

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*



TOPLINE

With a global footprint of 628 hotels open and in the pipeline

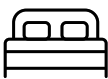
11%

Americas



66

4



11,605

381

81%

Europe & North Africa



482

30



44,494

3,025

8%

MEAPAC



43


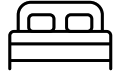
3



4,960

478

Ibis *budget*

	NETWORK	PIPELINE
	591	37
	61,059	3,884

All figures as end of December 2024
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 2025r

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



IBIS BUDGET CIREBON
INDONESIA

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.

- The social hub 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 SOCIAL HUB



THE ROOMS



Best value for money

Chapter

02



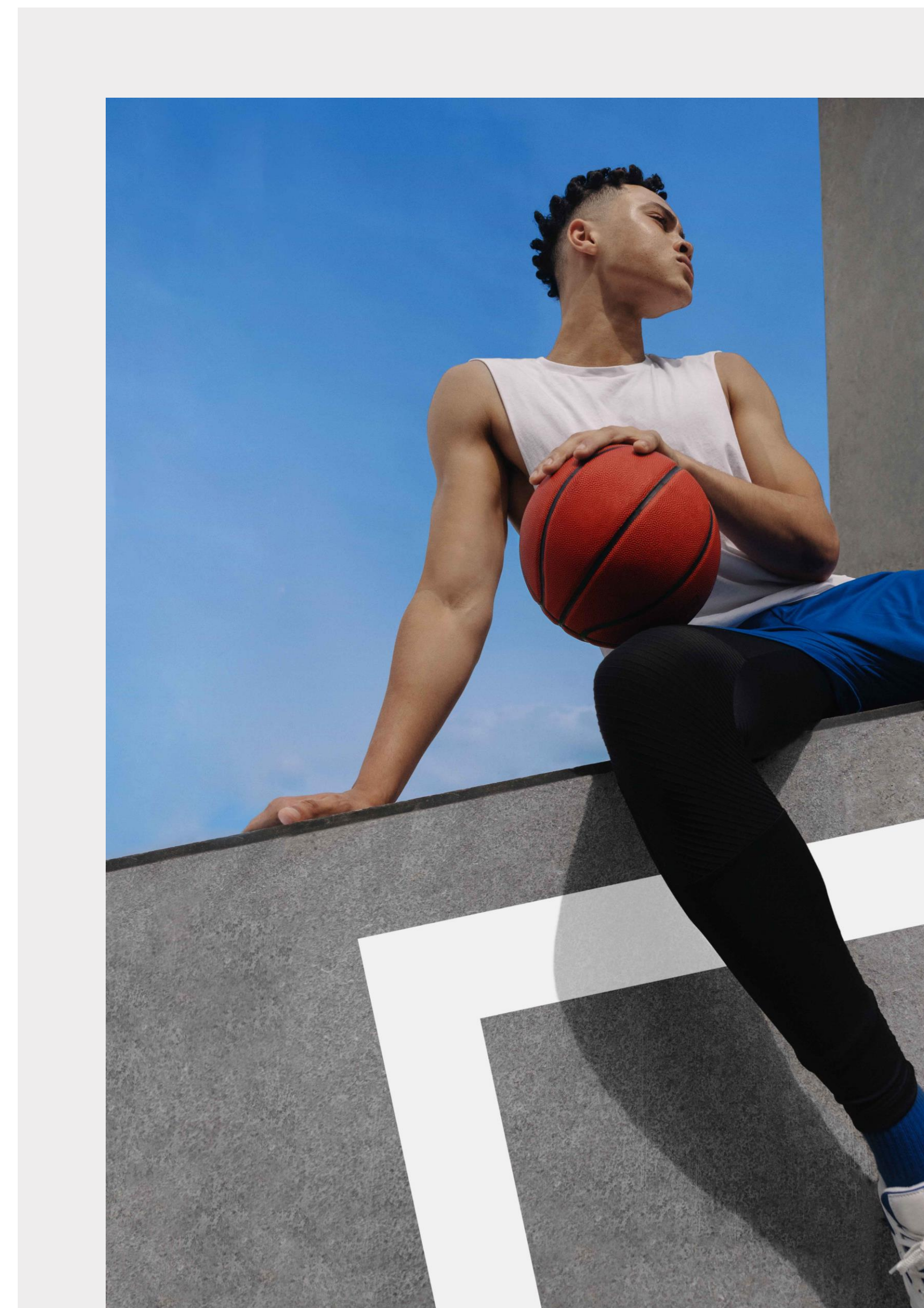
Brand positioning
Brand Movie
TOP 3 USPs



