



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




IBIS BUDGET GONESSE
FRANCE

*Topline
Investment*

Smart Business Model

EBITDA OPTIMISATION
STRONG ROE AND POSITIVE IMPACT ON EXIT YIELDS
REAL ESTATE AND BUSINESS ASSET APPRECIATION

TOPLINE	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
INVESTMENT	Predictable development cost		Efficient & adaptable design concept
EBITDA	Proven business model with high GOP	46%	GOP 2024 vs. 29,7% Economy segment (STR 2024)



TOPLINE

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

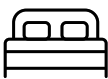
11%

Americas



65

6



11,641

691

81%

Europe & North Africa



487

27



44,917

2,758

8%

MEAPAC



42


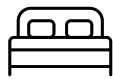
3



4,895

478

Ibis *budget*

	NETWORK	PIPELINE
	594	36
	61,453	3,927

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

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



Source: STR Full Year end 2023

#1 Jakarta



#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



Best value for money

Chapter

02



IBIS BUDGET LA ROCHELLE
FRANCE

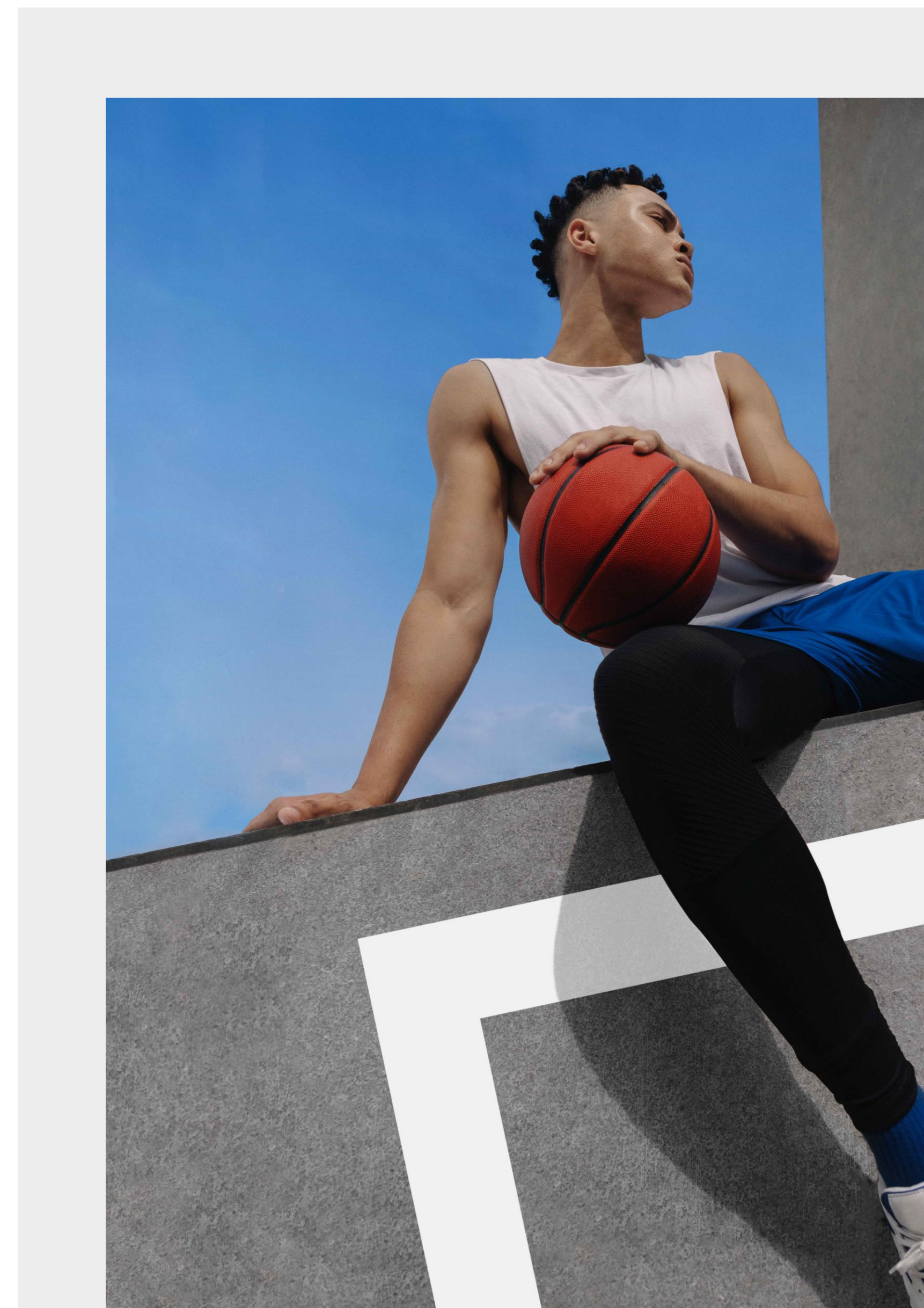
Brand positioning
Guest satisfaction
TOP 3 USPs



