



# 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?

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## Smart Business Model

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

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## 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.

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## 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.

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# Smart business model

Chapter

01

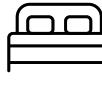


*Topline  
Investment*

## TOPLINE

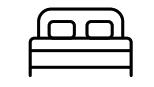
With a global footprint of 630 hotels open and in the pipeline

## Ibis budget

	NETWORK	PIPELINE
 594	36	
 61,453	3,927	

11%

## Americas

	65	6
	11,641	691

81%

## Europe &amp; North Africa

	487	27
	44,917	2,758

8%

## MEAPAC

	42	3
	4,895	478

## 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.

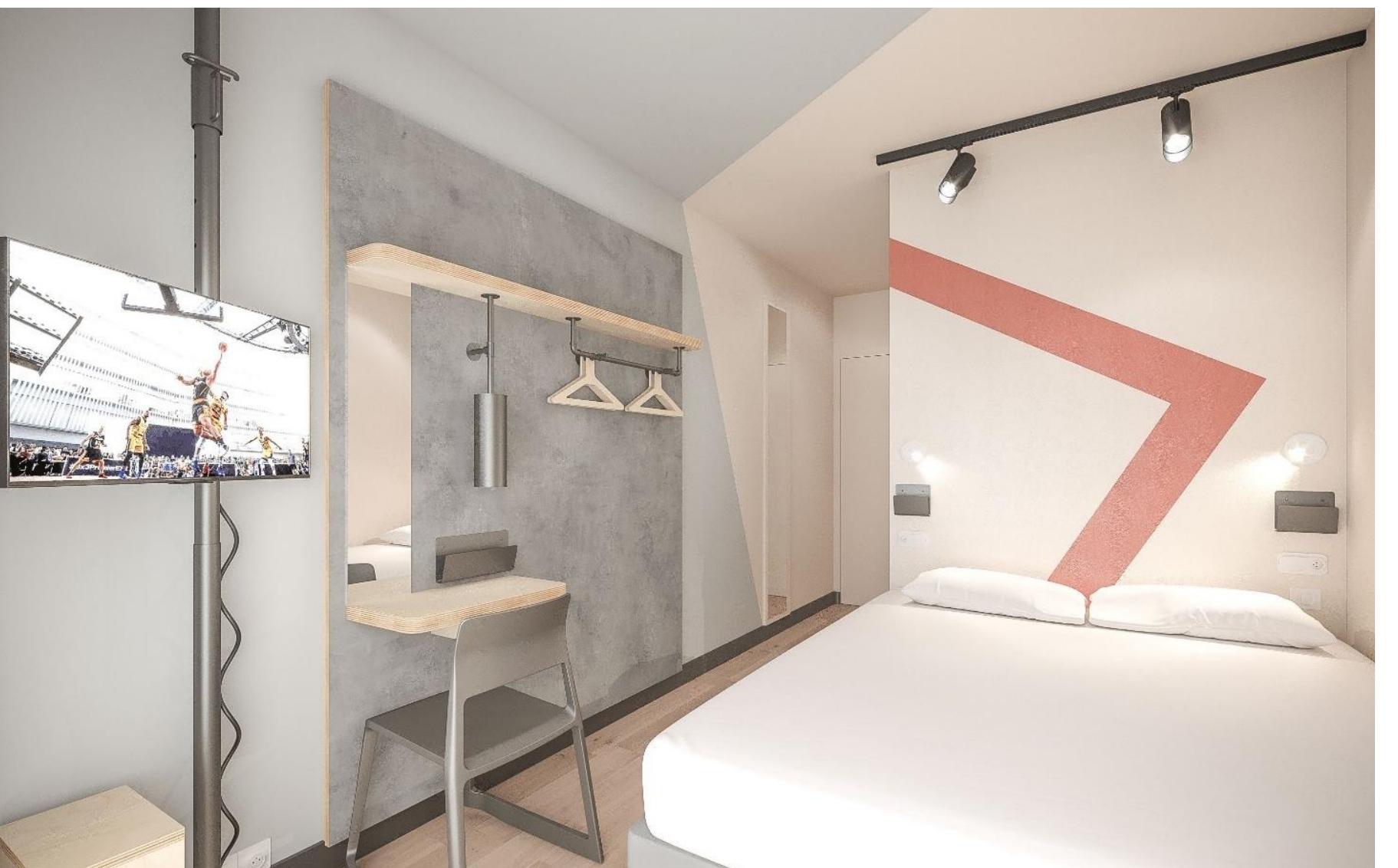
- Our Living Social Space is a welcoming and comfortable open space where people can meet, connect, work, relax, eat and have a drink.
- The rooms can welcome 1, 2, 3 or up to 6 pax. They have been designed to ensure a maximum of comfort for our guests and are inspired by the urban sport universe.