BRAND POSITIONING

SMART
FUN
ACTIVE

Smart &
comfortable
basecamps that
open up
adventures





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



Comfy Sweet Bed & crisp rooms
Modern and inviting social hub
Energising breakfast

#1 in breakfast buffet

Sentiment score* at 65.18
Vs competitors between 34.35 and 39.59**

* Sentiment Score

**Competitors include: Travelodge and Days Inn


Source: Trust You 2024





Why invest – ibis *budget*

TOP USP #2

ibis budget is bringing

more travel adventures
to the many

Best value for money



Low prices
Savvy staff, knowledgeable about smart city tips
Urban sport activities to stay active in & out

#1 in friendly atmosphere

Sentiment score* at 57.90
Vs competitors at 52.45**

* Sentiment Score

**Competitors include: Première Classe

Source: Trust You 2024





TOP 2 USPS

Guest journey & experience

KEY STANDARDS AT A GLANCE

Arrival & departure	Social hub	Guest room	F&B
Dress code Mobile welcome (optional)	REBOOST design concept Small sport equipment Urban sport collaterals Running map	REBOOST room design concept 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*

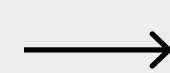


Connect your hotel with Accor 360° solutions from day 1

SALES

Largest global sales office

450+ sales professionals across 34 countries,
covering 80% of the globe



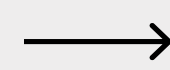
Large B2B clients portfolio

15K regional & strategic accounts, generating
45% topline of Accor global network