BRAND POSITIONING

SMART
FUN
ACTIVE

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



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

Source: Trust You FY 2024





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
Predicable 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*

Ròcāgāyūbōqē' c̄b-ēnōsgc-ān! ēnōs'nēnf ó-
éf cōq



Breakfast of champions

Energising breakfast favoring local & fresh products.

Mandatory buffet from 6.30 to 10 AM

Fixed or free promise

[illegible]



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

* Sentiment Score

**Competitors include: B&B and Days Inn

Source: Trust You 2024

Urban sport collaterals

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Running map

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

Small sport equipment

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TOP 2 USPS

Guest journey & experience

KEY STANDARDS AT A GLANCE

Arrival & departure	Living Social Spaces	Guest room	F&B
Staff dress code	Fixed or free promise Urban sport collaterals Running map & Small sport equipment (optional)	Sweet Bed™ by ibis <i>budget</i> Branded amenities	Breakfast buffet Breakfast to go Snack corner Counter B – Beer bar (optional)

Powerful distribution eco-system

Chapter

03



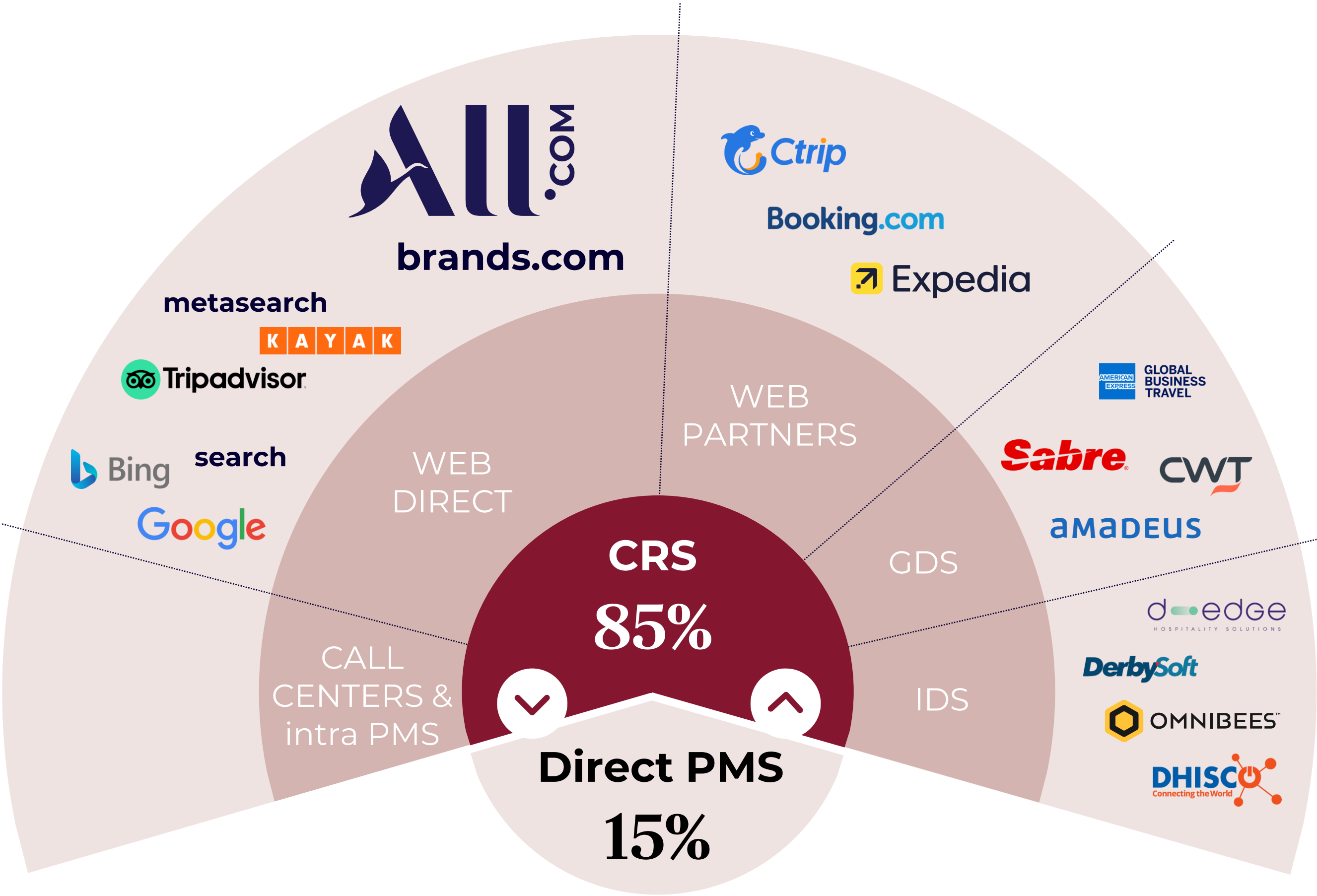
*Accor eco-system,
ibis budget digital scale*