THE LIVING SOCIAL SPACES



THE ROOMS



# Best value for money

Chapter

02

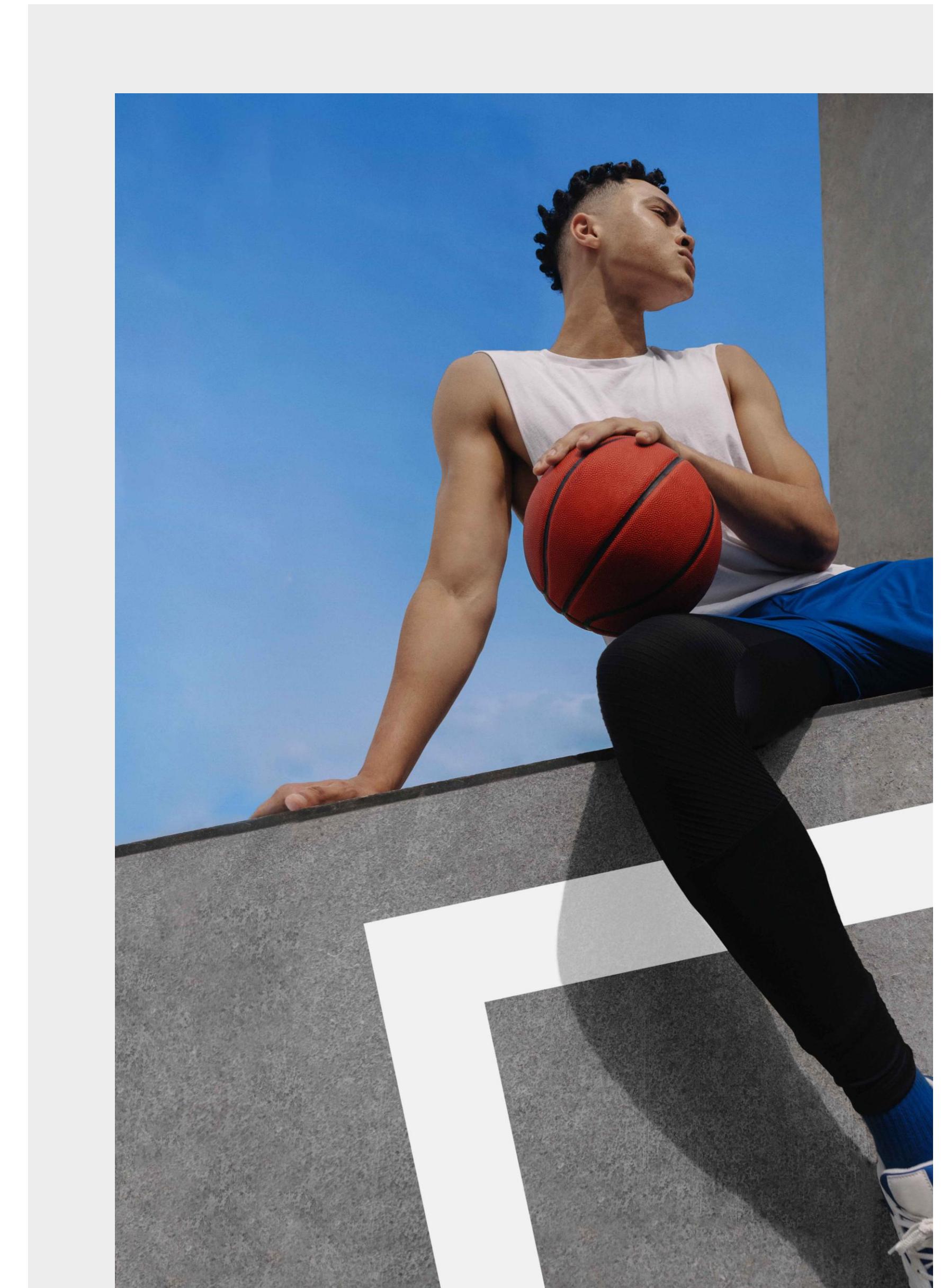


*Brand positioning  
Guest satisfaction  
TOP 3 USPs*

## BRAND POSITIONING

SMART  
FUN  
ACTIVE

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



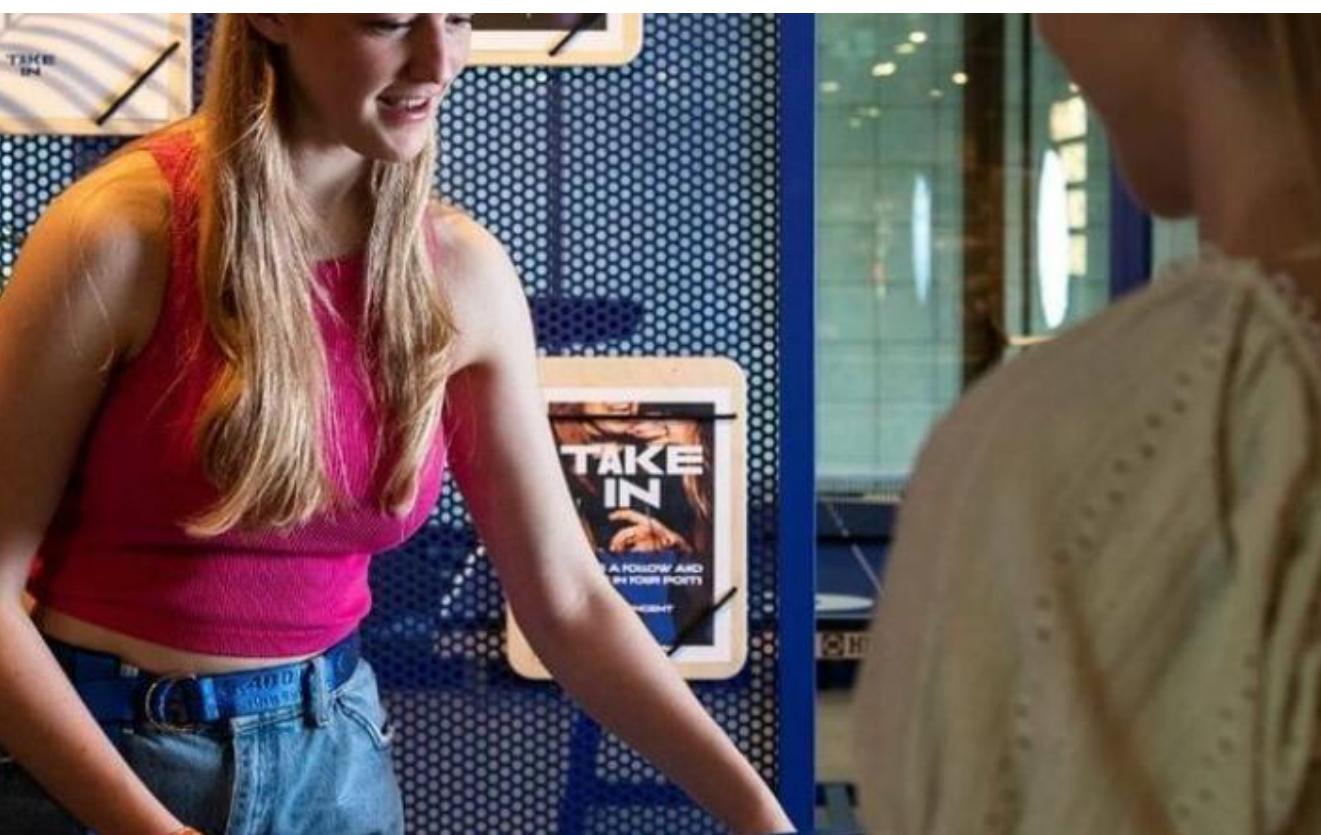
TOP 2 USPS

## 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



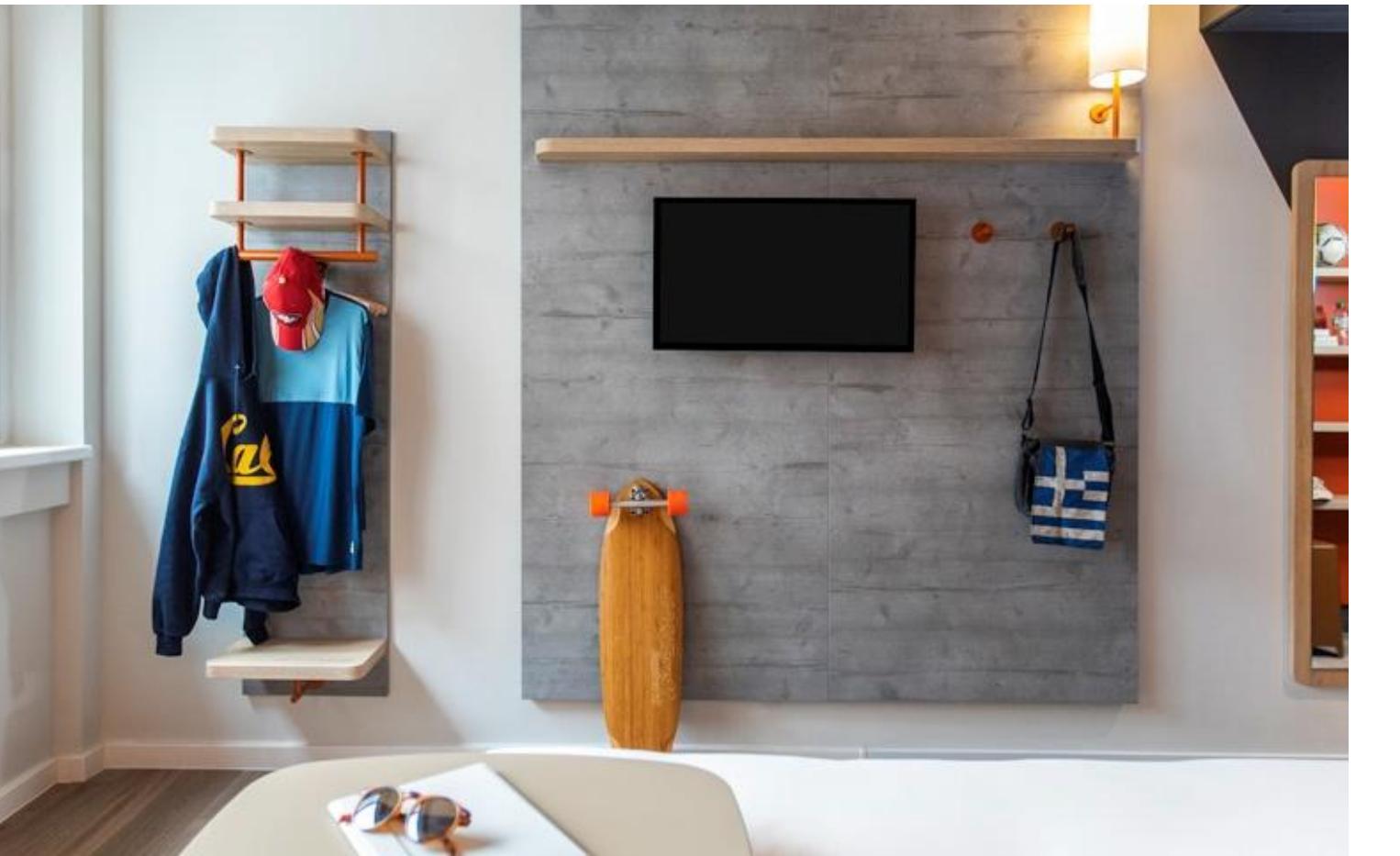
ultra reliable  
service & comfort

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

**#1 in Service & Staff availability**

## Sweet Bed™ by ibis budget

Specifically designed for the comfort of our guests



## Breakfast of champions

Energising breakfast favoring local & fresh products.

Mandatory buffet from 6.30 to 10 AM

## Fixed or free promise

We believe great service starts with showing ability to solve quickly and efficiently problems that may happen. That is why we have created "Fixed or Free\*", a strong and differentiating service promise to wow and reassure guests and engage Heartists.