DISTRIBUTION & DIGITAL MARKETING

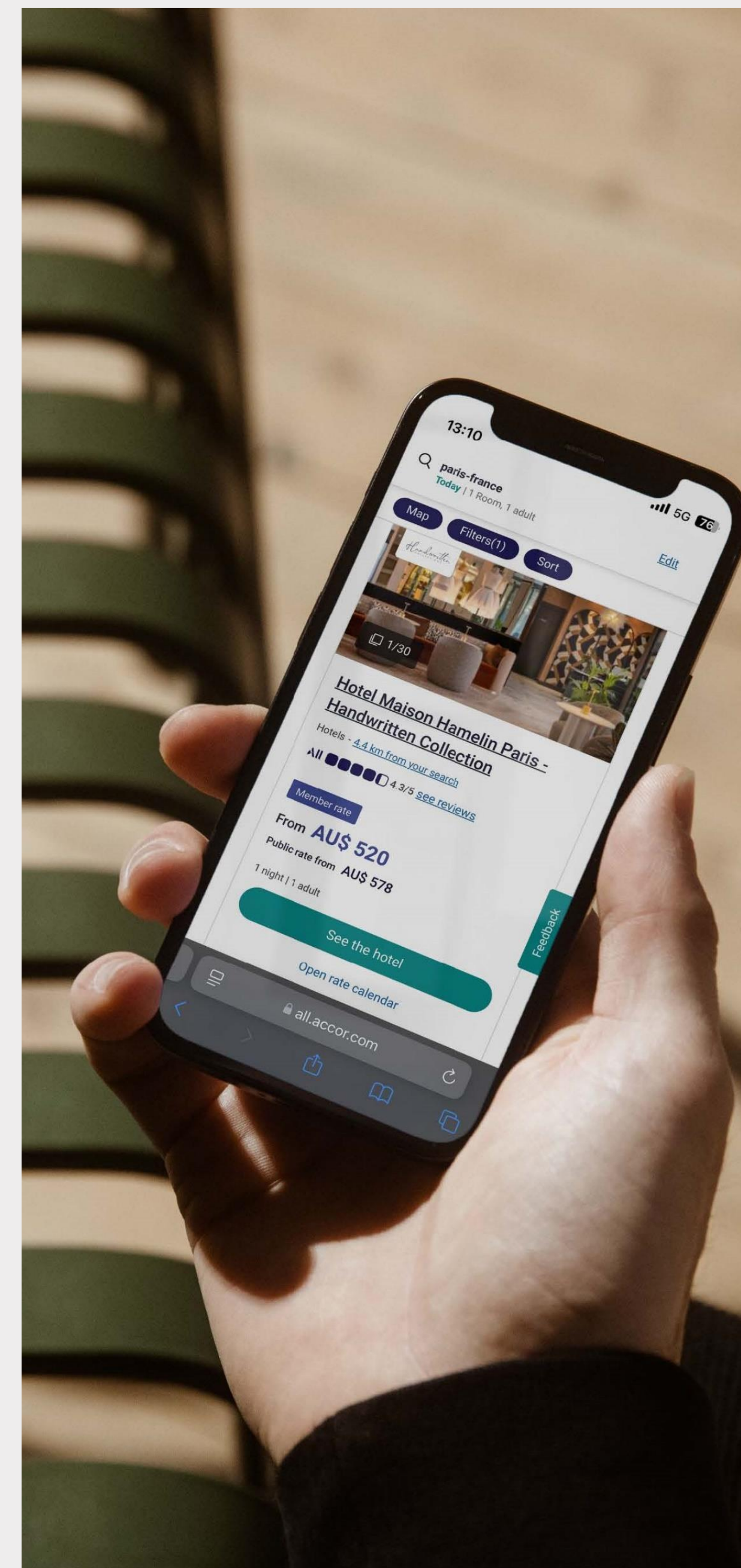
Robust and powerful distribution system

110 countries, 140+ global & local connectivity
partners and All.com available in 19 languages