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



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

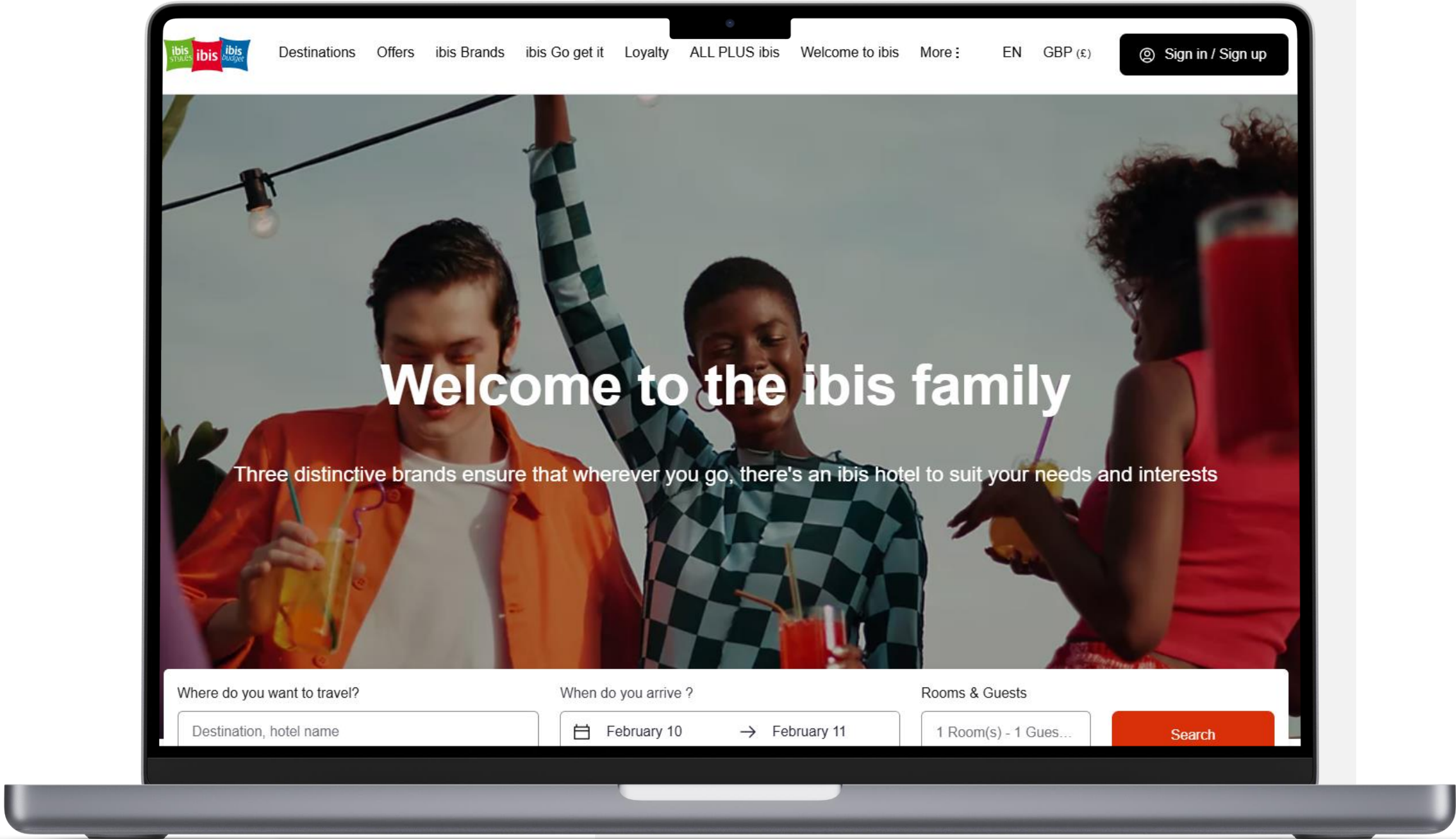
6.2M
Sessions

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



+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 BUDGET GENT CENTRUM DAMPOORT
BELGIUM

*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




IBIS STYLES & IBIS BUDGET
SINGEN, GERMANY

COMBOS

Combos development

Strong ROI for projects
combining ibis *budget* hotel with:

- EXTENDED STAY EX. 
- 3 STARS HOTELS EX. 