## 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**

## Urban sport collaterals

Promote an active mindset by encouraging guests to partake in urban sport

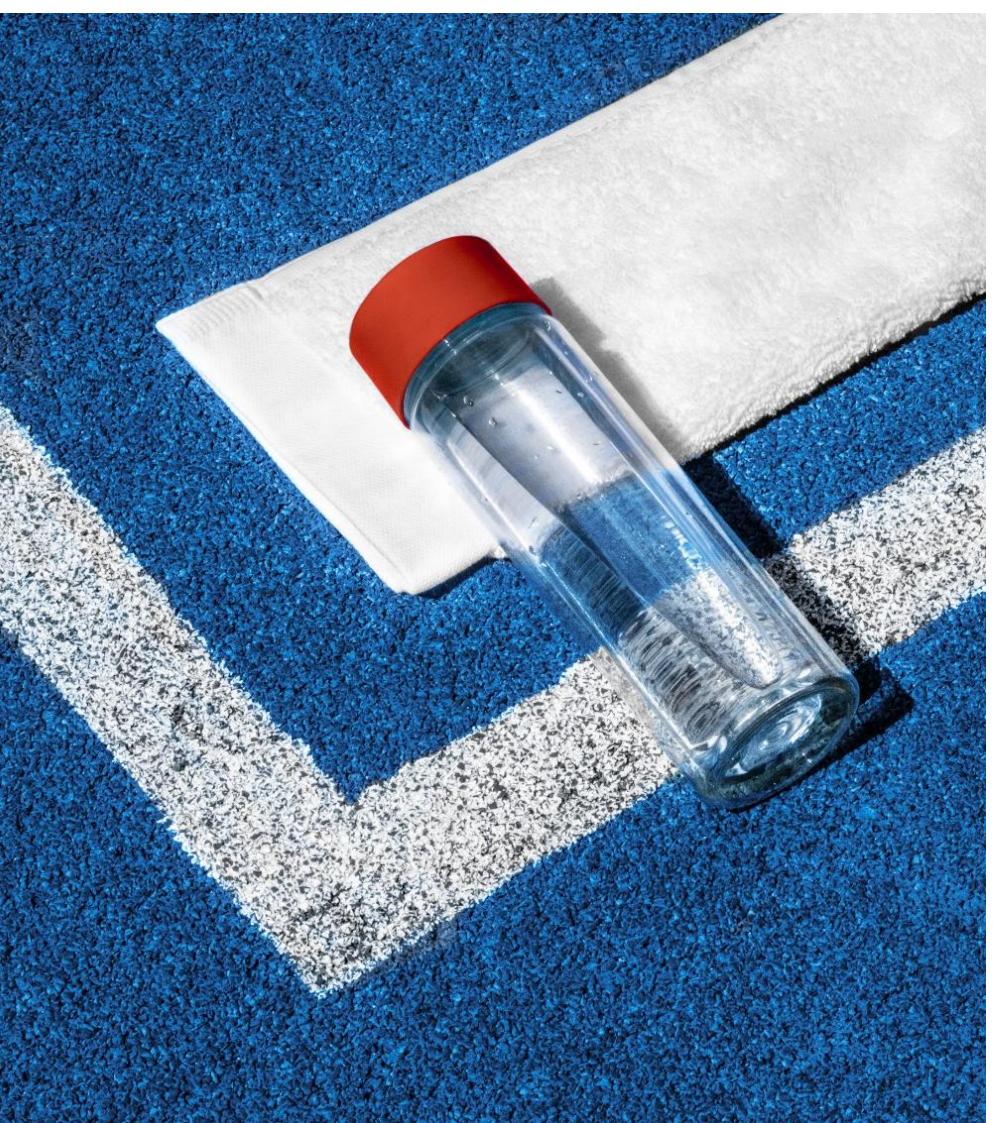


## Running map

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

## Small sport equipment

Available at reception or in the rooms





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 budget 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