Secured hotel business & cost control

2/3 of web direct revenue generated by
owned channels





LOYALTY

Widest & most diversified international network

100M members worldwide and
100+ global & local partnerships

Strong return on investment

3.3x higher incremental net revenue
than loyalty cost to hotels

REVENUE MANAGEMENT

100+ local certified experts

Managing performance and optimisation
of revenue and profitability

Powerful data-driven RMS

Resulting in +1 to +5% RevPAR



IBIS *BUDGET* DIGITAL SCALE

Boost direct sales with ibis *budget* digital scale

IBIS.COM

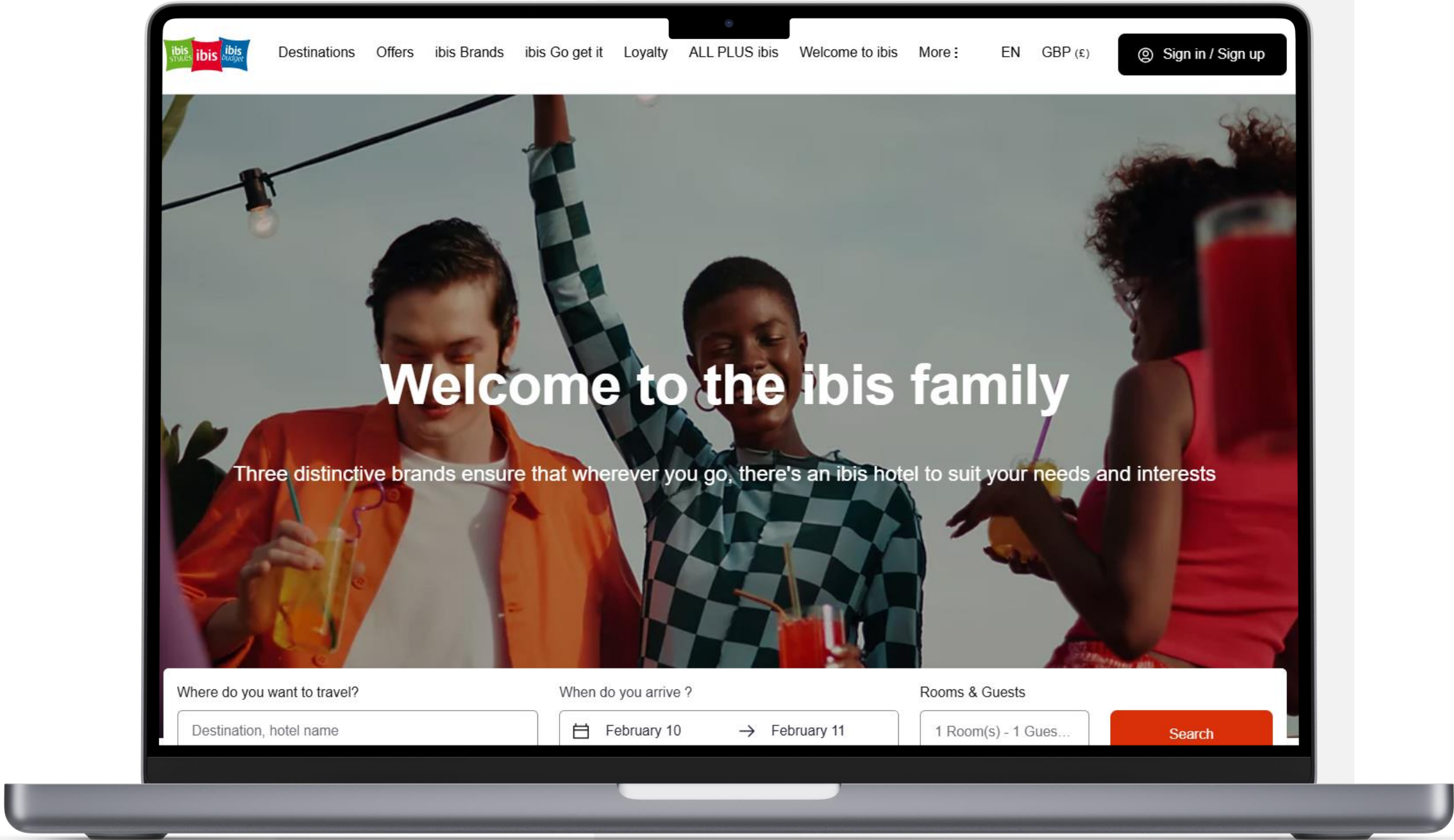
6.2M
Sessions

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



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
- Restaurant
- Swimming Pool
- Work in the lobby
- Laundry Room
- Car Park