ibis *budget* Network

Chapter

05



*Urban,
Airport,
Combos*



URBAN

ibis *budget* Saint-Nazaire Centre Gare, *France*



 65 rooms





URBAN

ibis *budget* Strasbourg Centre République, *France*



 97 rooms





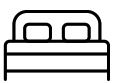
Why invest – ibis *budget*

URBAN



ibis *budget* network

P31



69 rooms

ibis *budget* Nancy Laxou, *France*





Why invest – ibis *budget*

URBAN

ibis *budget* Gent Centrum Dampoort, *Belgium*



 183 rooms



URBAN

ibis *budget* Tbilisi center, Georgia



 158 rooms



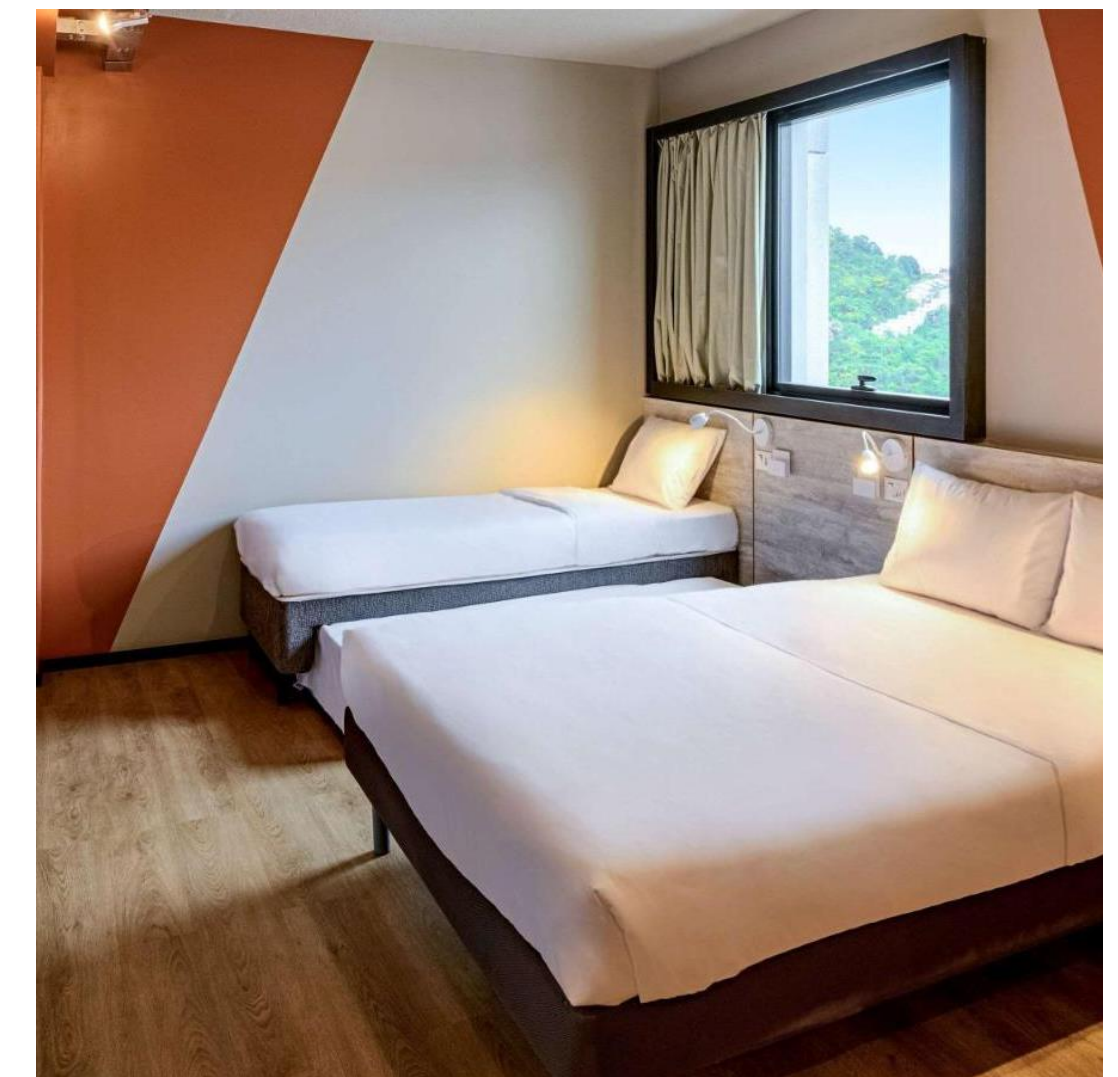


URBAN

ibis *budget* Balneario Camboriu, *Brazil*



96 rooms





Why invest – ibis budget

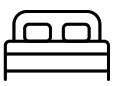
URBAN



ibis budget network

P35



 229 rooms

ibis budget Belo Horizonte Savassi, Brazil





Why invest – ibis budget

URBAN

ibis *budget* Bogota Marly, Colombia



 117 rooms



Why invest – ibis *budget*

URBAN

ibis *budget* Singapore Clarke Quay



 101 rooms



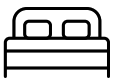
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URBAN