AND ACCESS

A global sales office with strong expertise

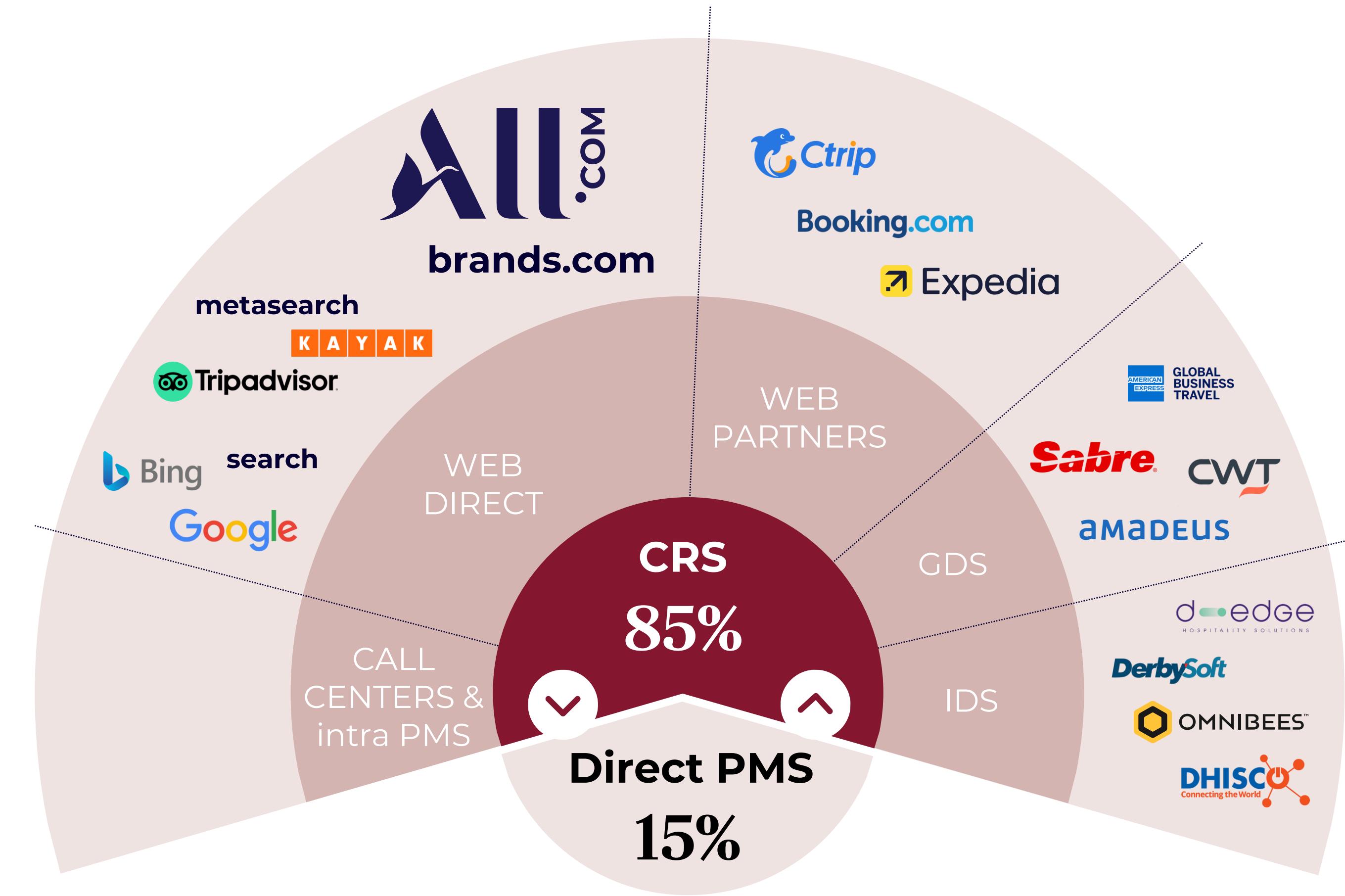
450+  
Sales professionals

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



**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**



2025  
ASIA PACIFIC  
LOYALTY AWARDS  
Brought to you by the Australian Loyalty Association

freddie  
awards

## IBIS BUDGET DIGITAL SCALE

# Boost direct sales with ibis budget digital scale

IBIS.COM

## 6.2M

Sessions

## 15

Languages

## 4.50%

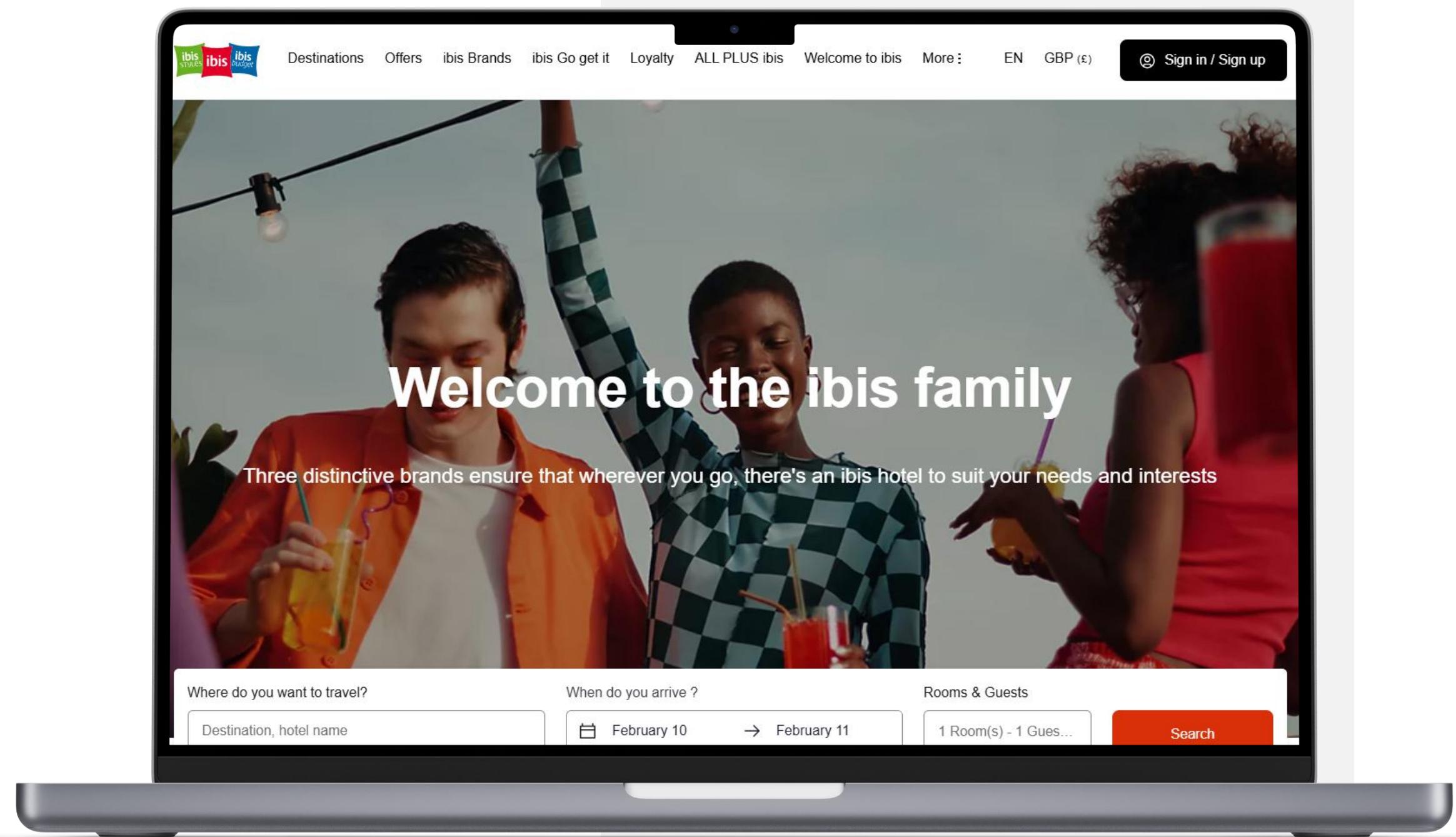
Conversion rate

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

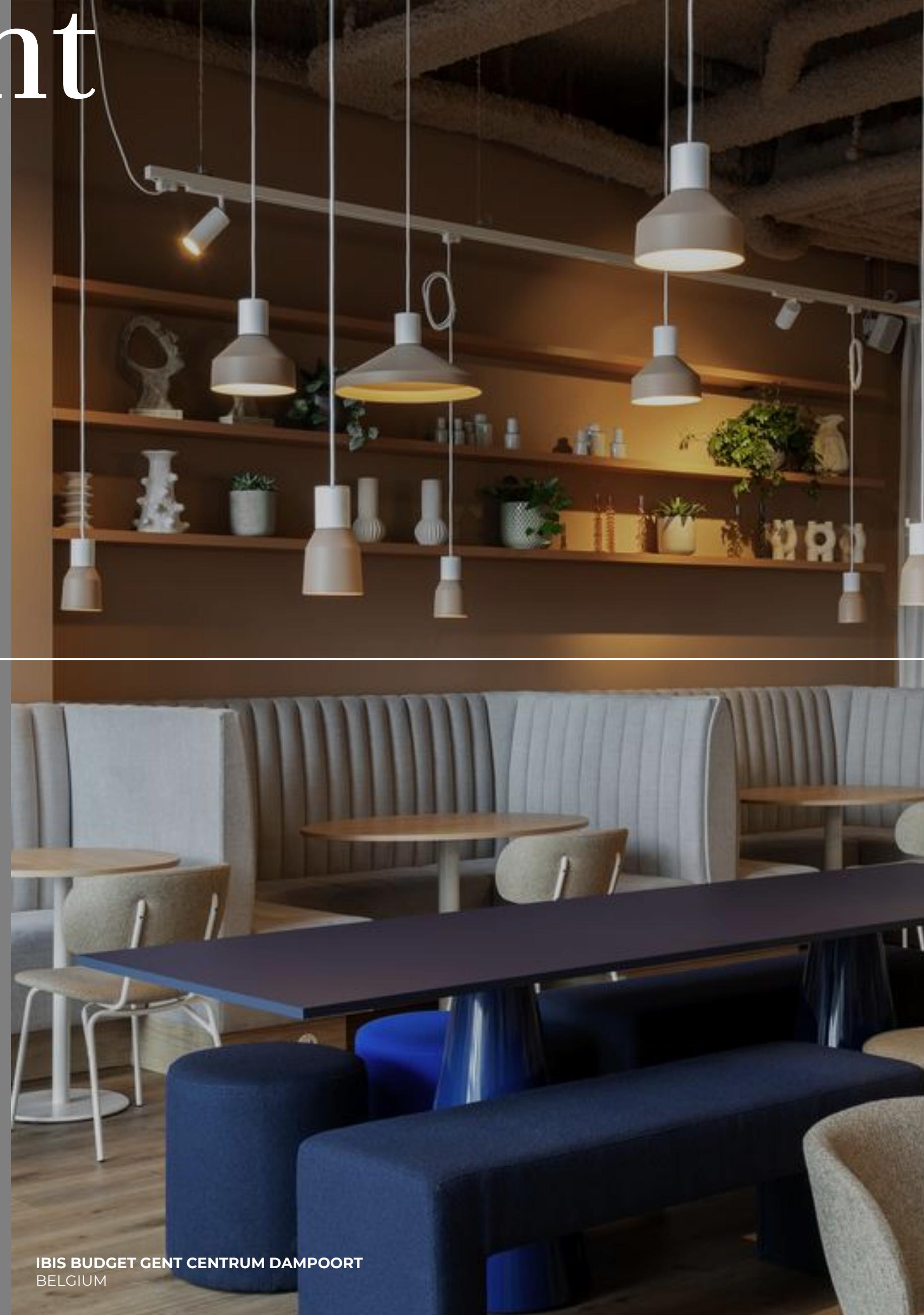
 +40k  
Followers  
(Global ibis channel)

 +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 <sup>(1)</sup>	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

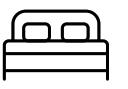
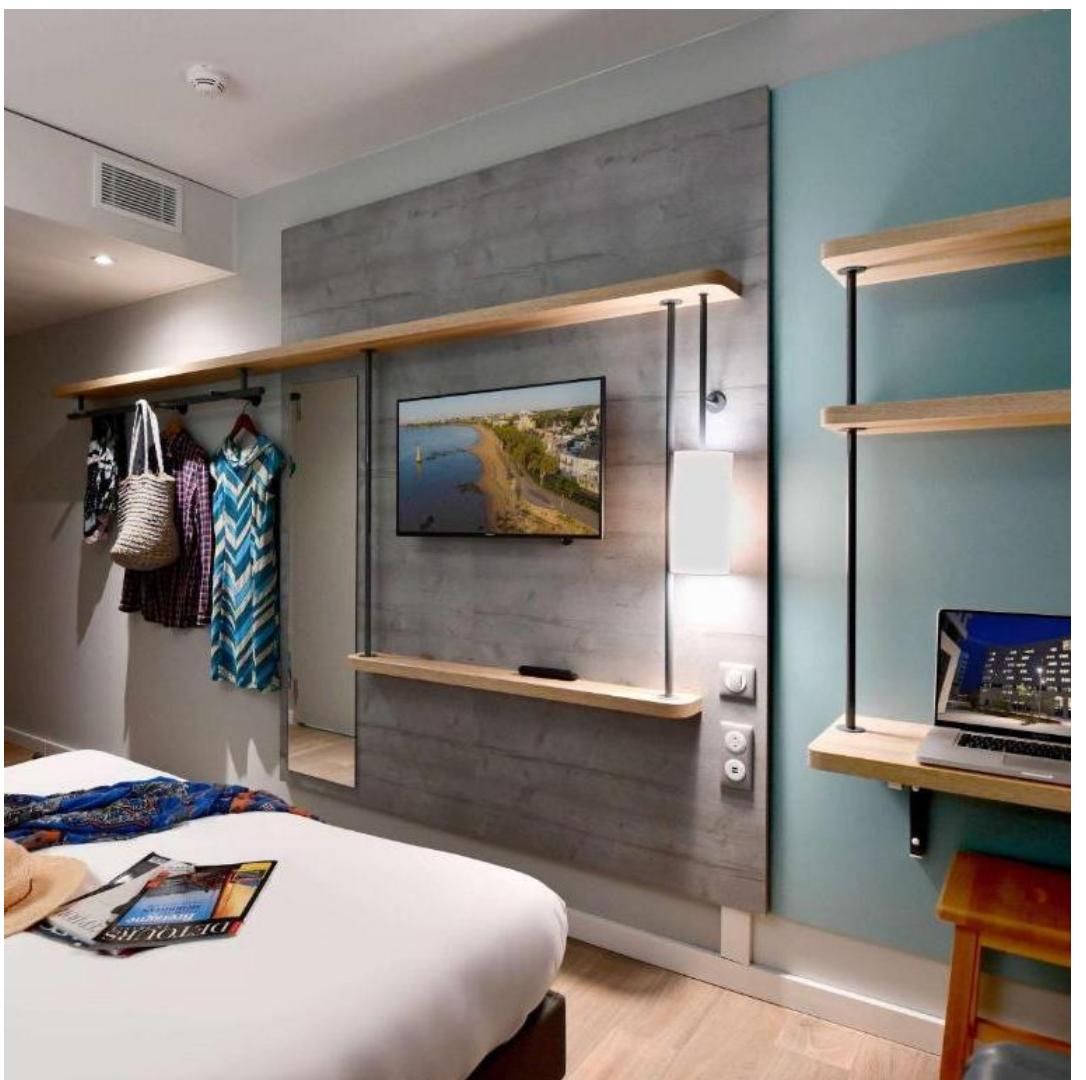
05