IBIS STYLES & IBIS BUDGET
SINGEN, GERMANY

COMBOS

Combos development

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

- EXTENDED STAY EX. **ADAGIO**
APARTHOTEL
- 3 STARS HOTELS EX. **ibis** STYLES

ibis *budget* Network

Chapter

05



*Urban,
Airport,
Combos*

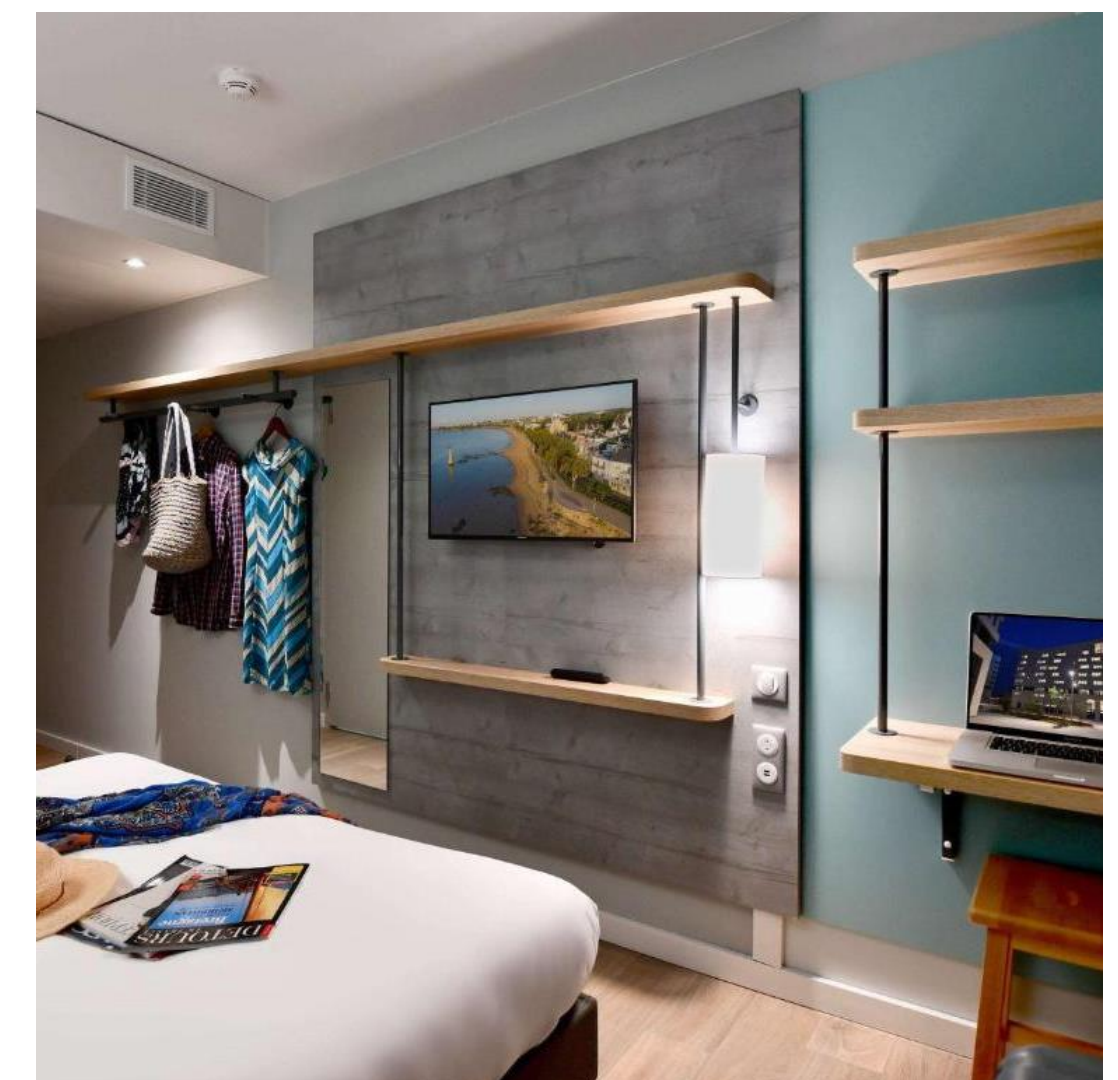


URBAN

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