ibis *budget* network

P38



110 rooms

ibis *budget* Phnom Penh Riverside, *Cambodia*



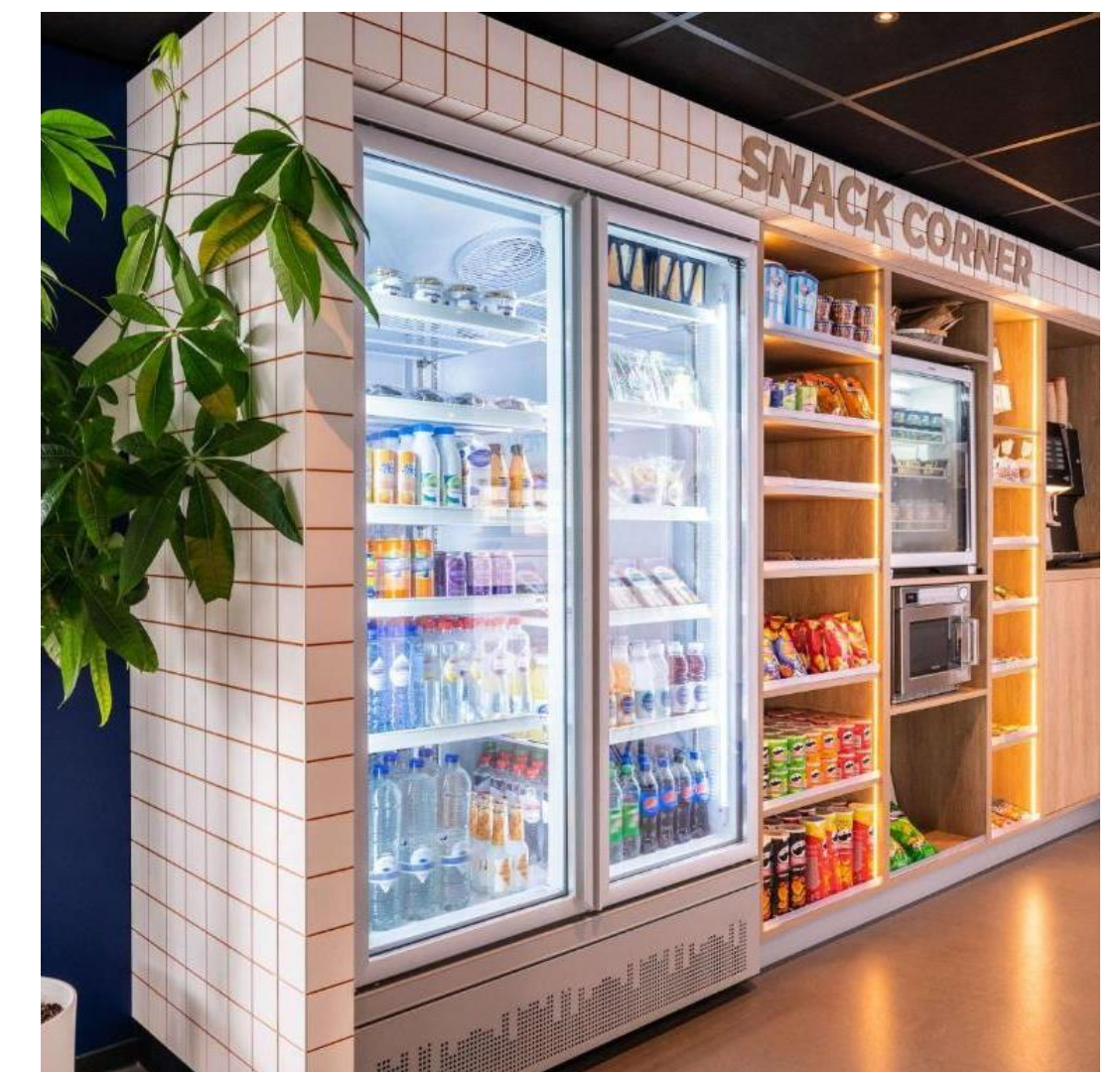


AIRPORT

ibis *budget* Amsterdam Airport, Netherlands



200 rooms



