Distribution Eco-system

Leverage Accor's sales, marketing, distribution & loyalty platform from day 1,
Connecting you with valuable global business & directly contributing 75% of your total room revenue.

Smart business model

Chapter

01



*Topline
Investment*

Smart Business Model

EBITDA OPTIMISATION

STRONG ROE AND POSITIVE IMPACT ON EXIT YIELDS

REAL ESTATE AND BUSINESS ASSET APPRECIATION

Largest network and
biggest market share
on super economy
segment

630

Hotels open and in
the pipeline

Highest brand
awareness of its
category

46%

BES 2025

Predictable
development cost



Efficient & adaptable
design concept

Proven business
model with high GOP

46%

GOP 2024
vs. 29,7% Economy
segment (STR 2024)

TOPLINE

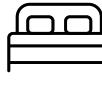
INVESTMENT

EBITDA

TOPLINE

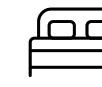
With a global footprint of 630 hotels open and in the pipeline

Ibis budget

	NETWORK	PIPELINE
 594	36	
 61,453	3,927	

11%

Americas

	65	6
	11,641	691

81%

Europe & North Africa

	487	27
	44,917	2,758

8%

MEAPAC

	42	3
	4,895	478

TOPLINE

Highest
awareness
of its category

BRAND
AWARENESS

46%

vs Easyhotel 16%
Premiere Classe 14%
Travelodge 40%

Awareness index
vs competition: 163

Source: BEN 2024

10 countries (Australia, Belgium, Brazil, France, Germany,
Indonesia, Poland, Portugal, Spain, UK)



IBIS BUDGET CIREBON
INDONESIA

INVESTMENT

Strong RGI vs competitors

FLAGSHIP EXAMPLES - RANK IN COMP SET

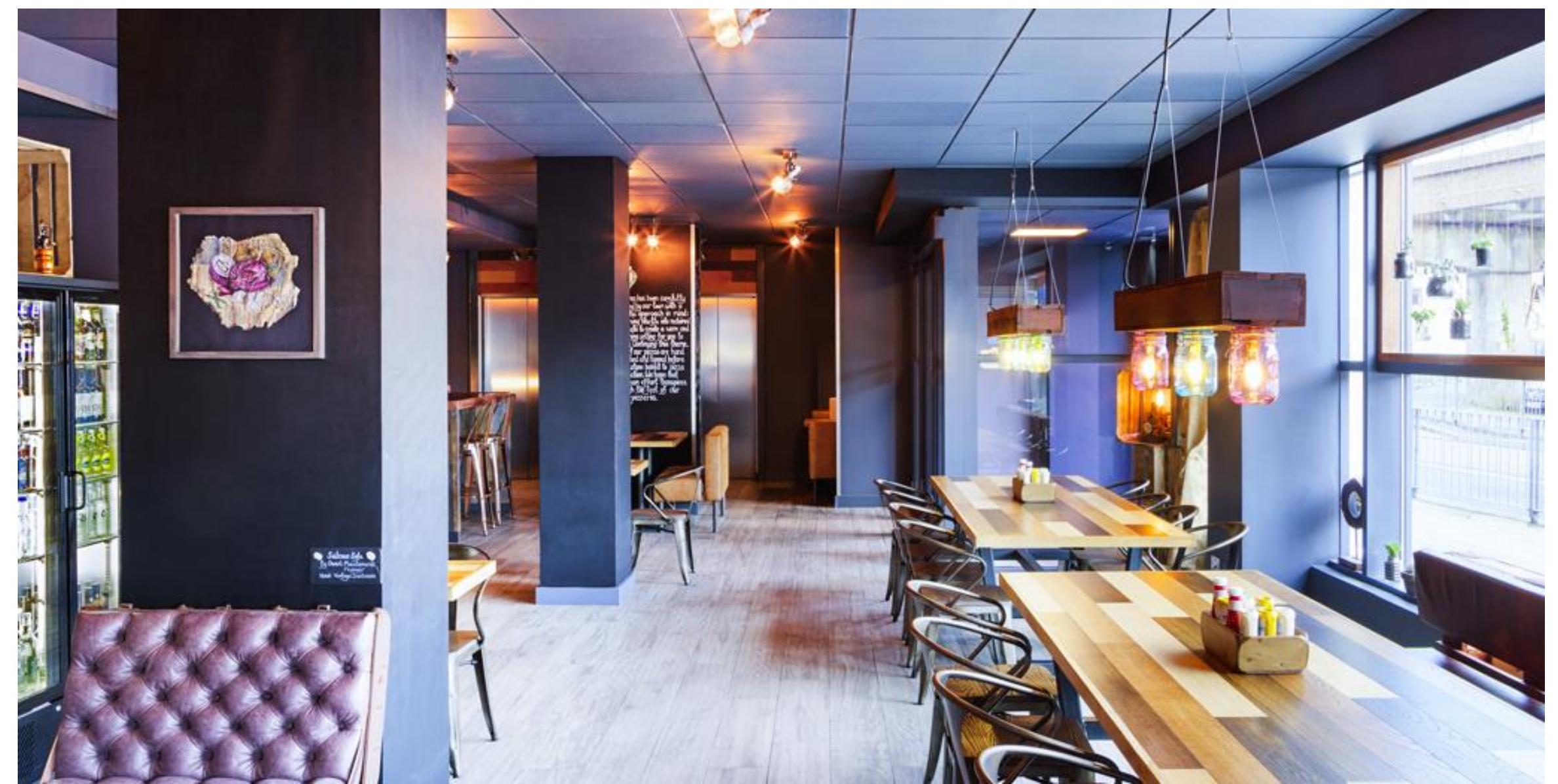


#1 Jakarta

Source: STR Full Year end 2023



#1 Amsterdam



#1 Birmingham

INVESTMENT

Strong RGI vs competitors

FLAGSHIP EXAMPLES - RANK IN COMP SET



#1 Paris

Source: STR Full Year end 2023



#1 Lyon



#1 Toulouse

INVESTMENT

Predict your development cost with our design concept REBOOST

ibis budget hotels have functional, intuitive design where all facilities are accessible and self-service.

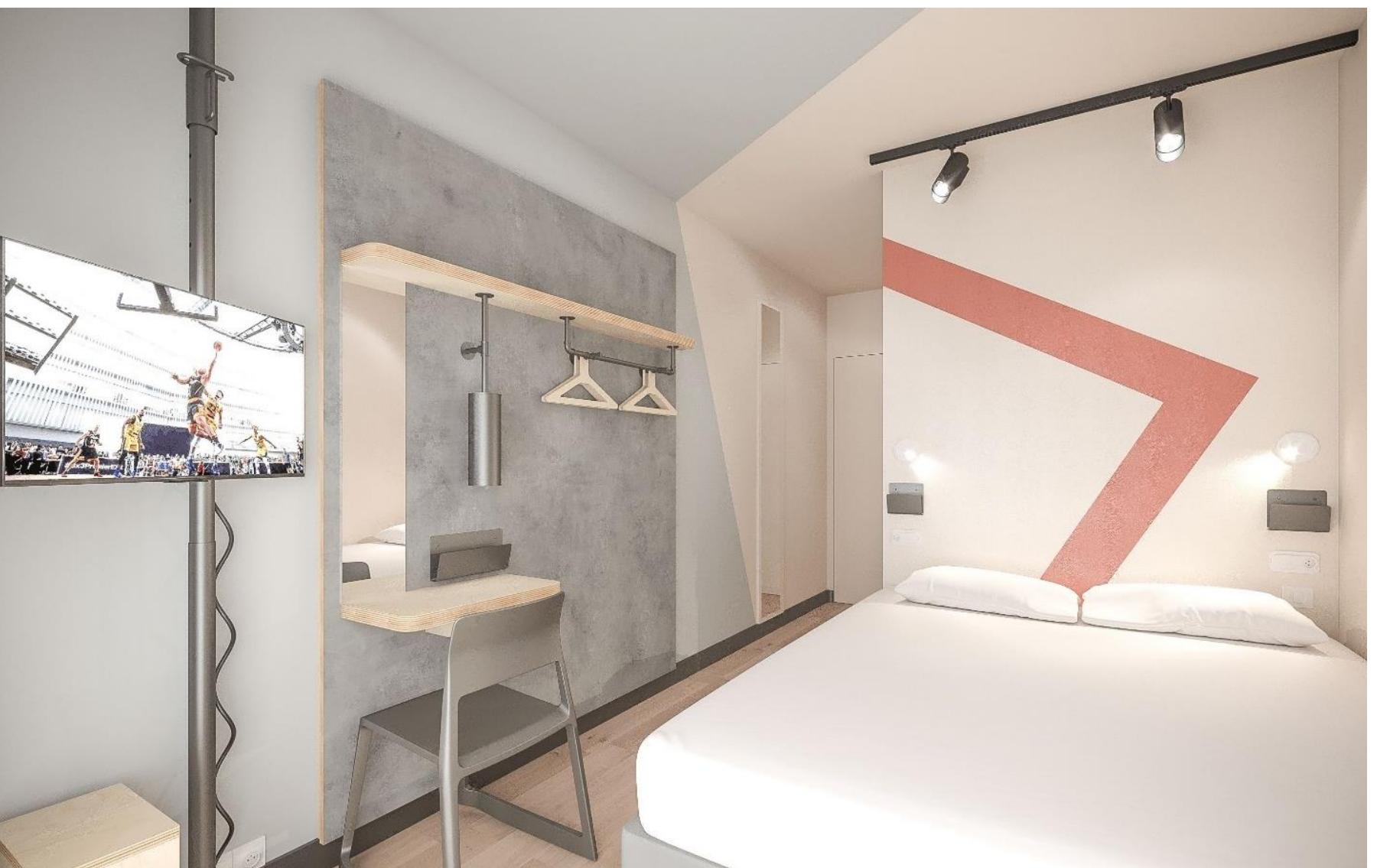
- Our Living Social Space is a welcoming and comfortable open space where people can meet, connect, work, relax, eat and have a drink.
- The rooms can welcome 1, 2, 3 or up to 6 pax. They have been designed to ensure a maximum of comfort for our guests and are inspired by the urban sport universe.