65 rooms





URBAN

ibis *budget* Strasbourg Centre République, *France*



97 rooms





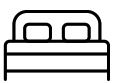
Why invest – ibis *budget*

URBAN



ibis *budget* network

P26



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



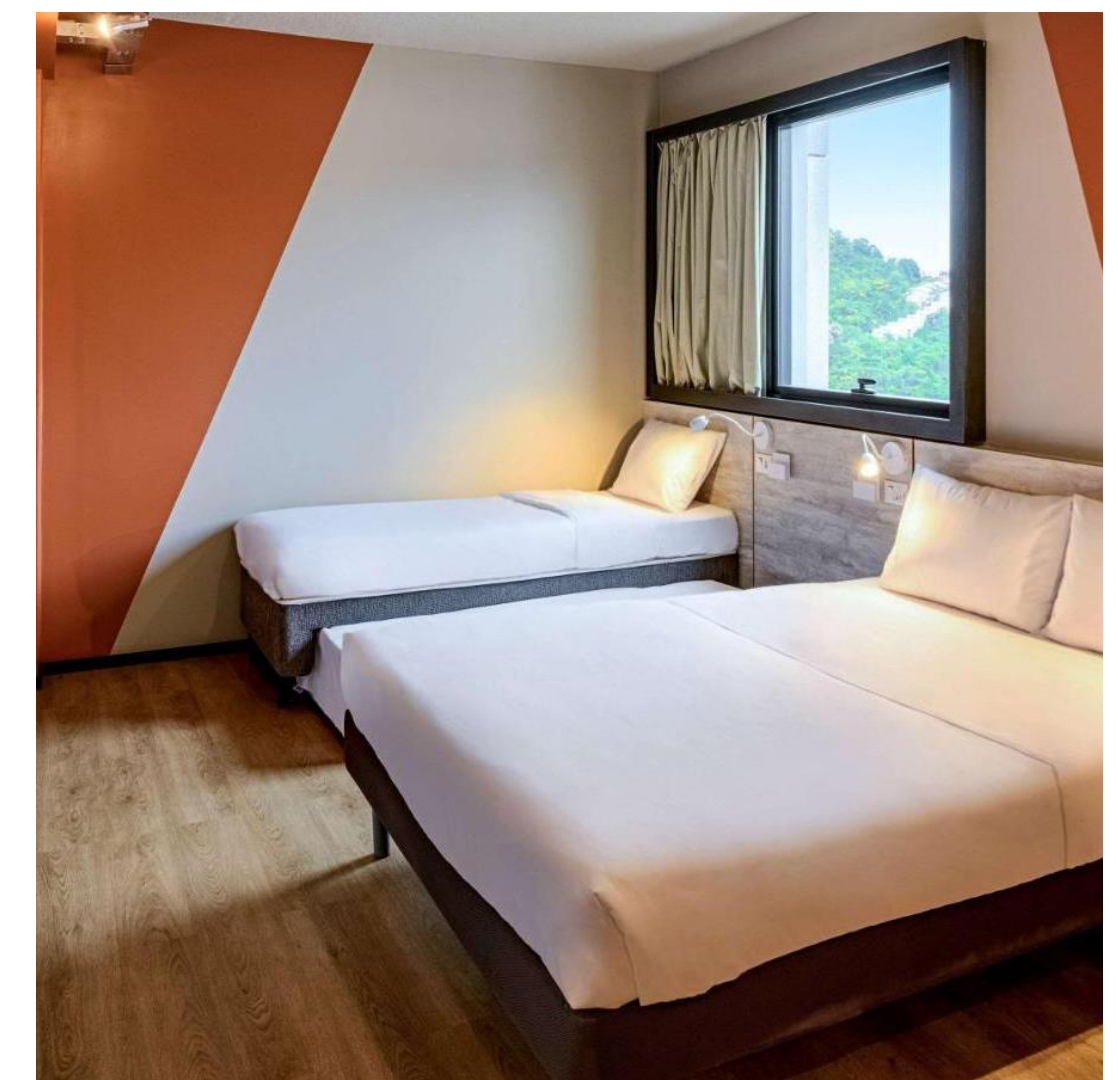


URBAN

ibis *budget* Balneario Camboriu, *Brazil*