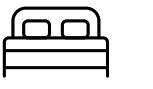
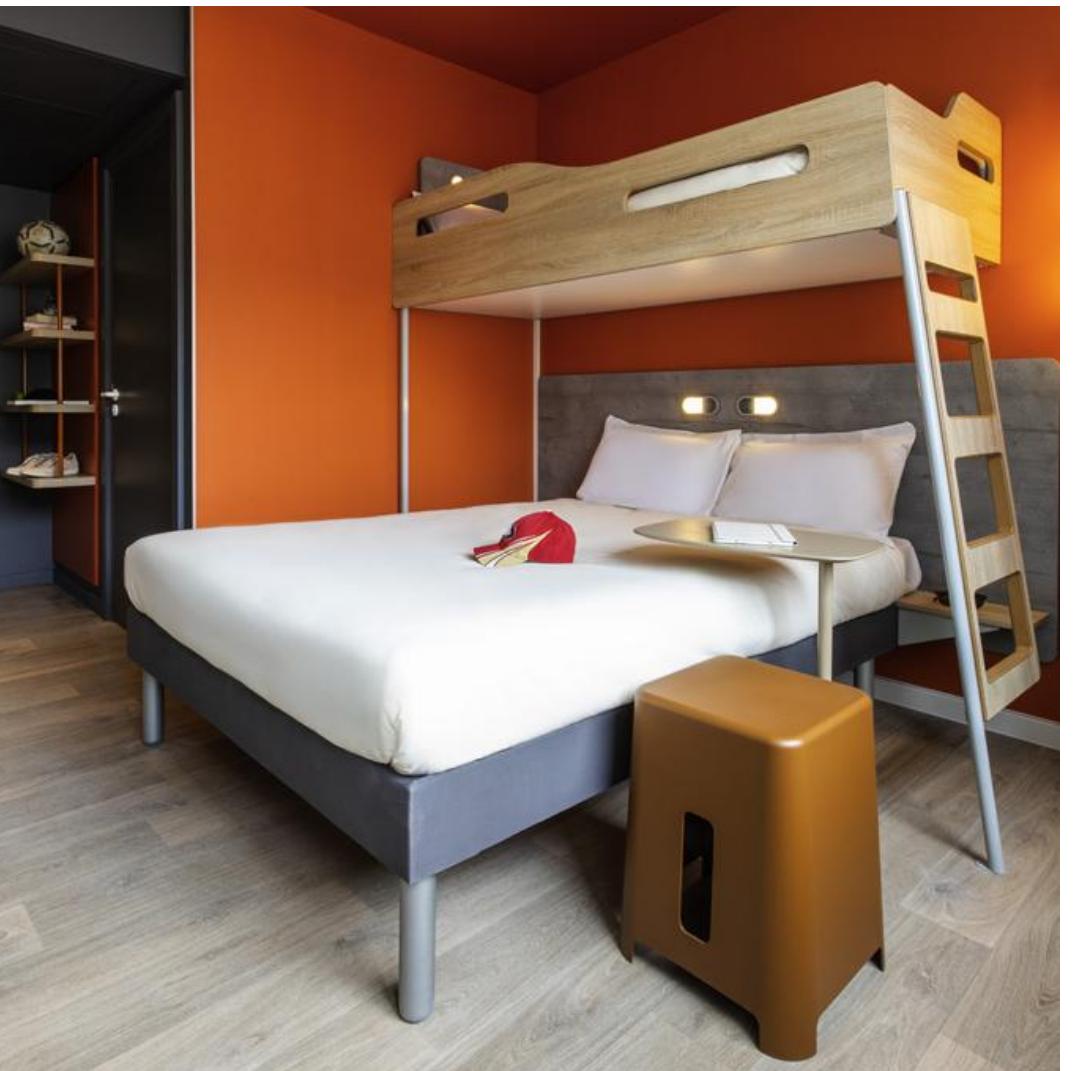
*Urban,  
Airport,  
Combos*

URBAN

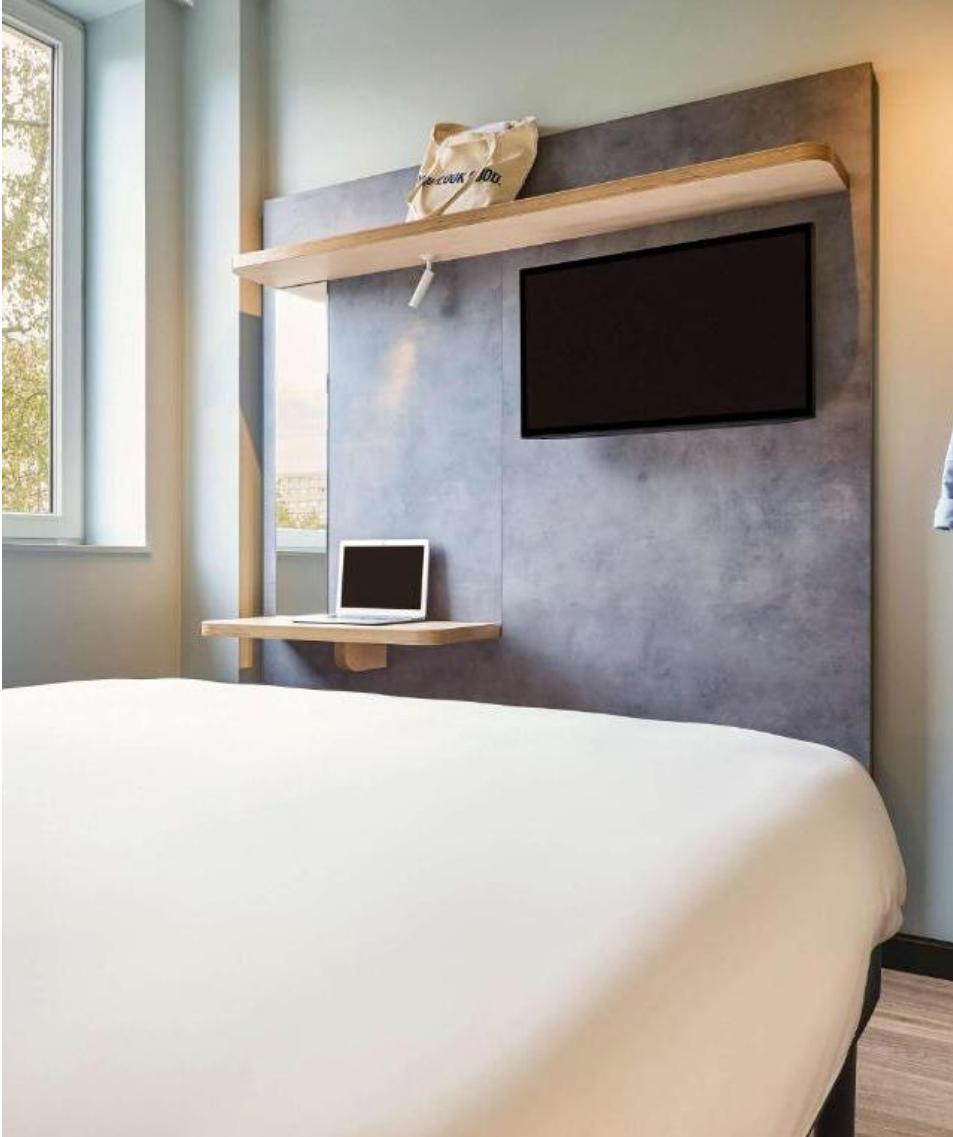
ibis budget Saint-Nazaire Centre Gare, France