THE LIVING SOCIAL SPACES



THE ROOMS



Smart Business Model



Best value for money

Chapter

02



*Brand positioning
Guest satisfaction
TOP 3 USPs*

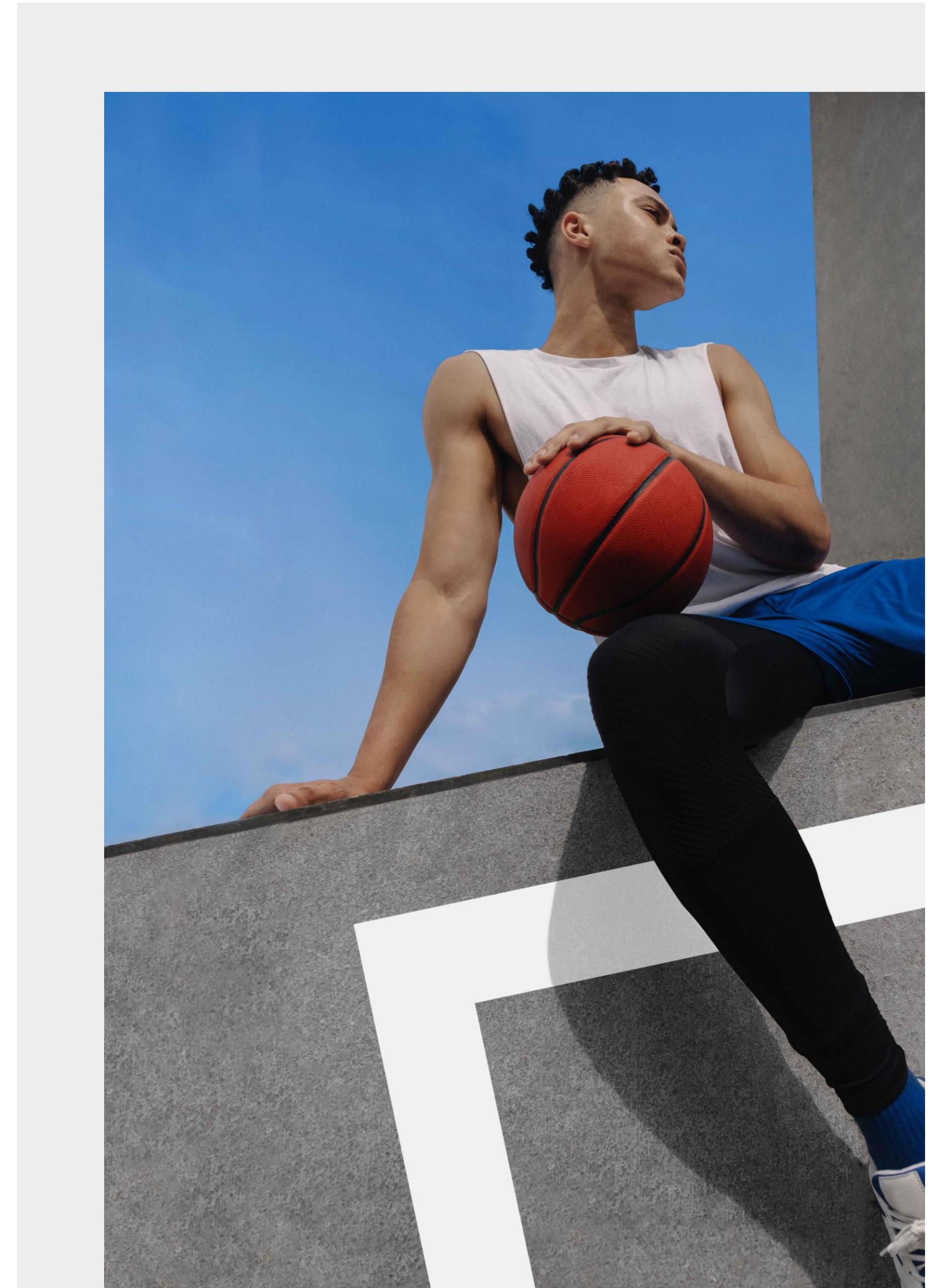
BRAND POSITIONING

SMART
FUN
ACTIVE

Comfortable,
value-for-money
hospitality at an
affordable price



IBIS BUDGET NANCY LAXOU
FRANCE



GUEST SATISFACTION

Outperforming competition on brand reputation

REPUTATION PROMOTOR SCORE (RPS)
INDEX

101.3

RPS measures brand trust and guests' satisfaction by aggregating a diverse set of reputational signal (reviews, ratings, sentiment analysis, social engagement...)

ibis budget 76.2

Vs Premiere Classe 67.22

Days Inn 73.26

Travelodge 75.10



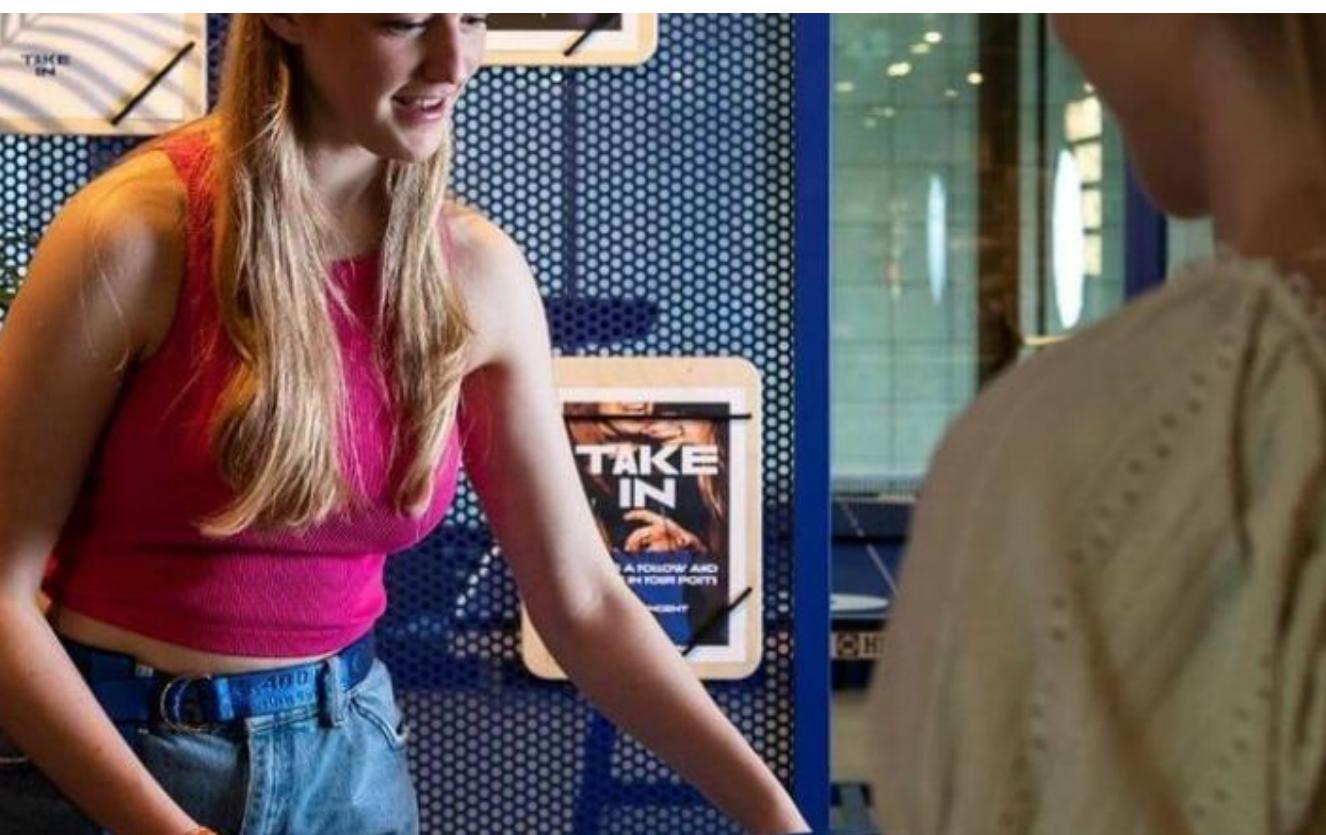
TOP 2 USPS

Our promise to savvy guests



1

ibis budget offers ultra
reliable service & comfort



2

ibis budget is bringing
more travel adventures
to the many

TOP USP #1

ibis budget offers



ultra reliable
service & comfort

Comfy Sweet Bed & crisp rooms
Modern and inviting Living Social Spaces
Energising breakfast
Predictable quality and experience