96 rooms





Why invest – ibis budget

URBAN



ibis budget network

P30



 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



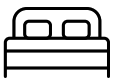
Why invest – ibis *budget*

URBAN



ibis *budget* network

P33



110 rooms

ibis *budget* Phnom Penh Riverside, *Cambodia*



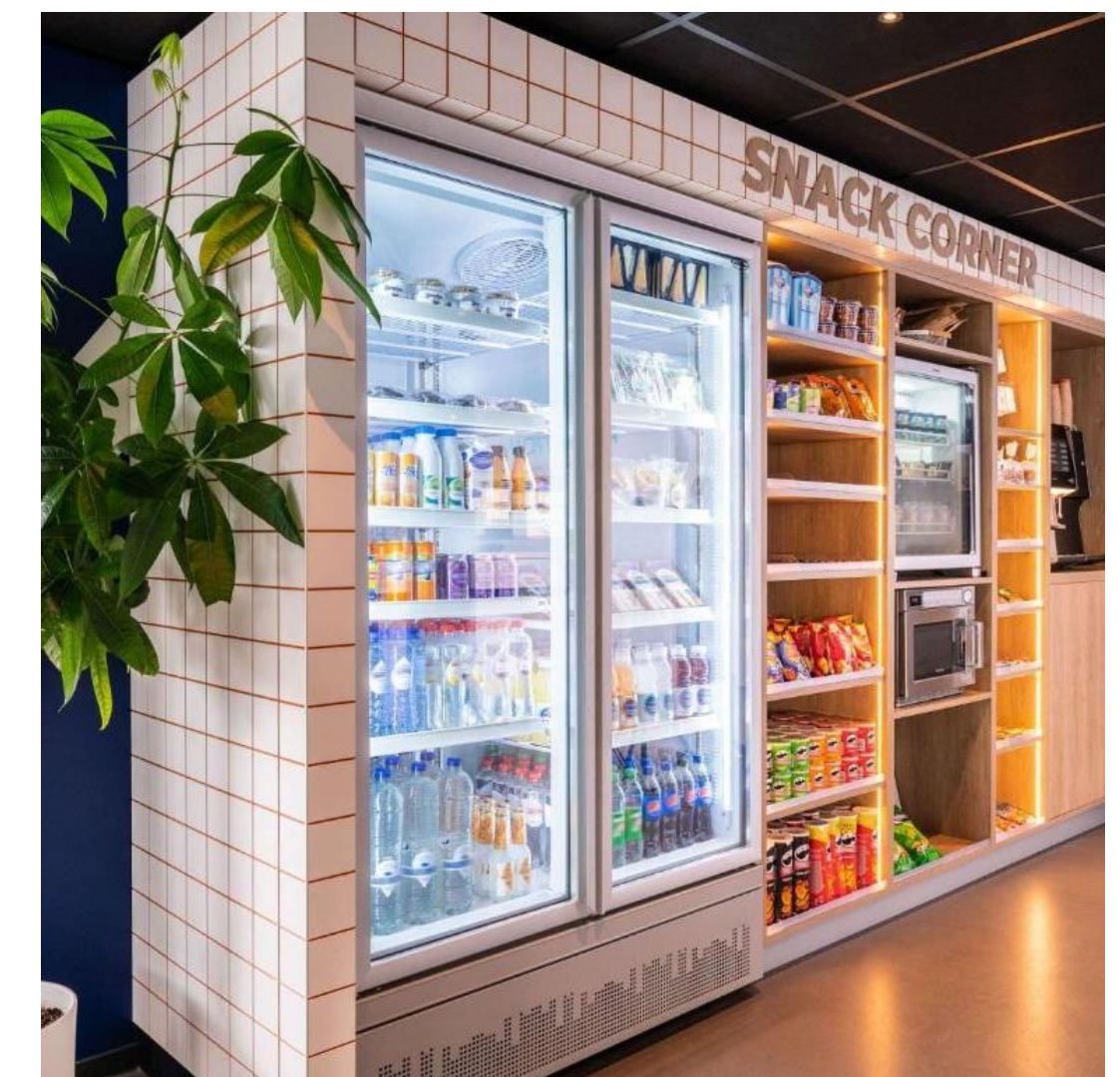


AIRPORT