 65 rooms

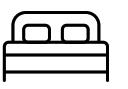
URBAN

*ibis budget Strasbourg Centre République, France* 97 rooms

URBAN



ibis budget Nancy Laxou, France

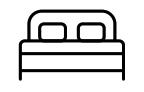
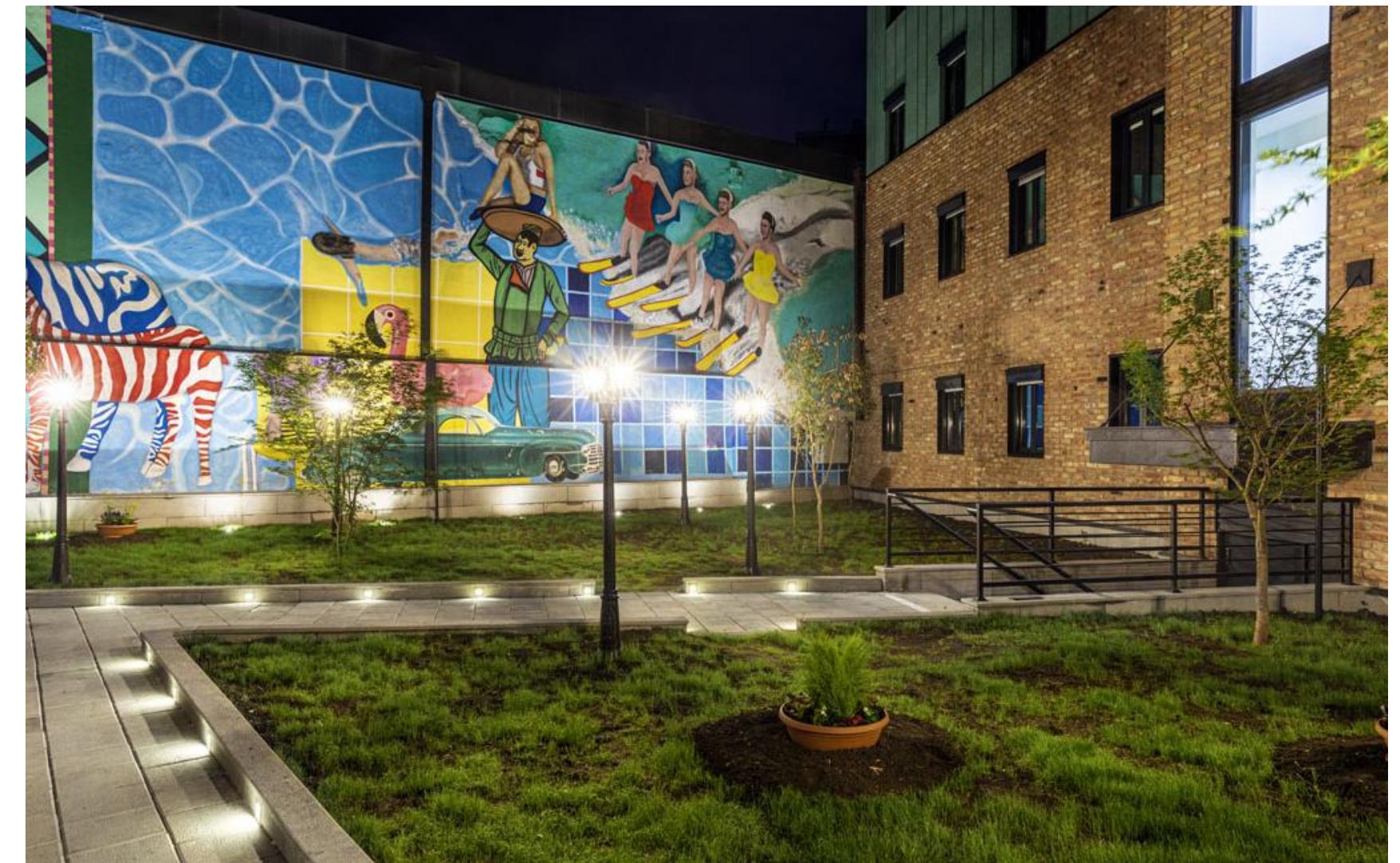
 69 rooms

URBAN

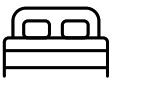
*ibis budget Gent Centrum Dampoort, Belgium* 183 rooms