#1 in Service & Staff availability

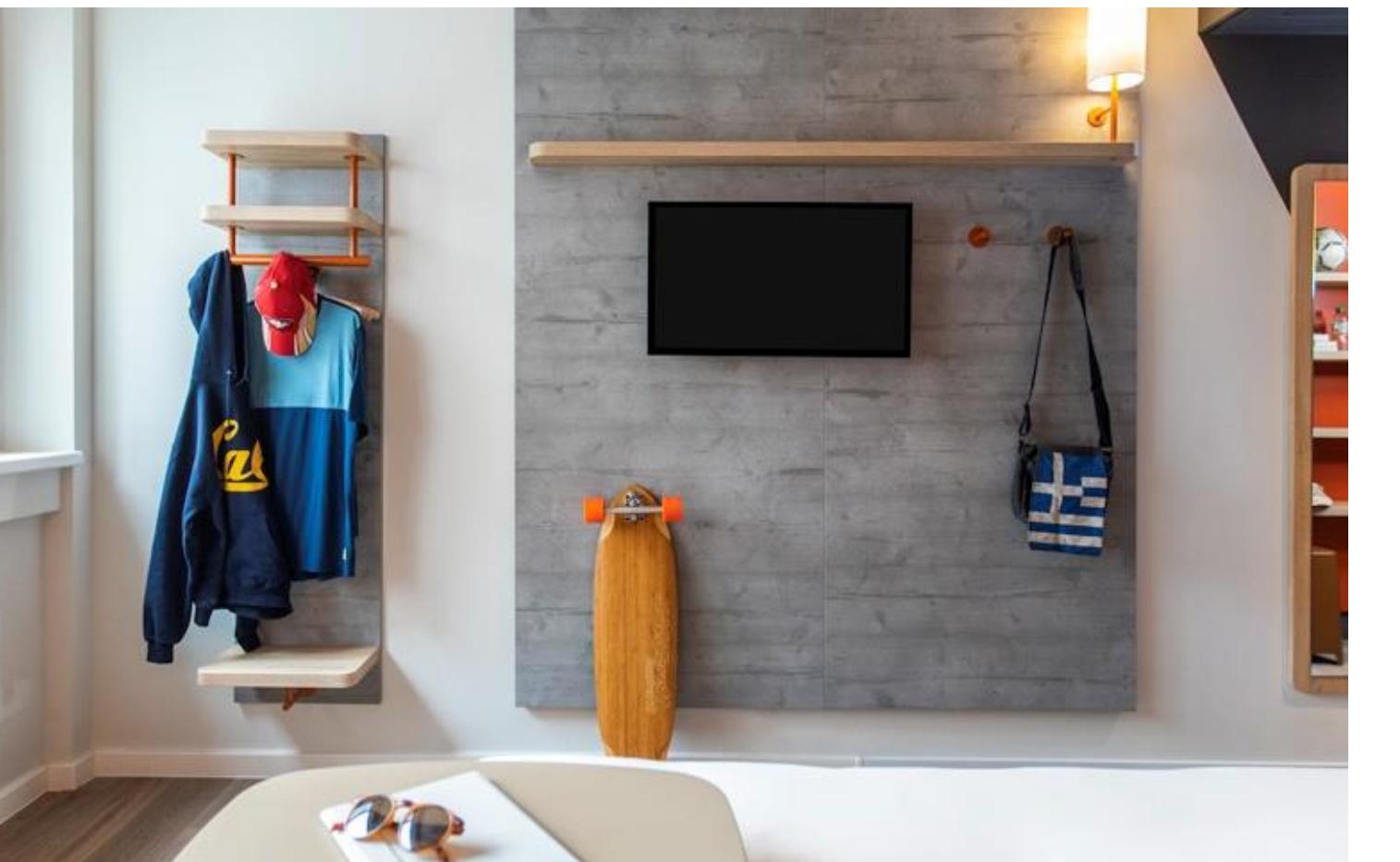
Sentiment score* at 57.38
Vs competitors between 16.00 and 42.00**

* Sentiment Score

**Competitors include: B&B, Hub by Premier Inn, Travelodge and Days Inn
Source: Trust You 2024

Sweet Bed™ by ibis *budget*

‘Rò cāg̃yāỹiūb̃c̃ag̃é l̃ c̃b̃-ēños̃g̃c̃-ā'nl̃ ēños̃-ñe'ñf̃ ō-
éf̃ c̃os̃q̃



Breakfast of champions

Energising breakfast favoring local & fresh products.

Mandatory buffet from 6.30 to 10 AM



Fixed or free promise



TOP USP #2

ibis budget is bringing

more travel adventures
to the many

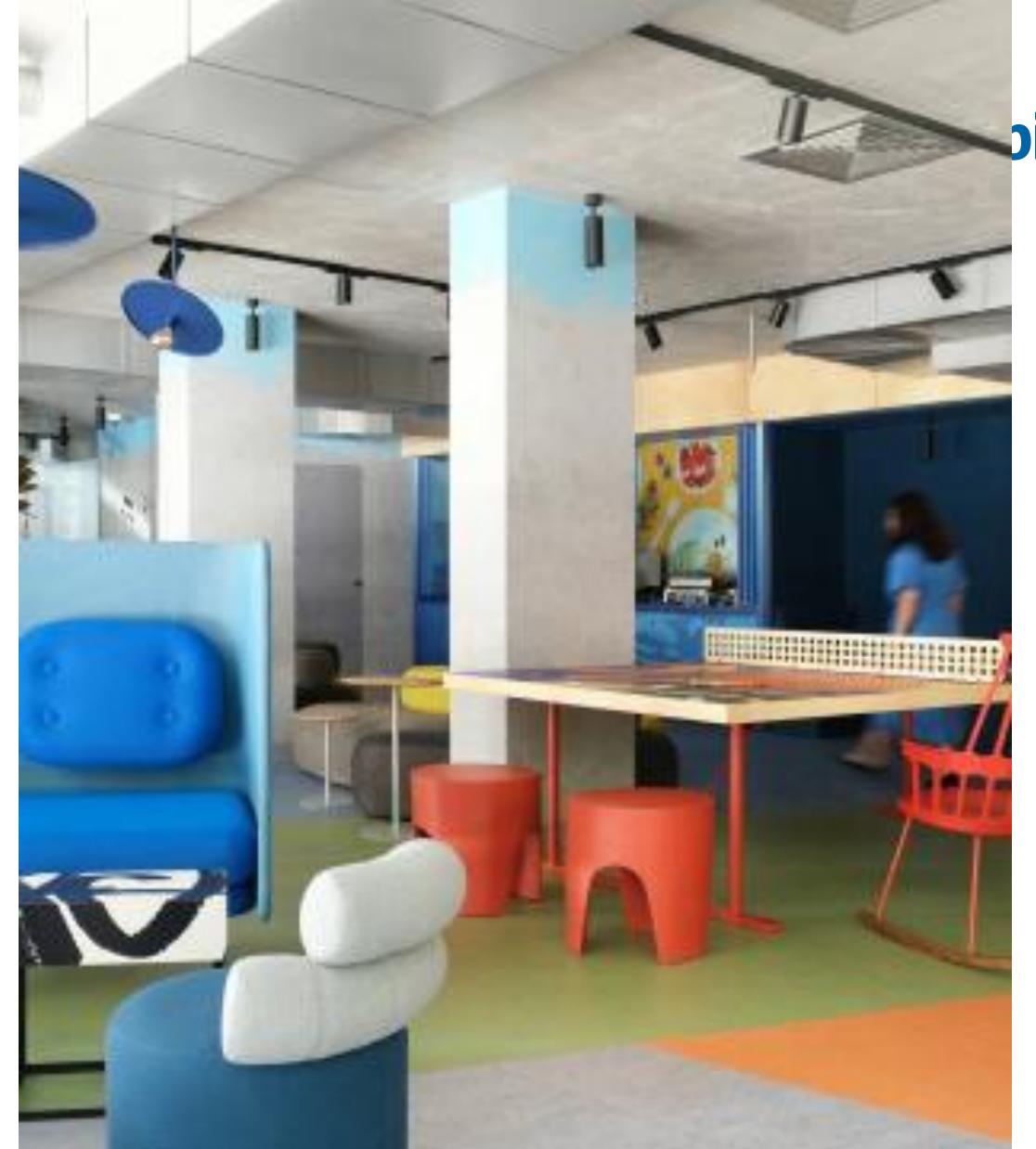
Low prices
Savvy staff, knowledgeable about smart city tips
Promote an active mindset by encouraging guests to
partake in urban sport

#1 in Location

Sentiment score* at 91.97
Vs competitors between 90.00 and 91.47

Urban sport collaterals

Óðnl 'nšč-ý' -yāšč-+ ḡ bqčš-â-ú-čl' a'nř řyé ḡ é—
éf čqšqščn-ó-ý-ý' č-š-+ f-č-ý' -q̄-h-č



Running map

ibis budget running maps available on Strava
for the local area surrounding the hotel



Small sport equipment



TOP 2 USPS

Guest journey & experience

KEY STANDARDS AT A GLANCE

Arrival & departure

Staff dress code

Living Social Spaces

Fixed or free promise
Urban sport collaterals
Running map & Small sport equipment (optional)

Guest room

Sweet Bed™ by ibis budget
Branded amenities

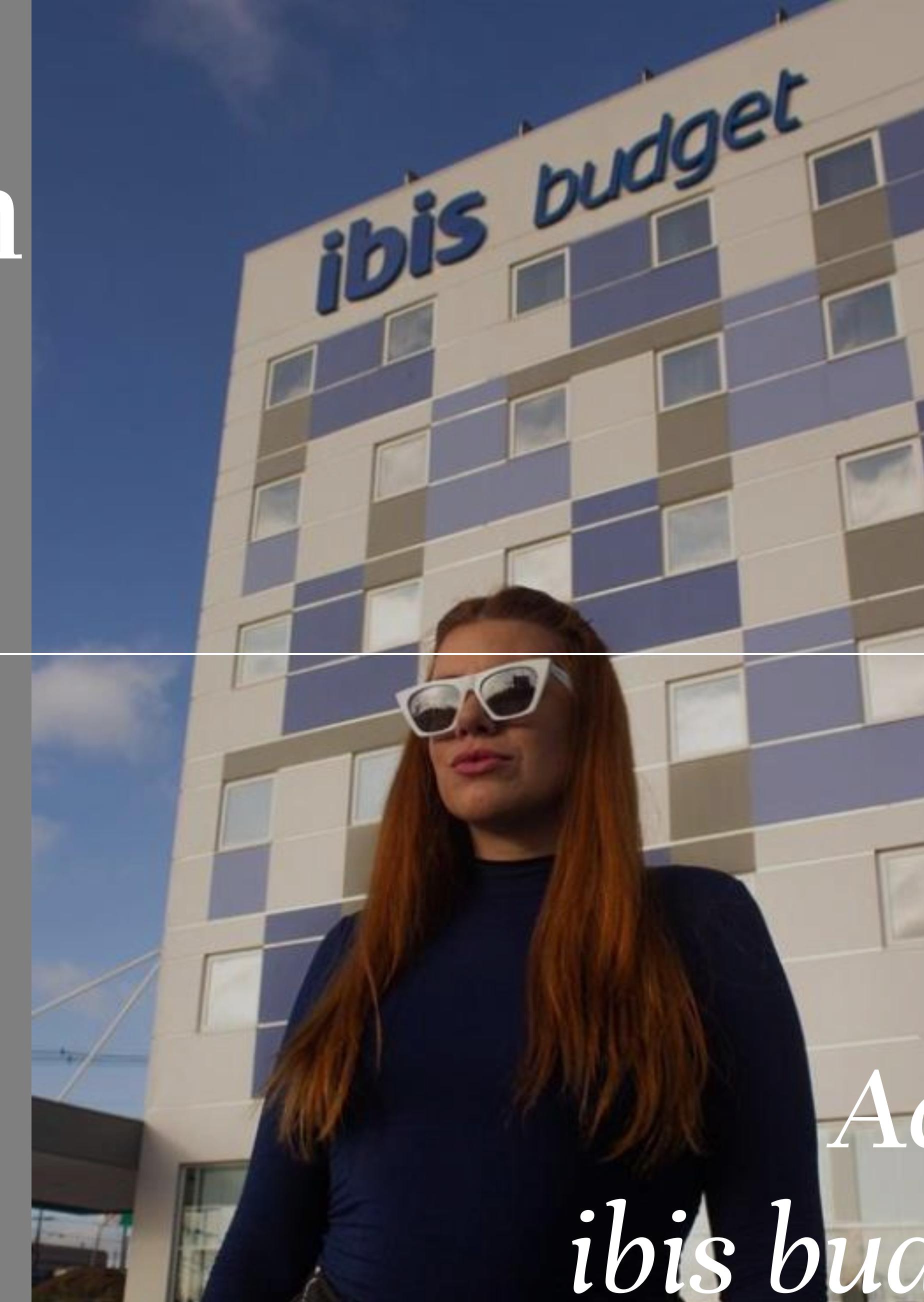
F&B

Breakfast buffet
Breakfast to go
Snack corner
Counter B – Beer bar (optional)