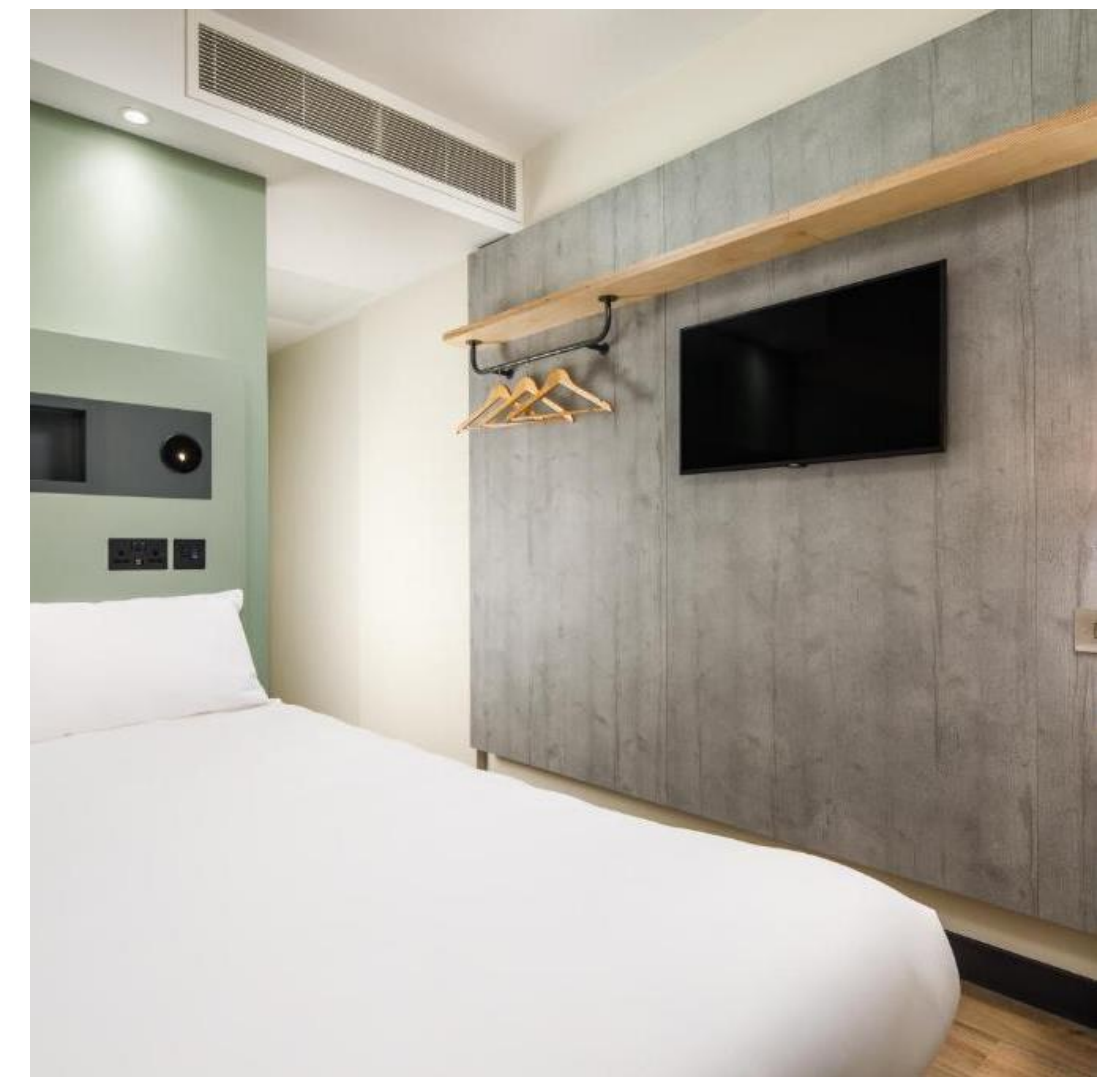


AIRPORT

ibis *budget* Manchester Airport, UK



 262 rooms





Why invest – ibis budget

AIRPORT



ibis budget network

P41



 198 rooms