URBAN

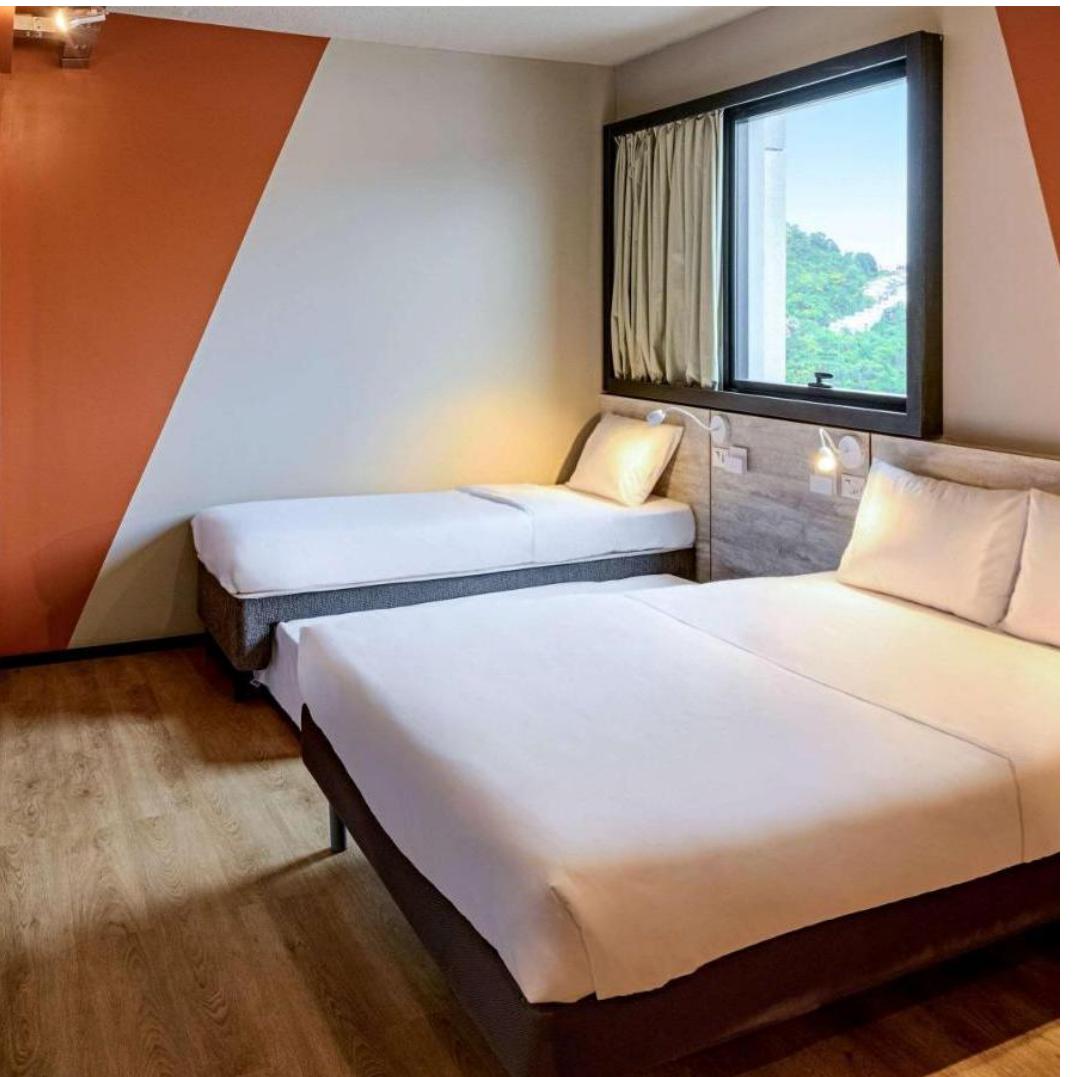
ibis budget Tbilisi center, Georgia

 158 rooms

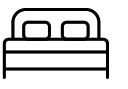
URBAN

*ibis budget* Balneario Camboriu, Brazil

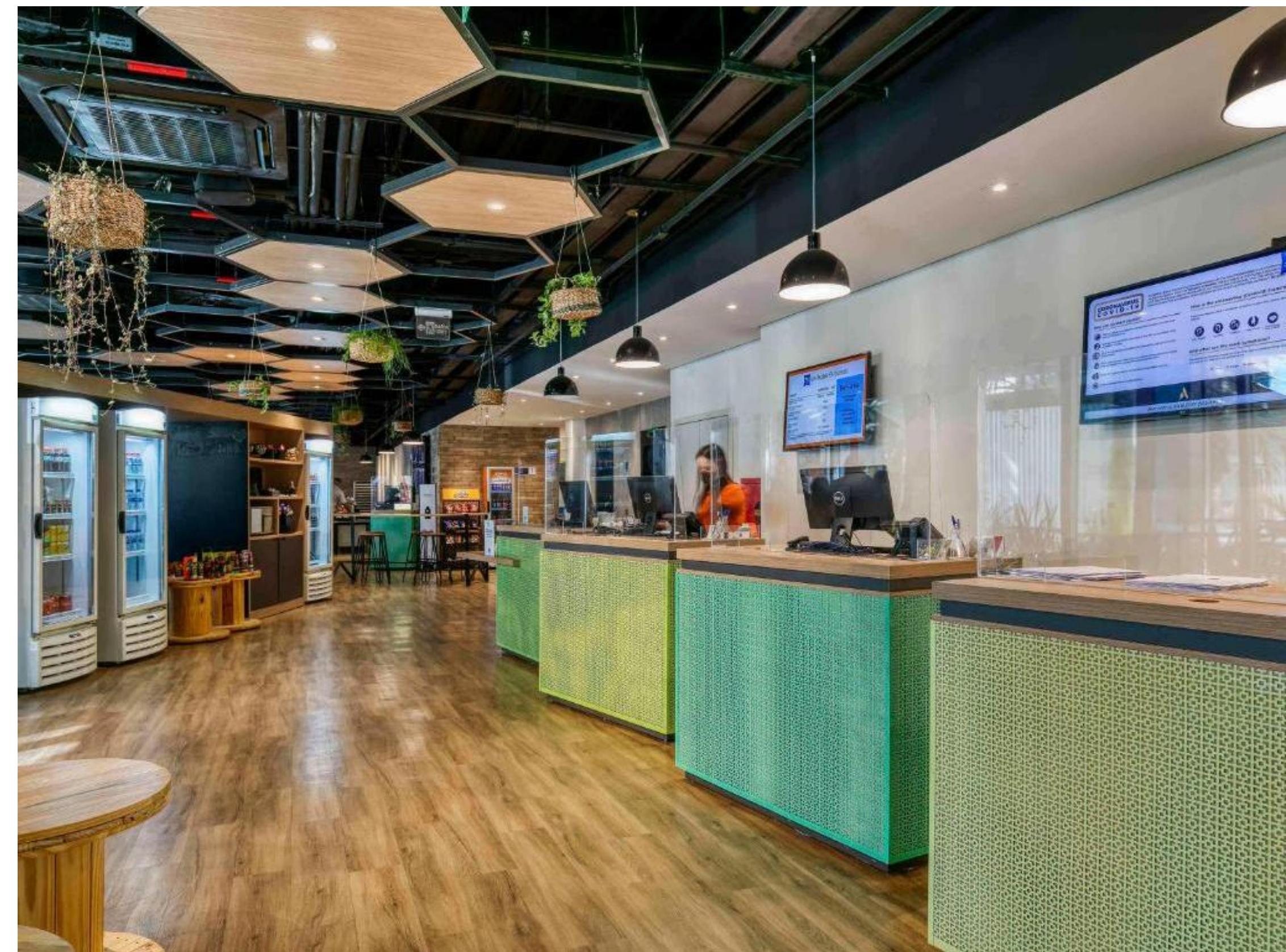
96 rooms



URBAN

 229 rooms

### ibis budget Belo Horizonte Savassi, Brazil

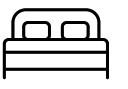
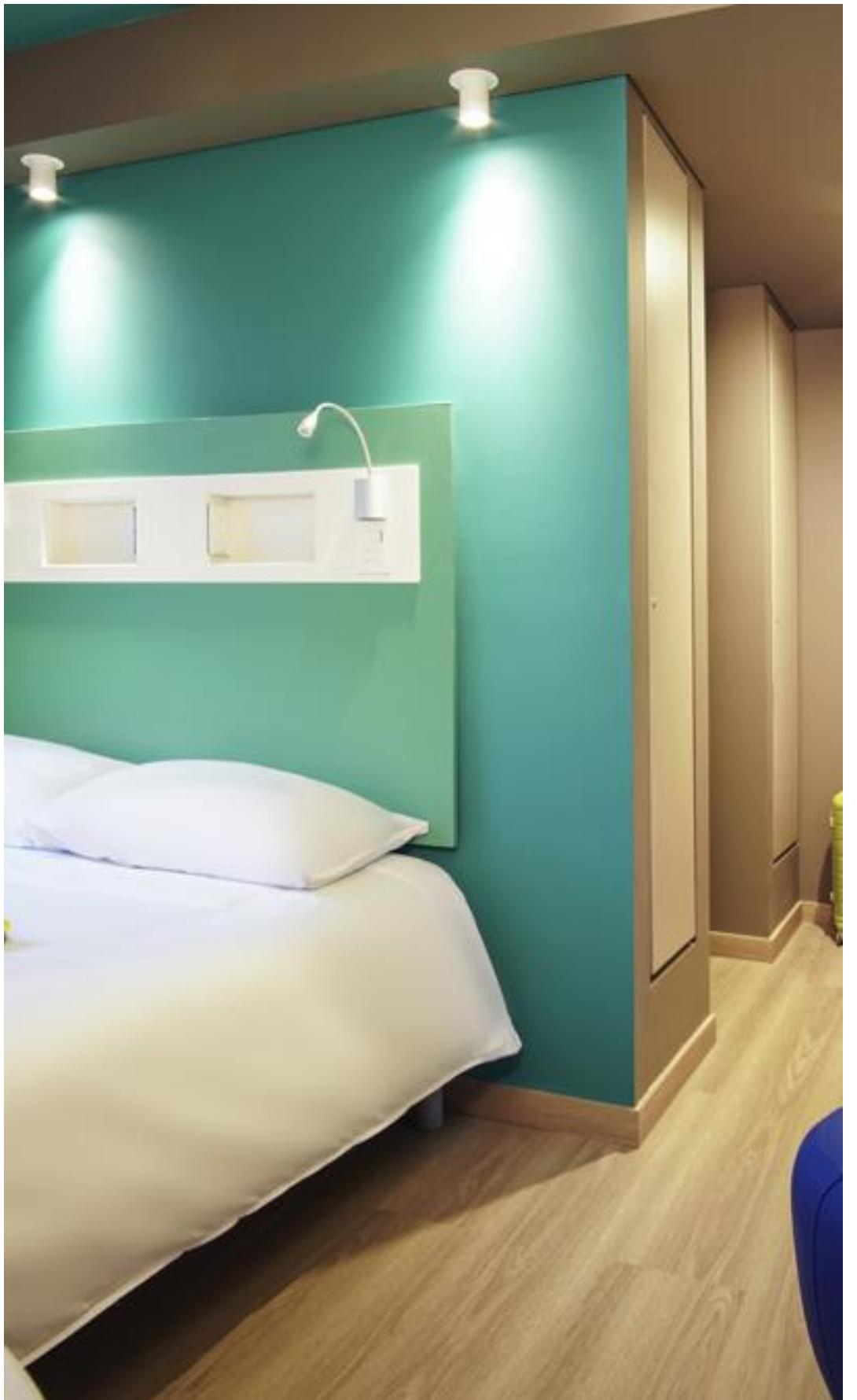


A

Why invest – ibis budget

URBAN

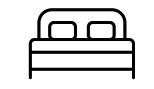
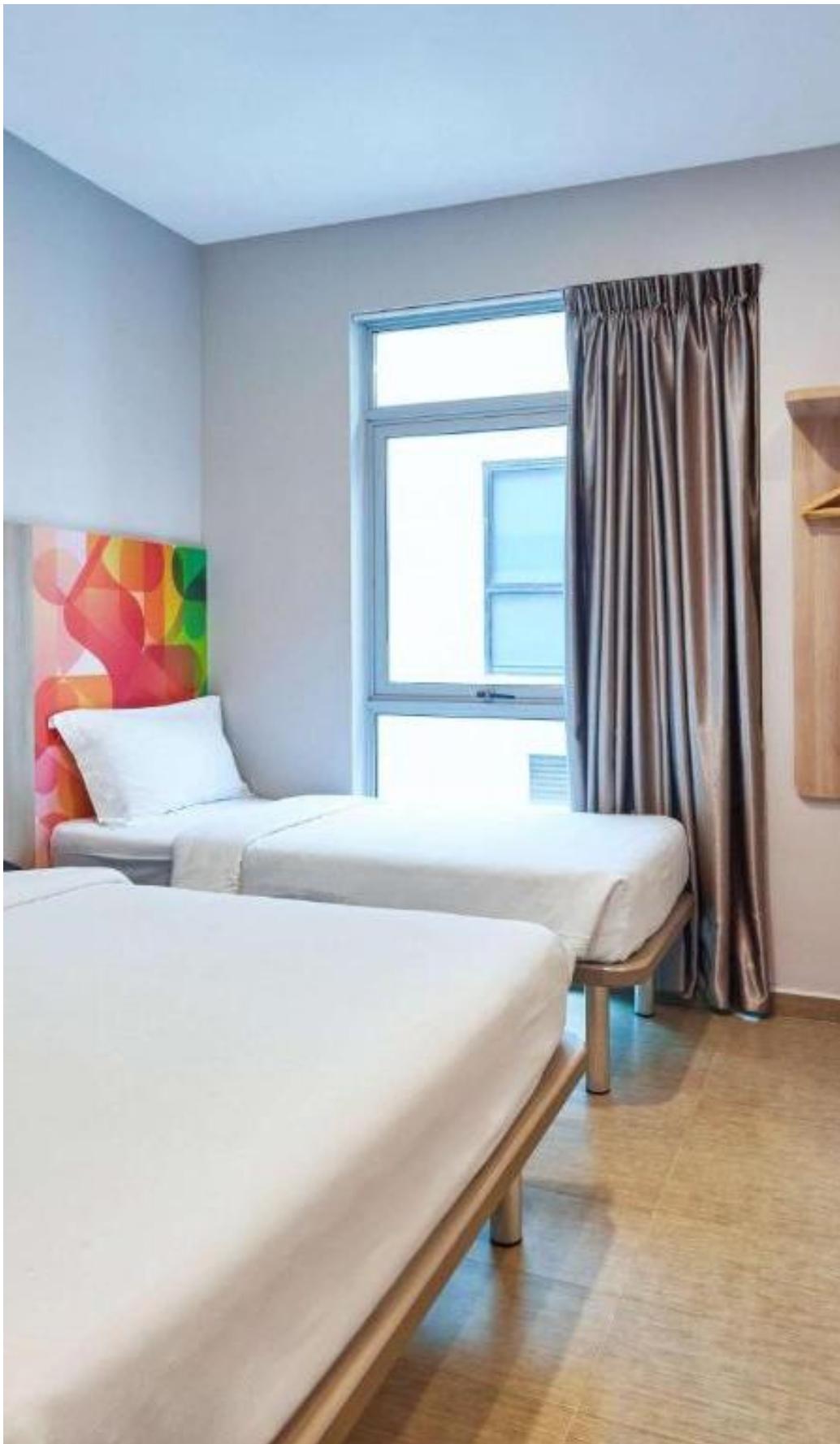
*ibis budget Bogota Marly, Colombia*