Powerful distribution eco-system

Chapter

03



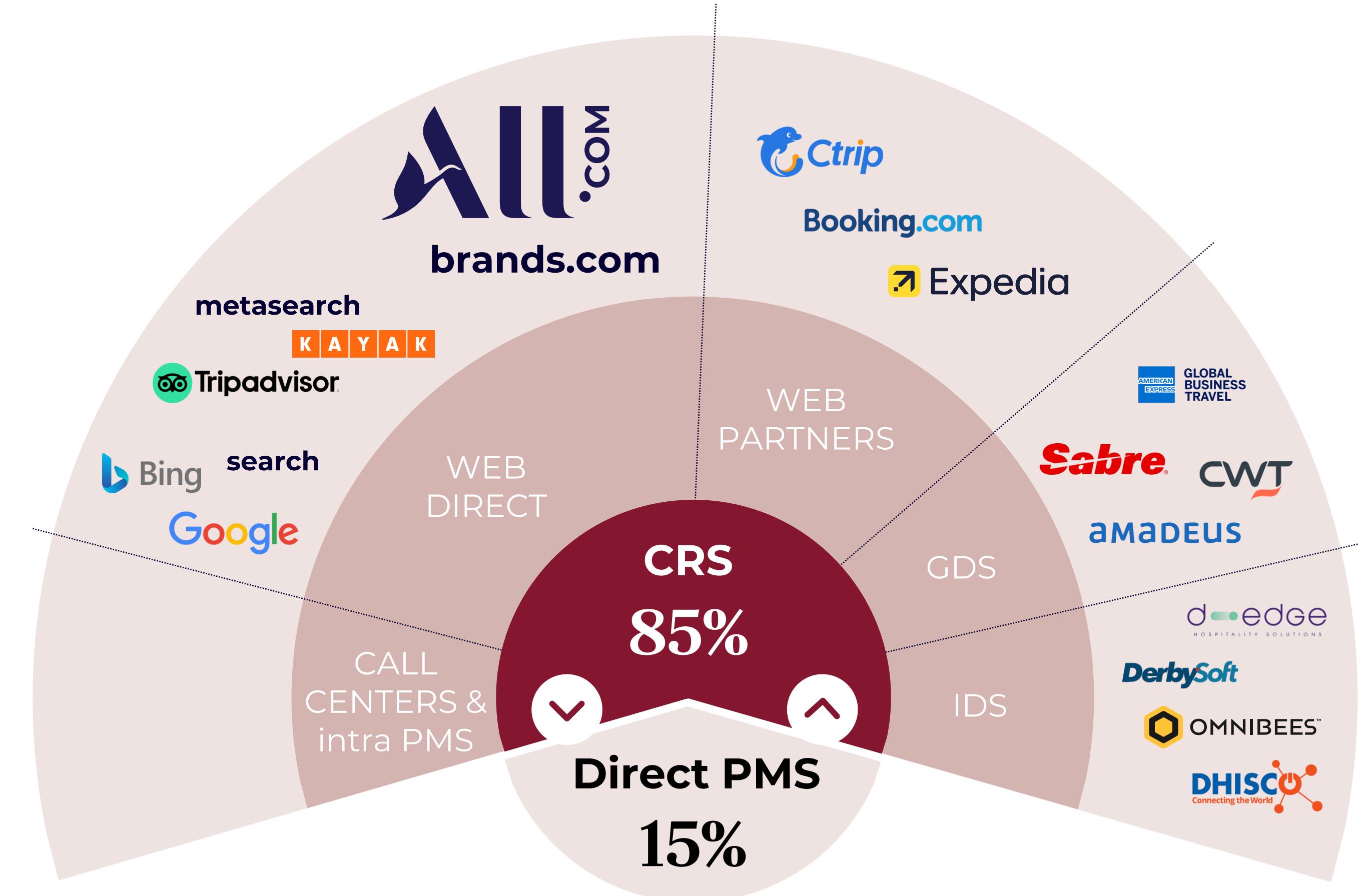
*Accor eco-system,
ibis budget digital scale*

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



40+ brands

Featured on ALL.com

100M+

Members

360M+

Visits/year

110+

Partners

550K+

Subscription
cardholders

Strong revenue
contribution for
hotels

ALL ROI FOR OWNERS

X9

AWARDS SINCE LAUNCH

39



IBIS BUDGET DIGITAL SCALE

Boost direct sales with ibis budget digital scale

IBIS.COM

6.2M

Sessions

15

Languages

4.50%

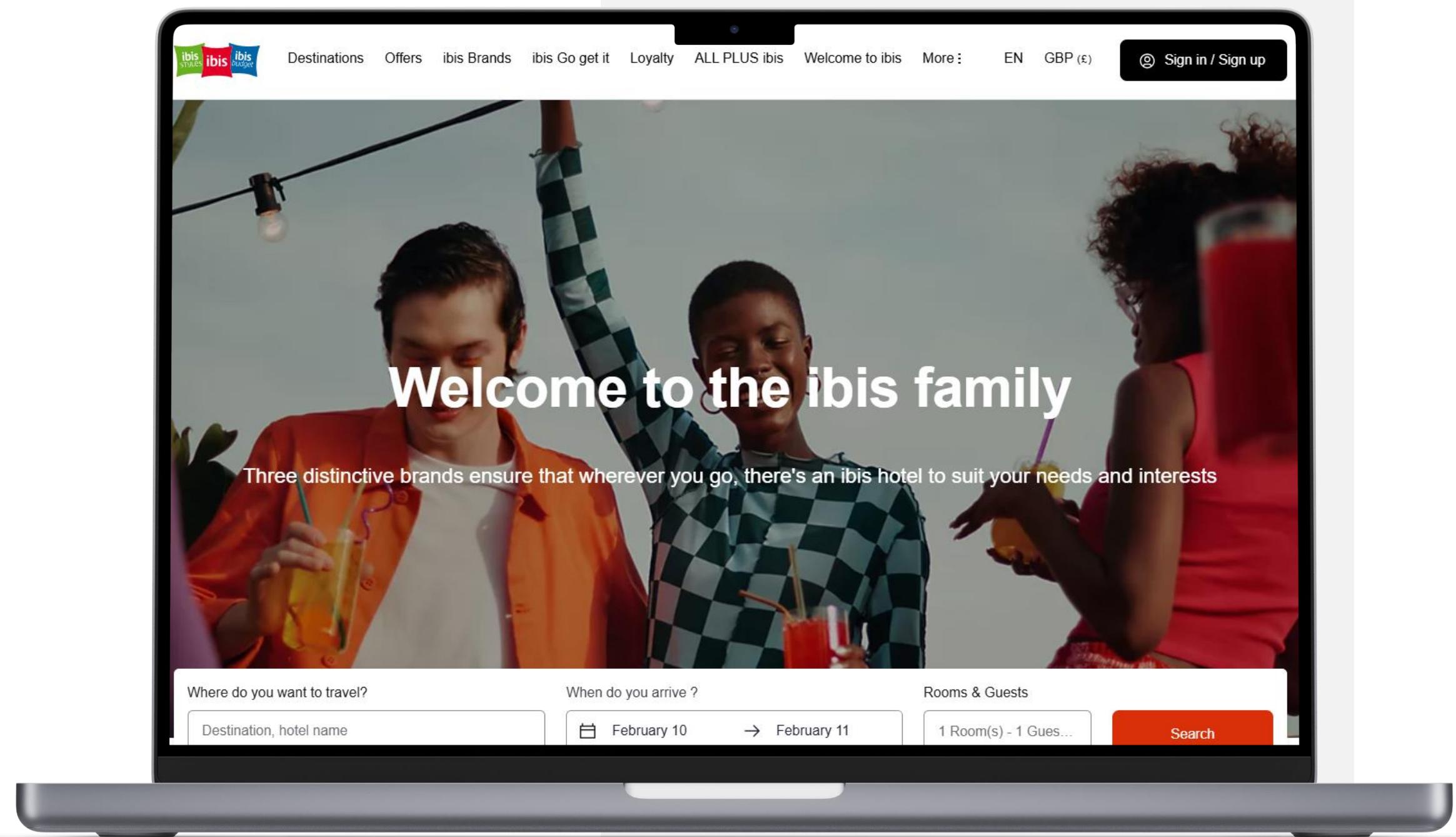
Conversion rate

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

 +23k
Followers

 +1.9M
Followers
(Global ibis account)