ibis budget Amsterdam Airport, Netherlands



200 rooms





AIRPORT

ibis *budget* Manchester Airport, UK



 262 rooms





AIRPORT



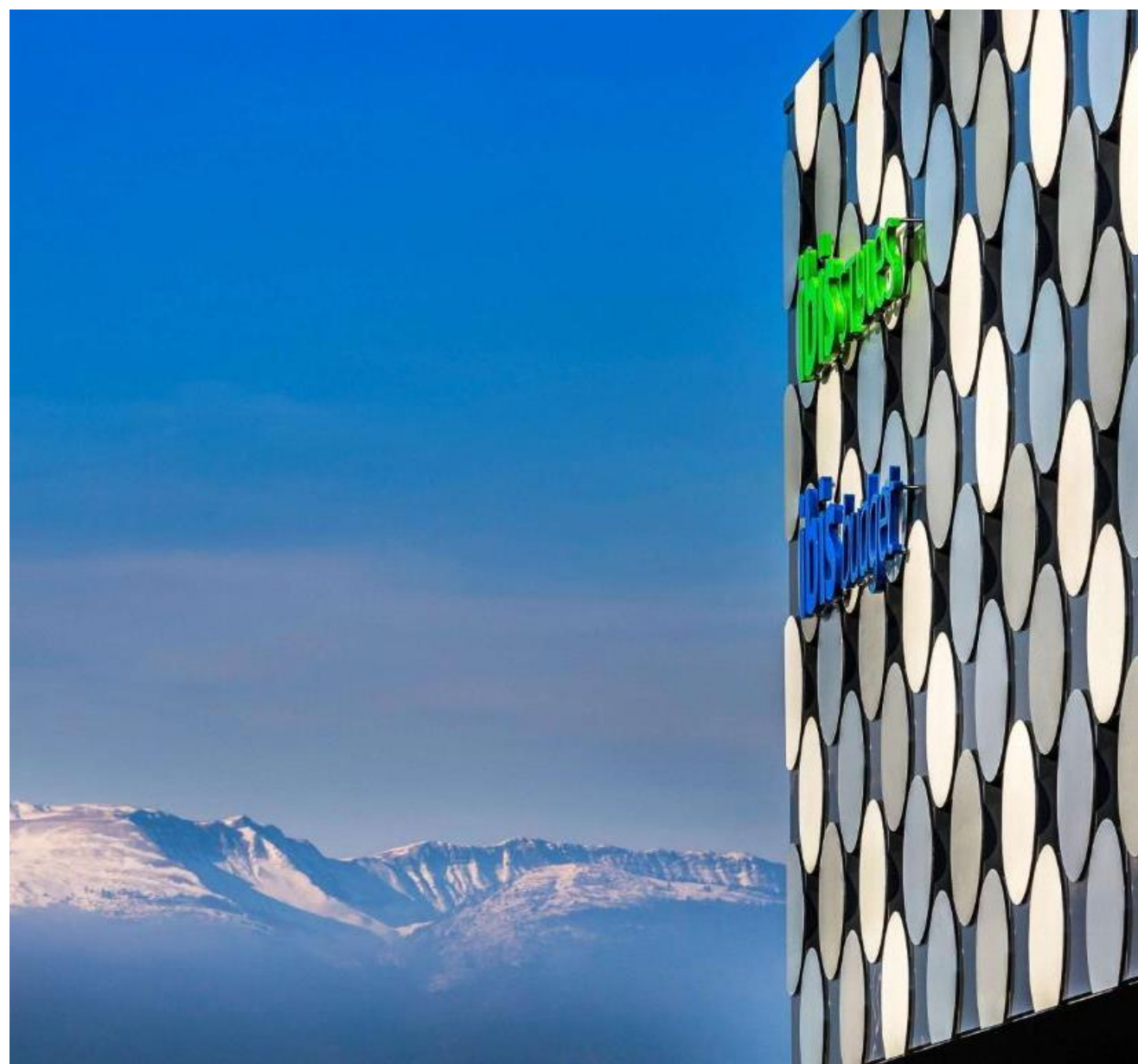
198 rooms

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

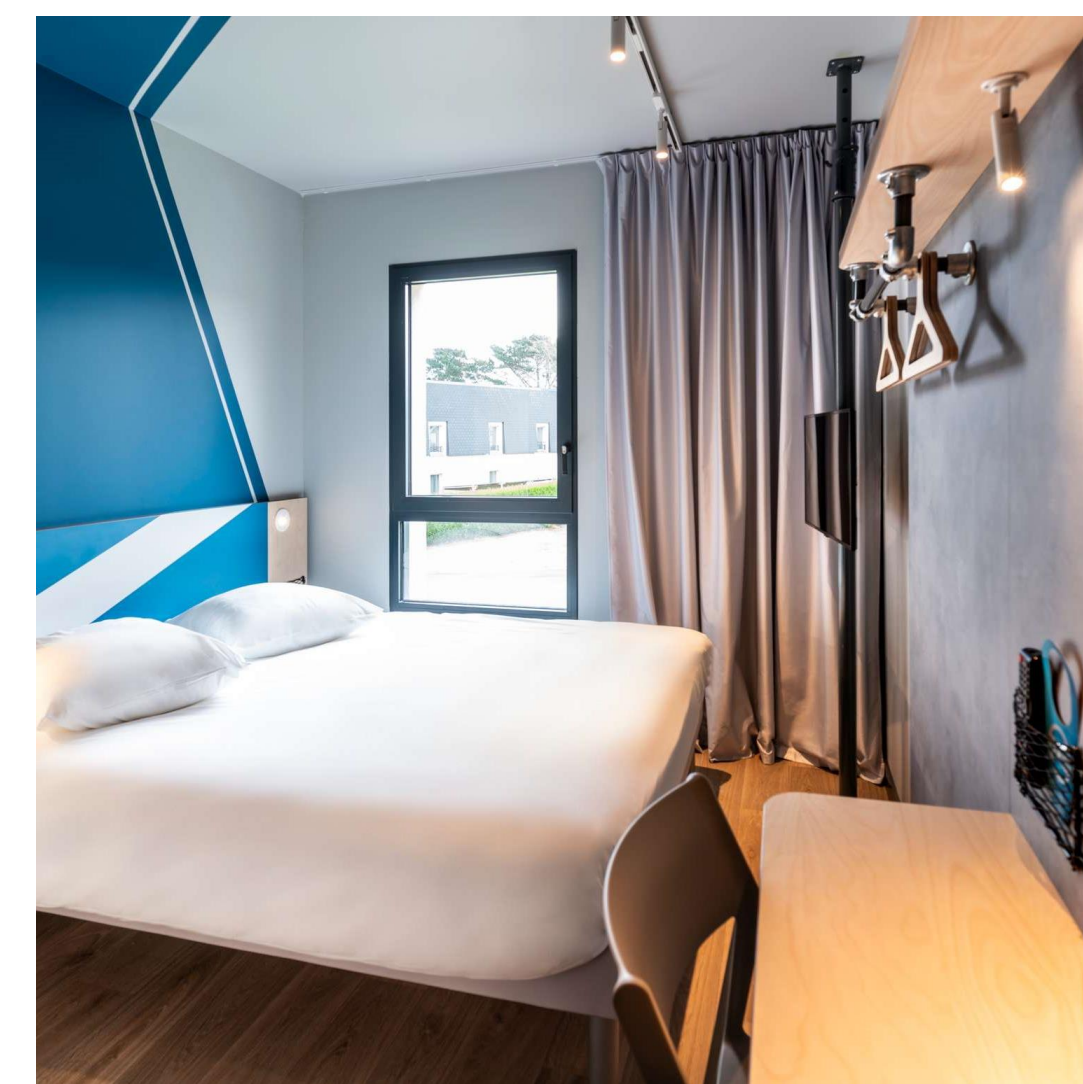


COMBOS

ibis *budget* Morlaix with ibis Styles



52 rooms





Thank
you