ibis budget Auckland Airport, New Zealand



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

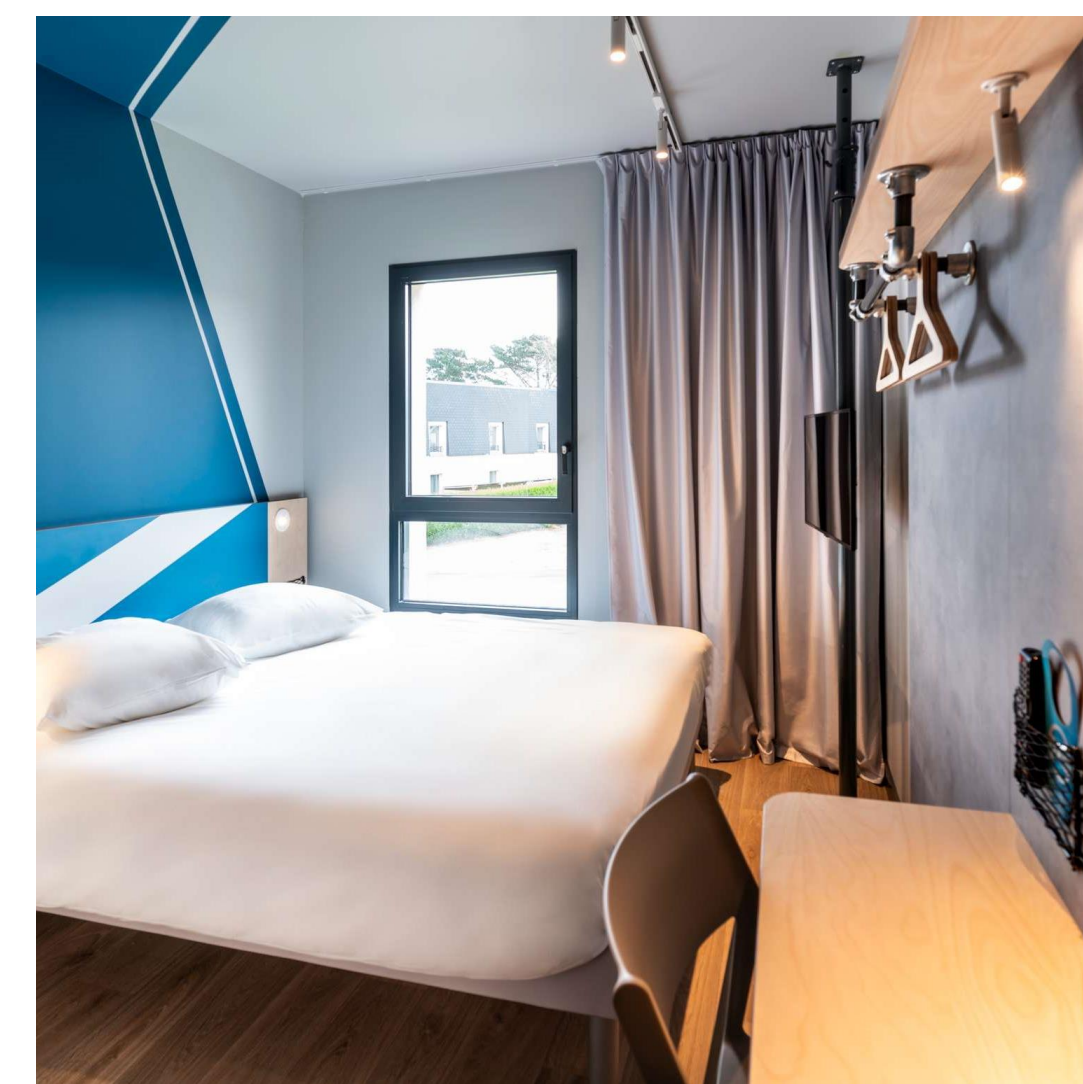


COMBOS

ibis *budget* Morlaix with ibis Styles



52 rooms





Thank
you