 +273k
Followers

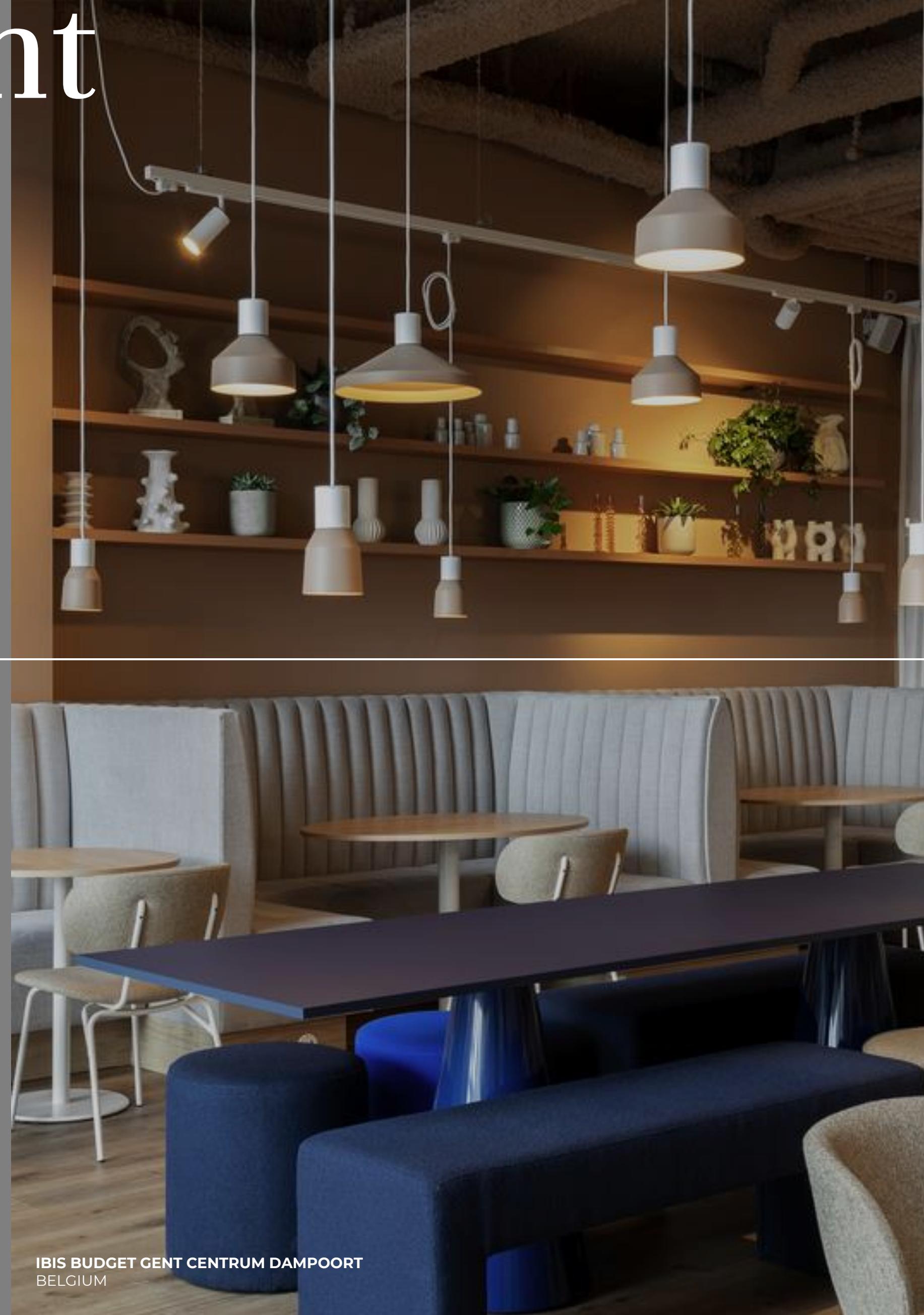
 +40k
Followers
(Global ibis channel)

 +76k
Followers
(Global ibis account)

Development Criteria

Chapter

04



*Hotels
Combos*



HOTELS

Hotels Development

ibis budget hotels fit equally new builds and conversions projects.

	EUROPE ⁽¹⁾	WW
NUMBER OF KEYS	80+	100+
ROOM SIZE	9-14 SQM	12-16 SQM
TGFA	18-25 SQM	20-30 SQM

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

MUST-HAVES

- Buffet breakfast
- Grab & Go

NICE-TO-HAVES

- Lobby bar
- Laundry Room
- Car Park
- Family Room



COMBOS

Combos development

Strong ROI for projects combining ibis budget hotel with:

- EXTENDED STAY EX.
- 3 STARS HOTELS EX.

ADAGIO
APARTHOTEL

ibis STYLES

ibis budget Network

Chapter

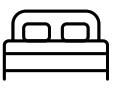
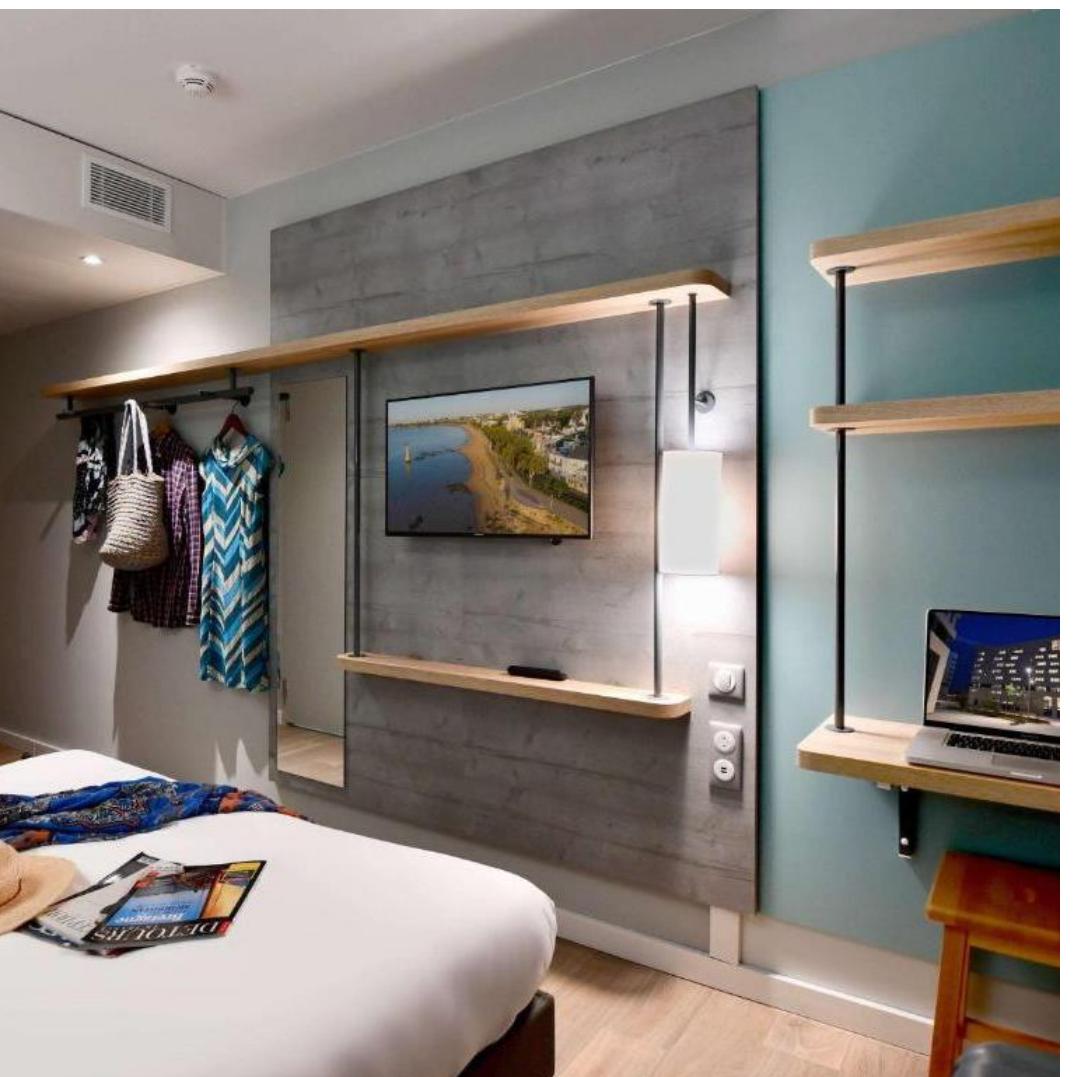
05



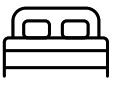
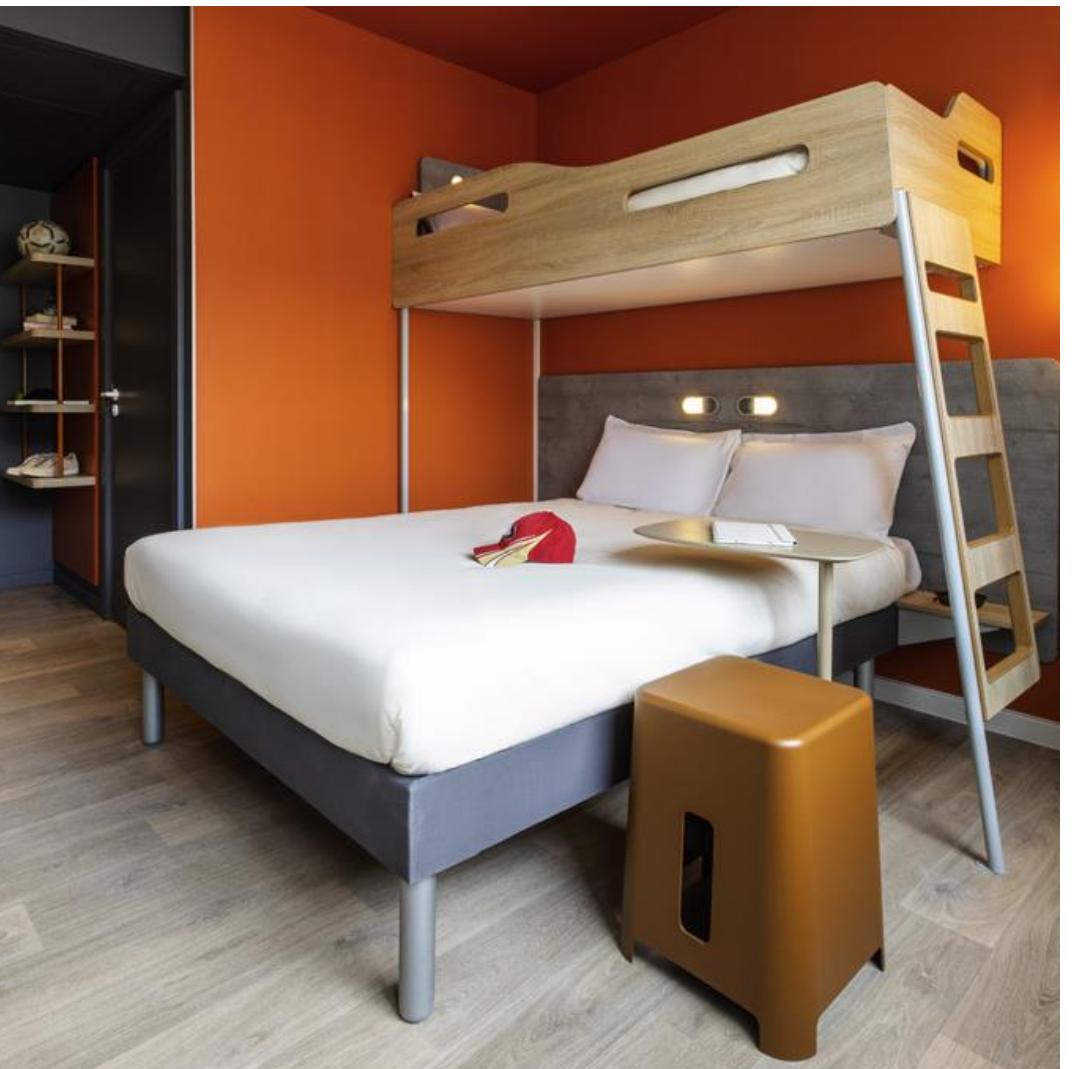
*Urban,
Airport,
Combos*