117 rooms

URBAN

## ibis budget Singapore Clarke Quay

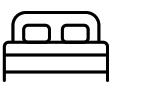


101 rooms

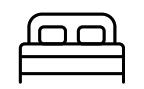
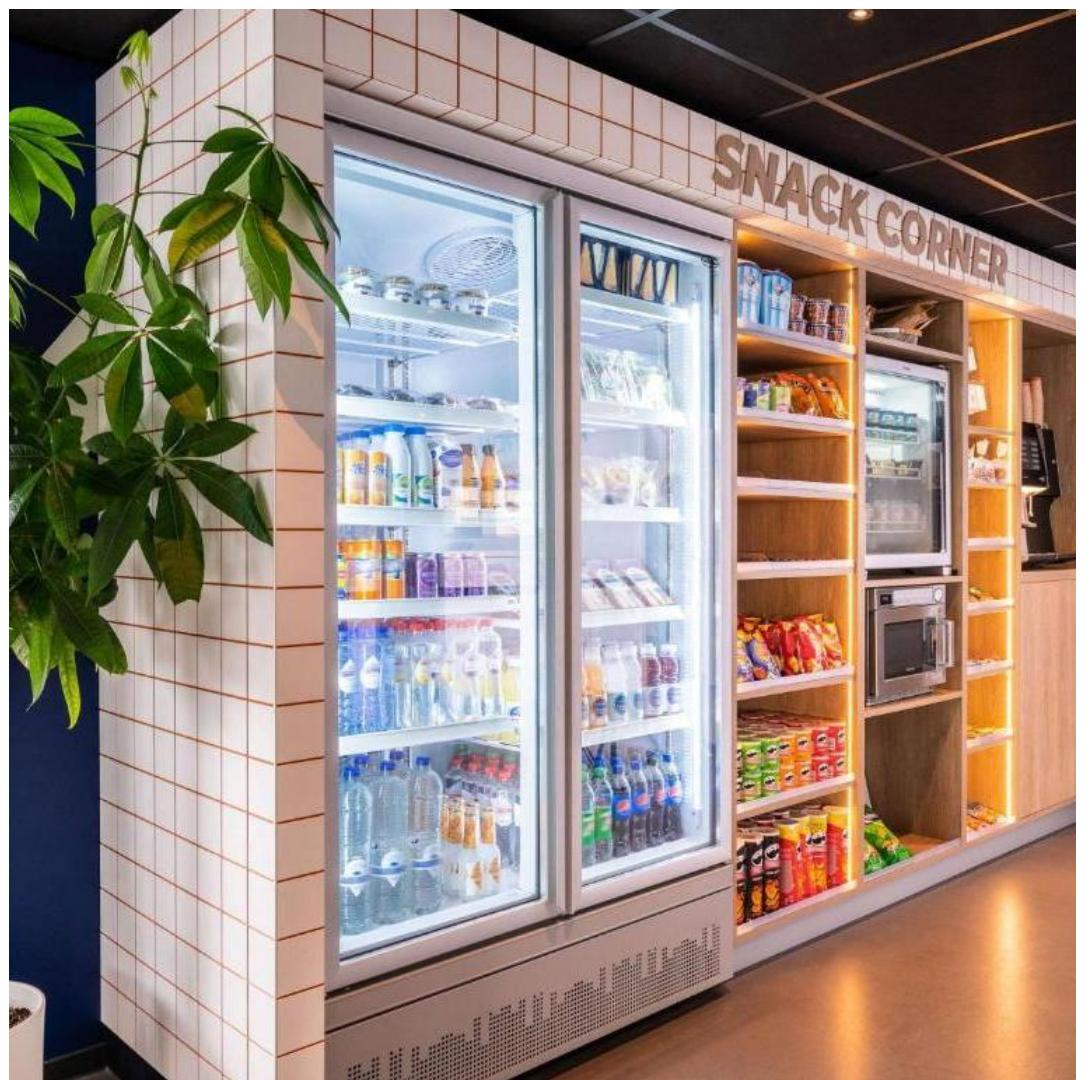
URBAN



ibis budget Phnom Penh Riverside, Cambodia

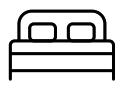
 110 rooms

AIRPORT

*ibis budget Amsterdam Airport, Netherlands* 200 rooms

AIRPORT

ibis budget Manchester Airport, UK

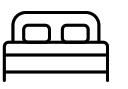
 262 rooms

## 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](#)

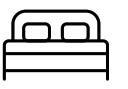


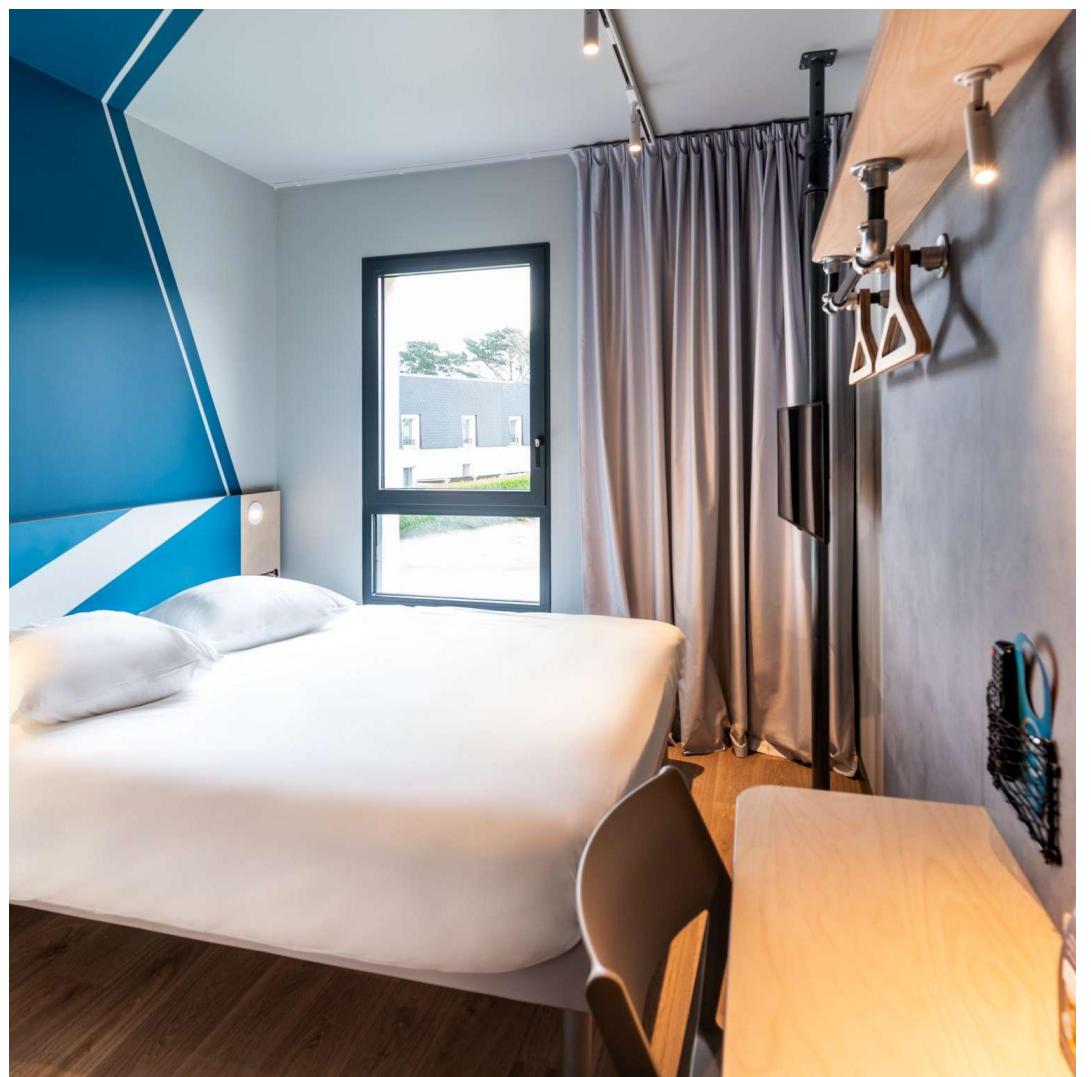
ibis & ibis budget Paris Saint-  
Quentin-en-Yvelines, France  
[92 rooms + 88 rooms](#)

## COMBOS

ibis budget Morlaix with ibis Styles



 52 rooms



Thank  
you