IBIS BANGKOK SUKHUMVIT 24
THAILAND

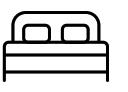
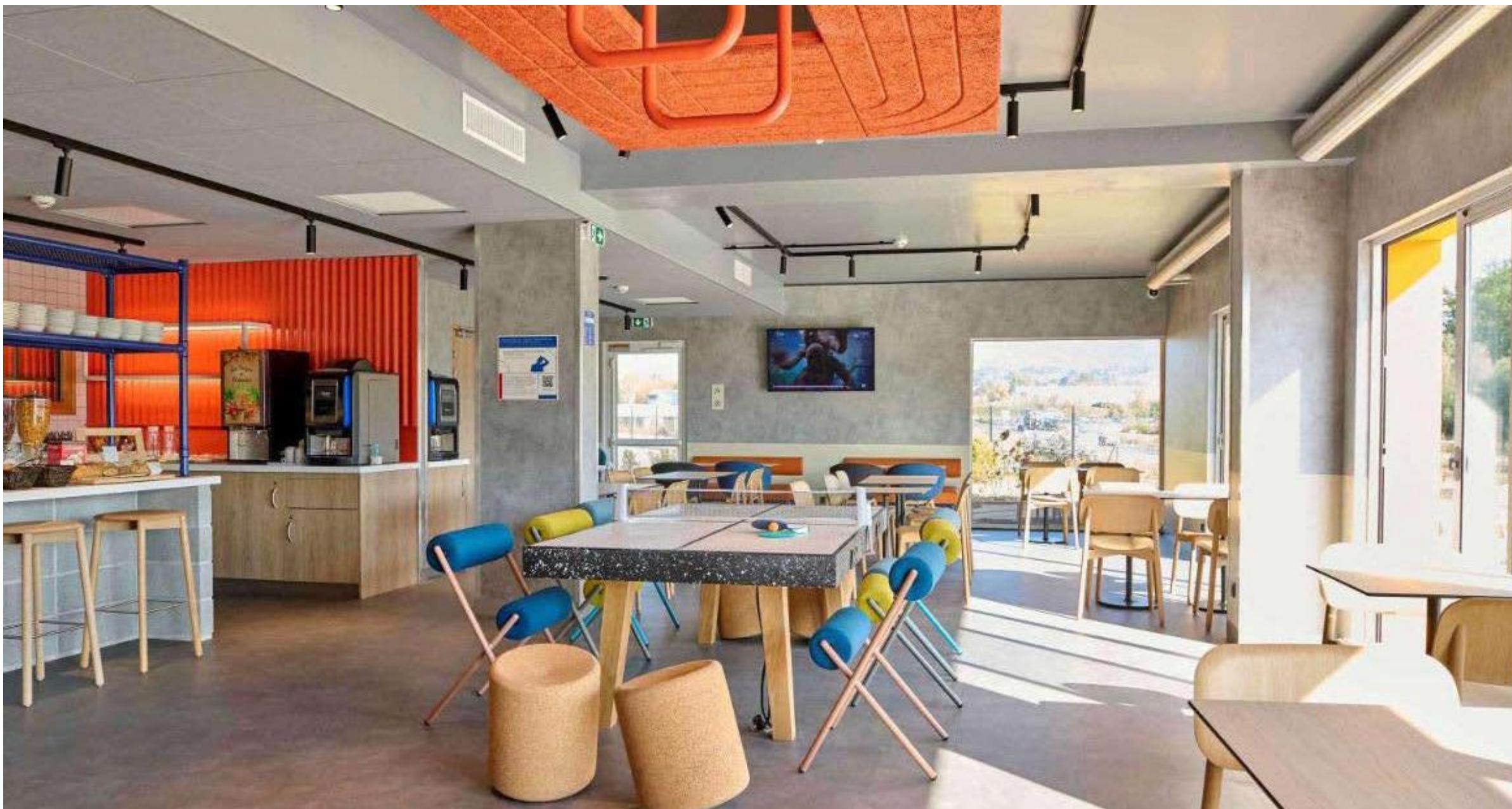
URBAN

ibis budget Saint-Nazaire Centre Gare, France 65 rooms

URBAN

ibis budget Strasbourg Centre République, France 97 rooms

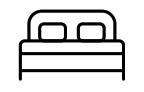
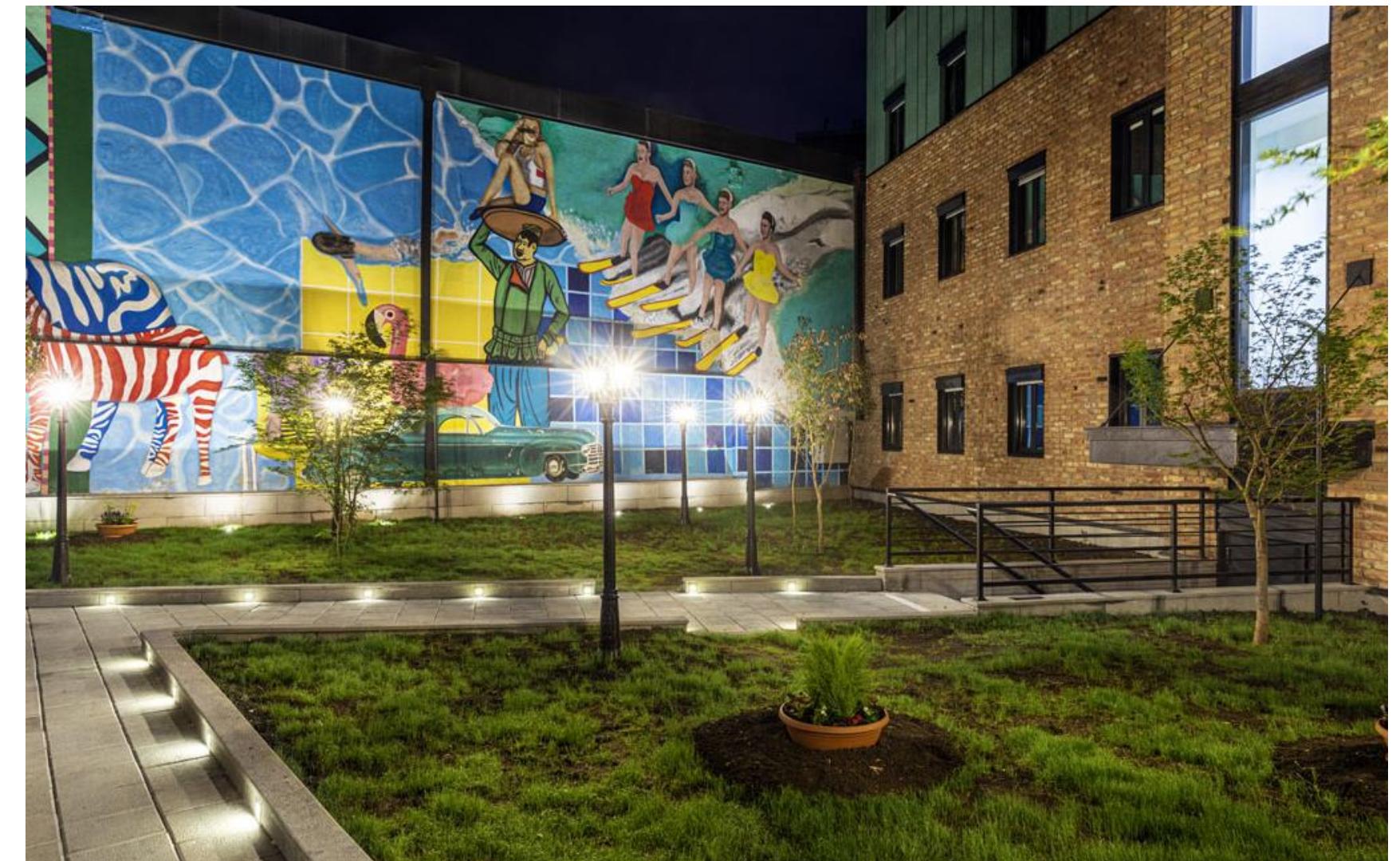
URBAN

*ibis budget Nancy Laxou, France* 69 rooms

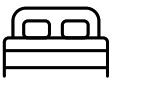
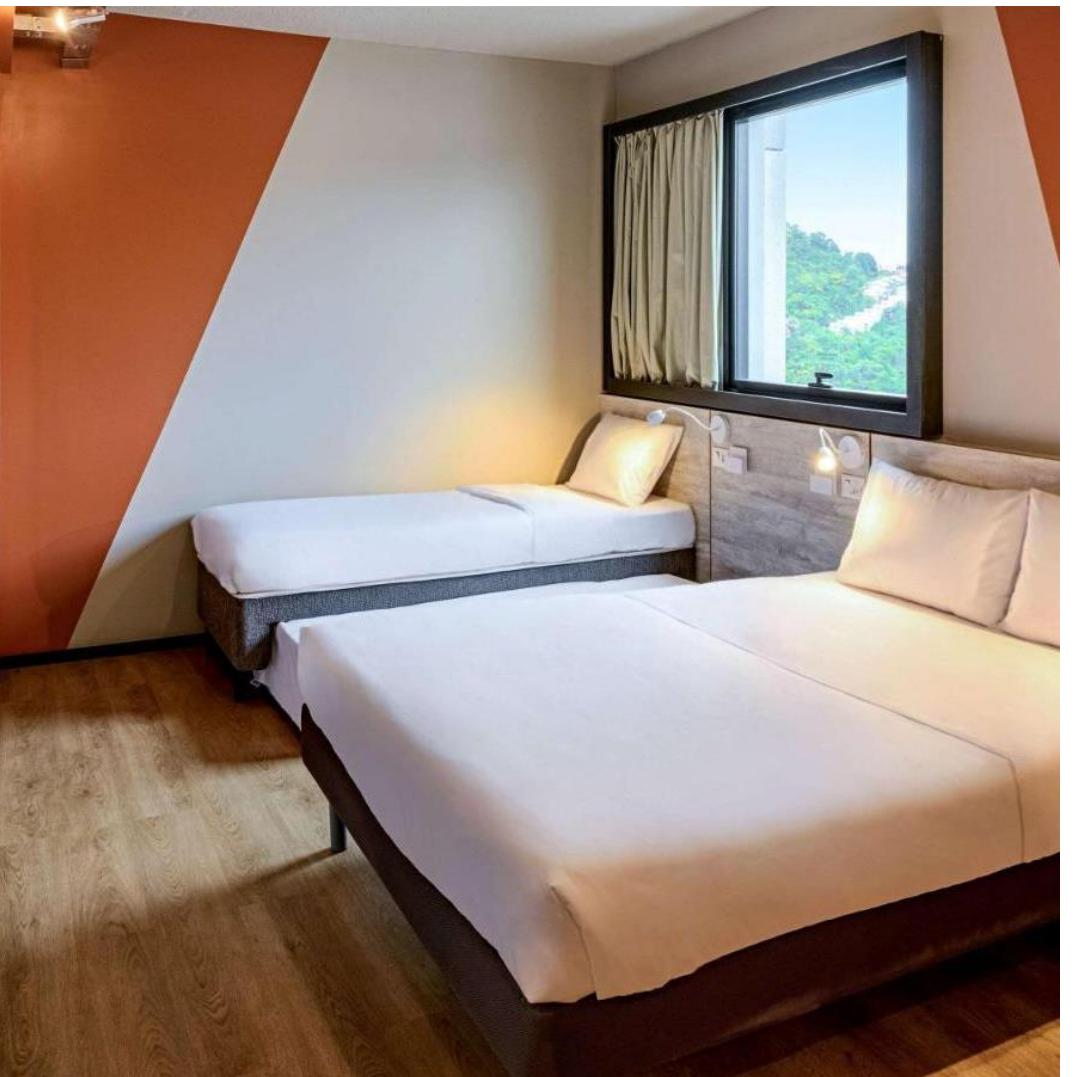
URBAN

ibis budget Gent Centrum Dampoort, Belgium 183 rooms

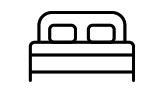
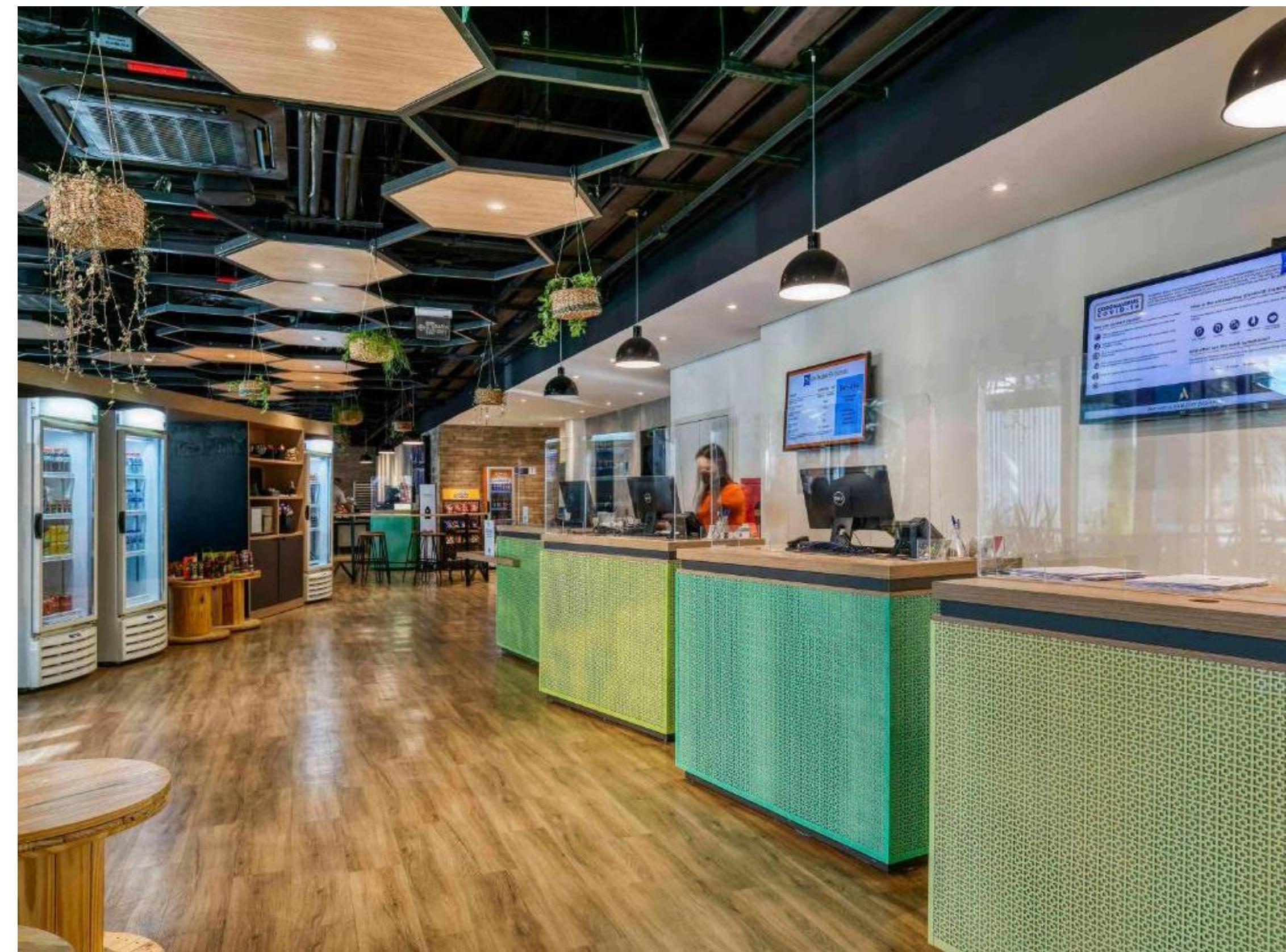
URBAN

ibis budget Tbilisi center, Georgia 158 rooms

URBAN

ibis budget Balneario Camboriu, Brazil 96 rooms

URBAN

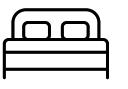
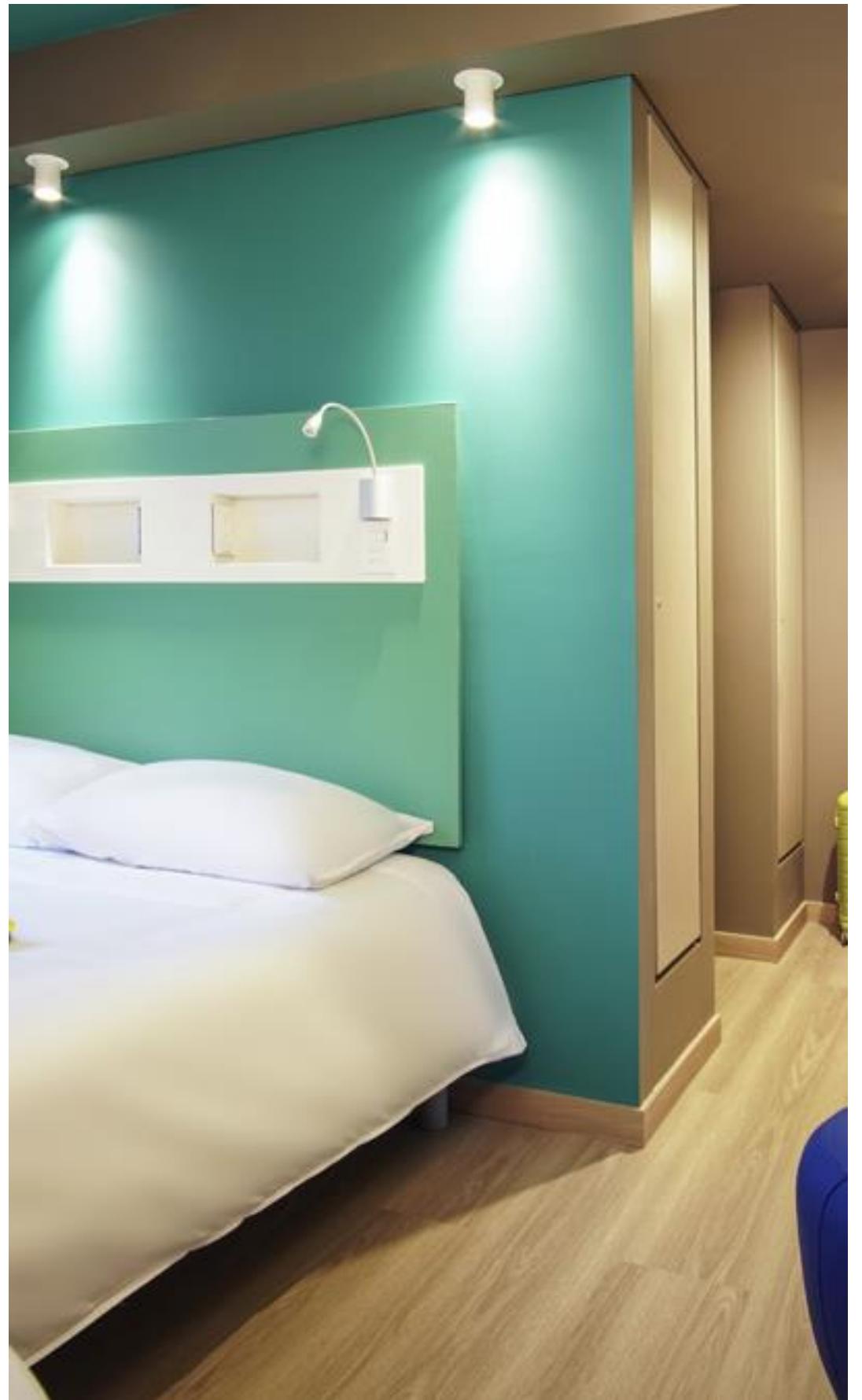
*ibis budget Belo Horizonte Savassi, Brazil* 229 rooms

A

Why invest – ibis budget

URBAN

ibis budget Bogota Marly, Colombia



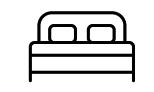
117 rooms

A

Why invest – ibis budget

URBAN

ibis budget Singapore Clarke Quay

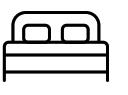


101 rooms

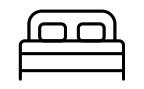
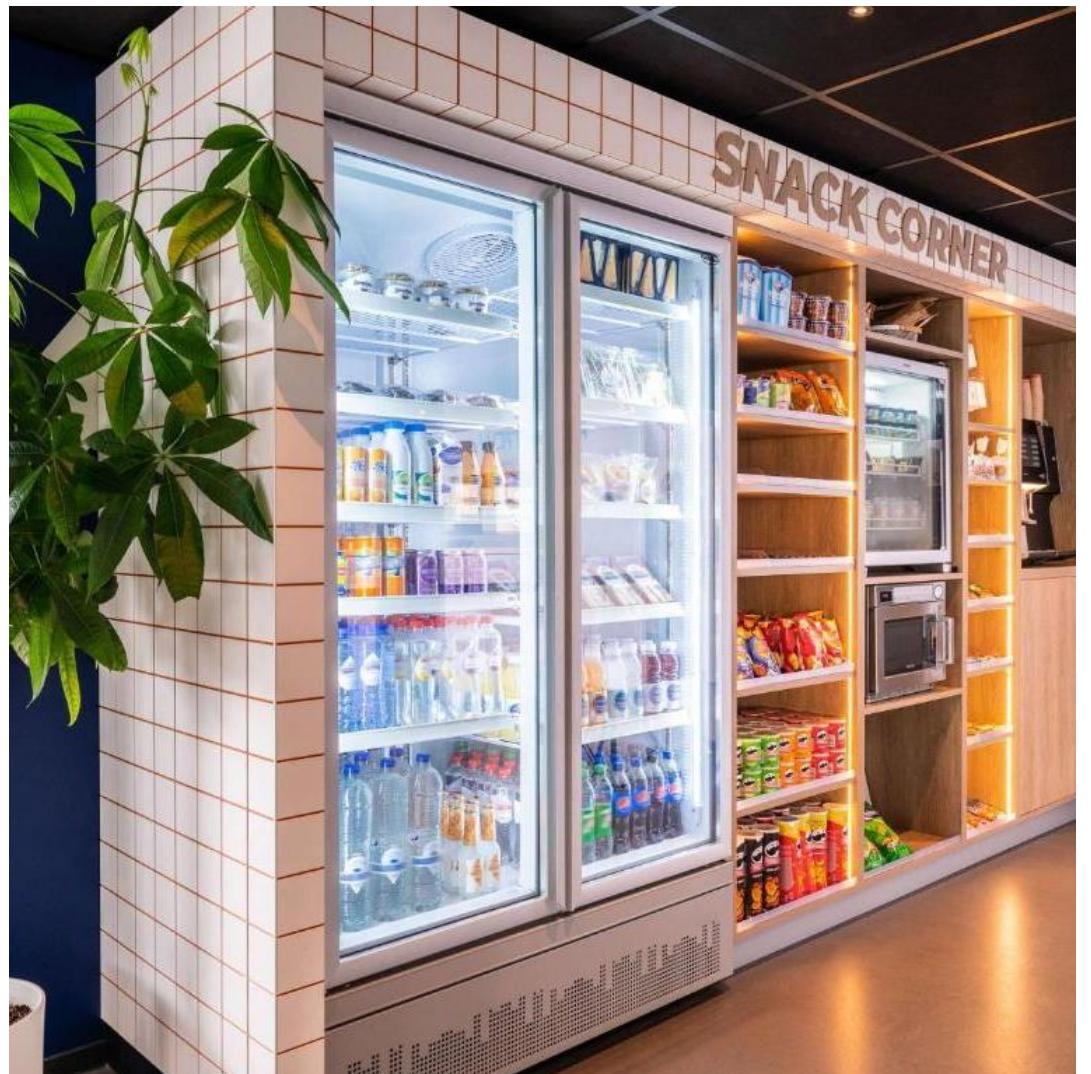
URBAN



ibis budget Phnom Penh Riverside, Cambodia

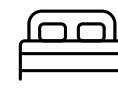
 110 rooms

AIRPORT

ibis budget Amsterdam Airport, Netherlands 200 rooms

AIRPORT

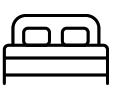
ibis budget Manchester Airport, UK

 262 rooms

AIRPORT



ibis budget Auckland Airport, New Zealand

 198 rooms

COMBOS

Combination projects



ibis Styles & ibis budget Geneva
Palexpo Airport, Switzerland
111 rooms + 116 rooms



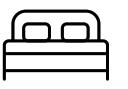
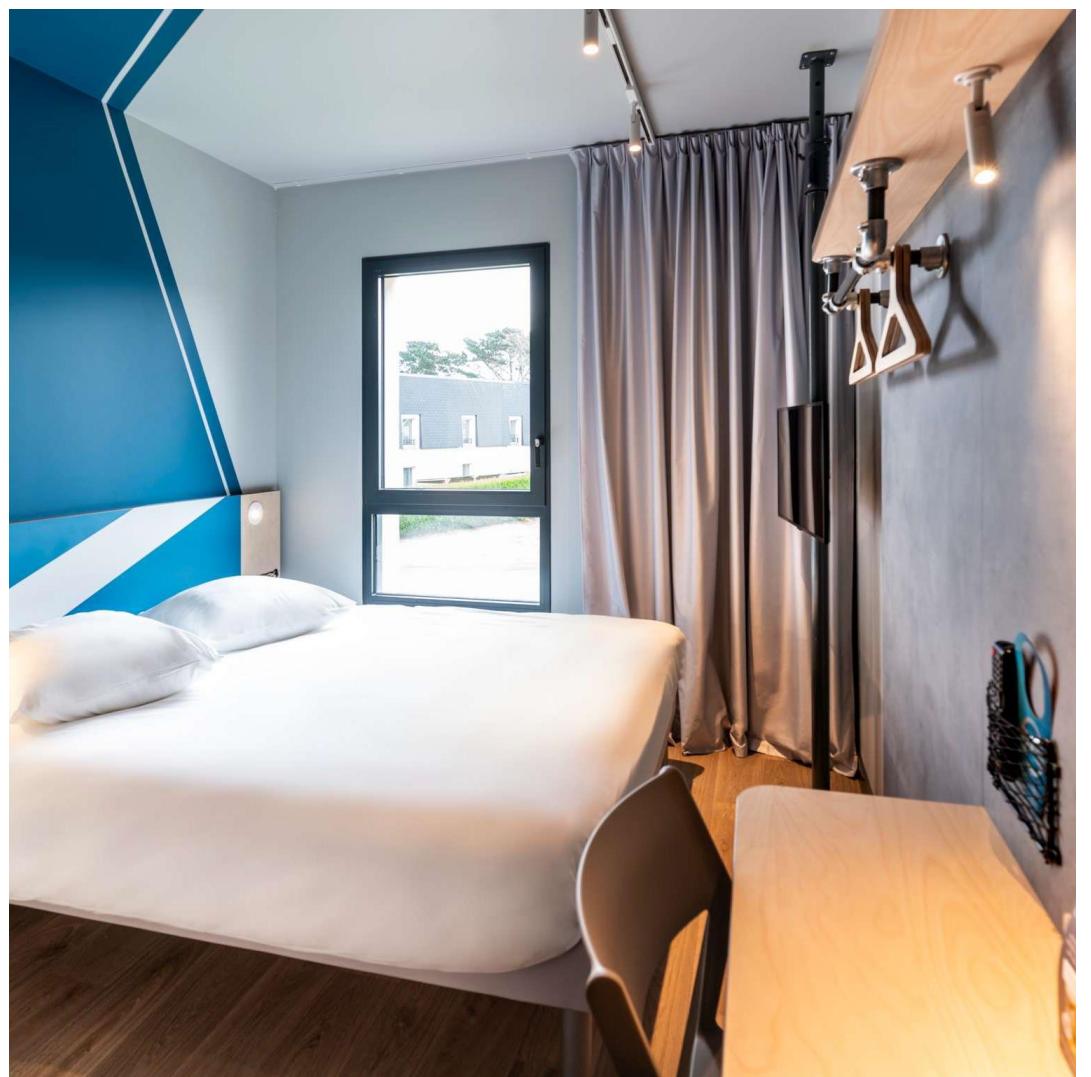
ibis & ibis budget Porto Exponor
Portugal – Opening 2026
99 rooms + 102 rooms



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

COMBOS

ibis budget Morlaix with ibis Styles

 52 rooms

Thank
you

