

Why invest *ibis budget*

2026

GLOBAL DEVELOPMENT
PREMIUM, MIDSCALE & ECONOMY DIVISION

WELCOME TO THE IBIS MEGABRAND

The most global and widely loved economy brand in the world, serving wallet-wise guests with confidence.

ibis budget

The most affordable of the ibis family brands, *ibis budget* offers ultra-reliable service and comfortable rooms at a budget-friendly price, providing an efficient and reliable stay for budget-savvy travelers. Its smart, profitable business model delivers strong returns for owners.



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**: reliable service & comfort at a small price.

Wallet-wise 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 **78% of your total room revenue**.

Smart business model

Chapter

01



*Topline
Investment
EBITDA*

TOPLINE

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

18%

Americas

	65	6
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	11,613	703
---	--------	-----

70%

Europe & North Africa

	485	26
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	44,801	2,442
---	--------	-------

12%

MEAPAC

	42	3
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	7,308	478
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ibis budget

	NETWORK	PIPELINE
	592	35
	63,722	3,623

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

INVESTMENT

Predict your development cost with our design concept REBOOST



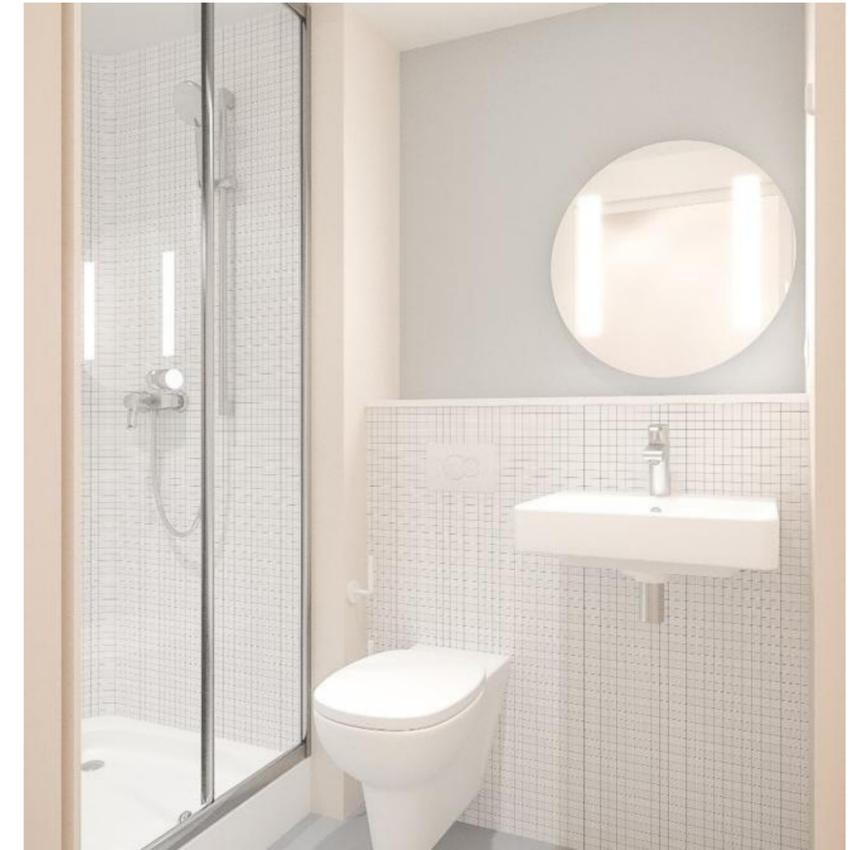
THE LIVING SOCIAL SPACES



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

- The 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 ROOMS



Best value for money

Chapter

02



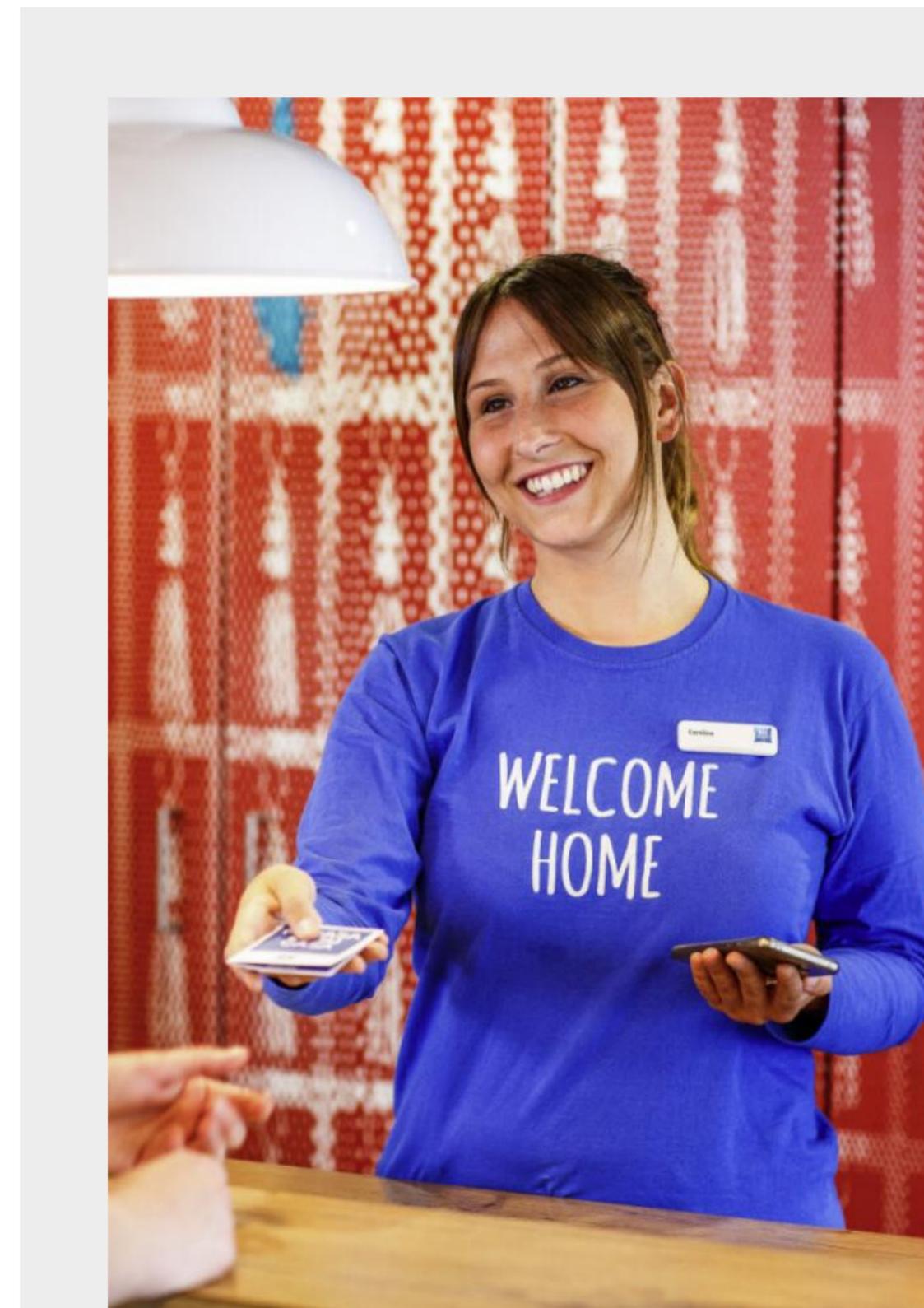
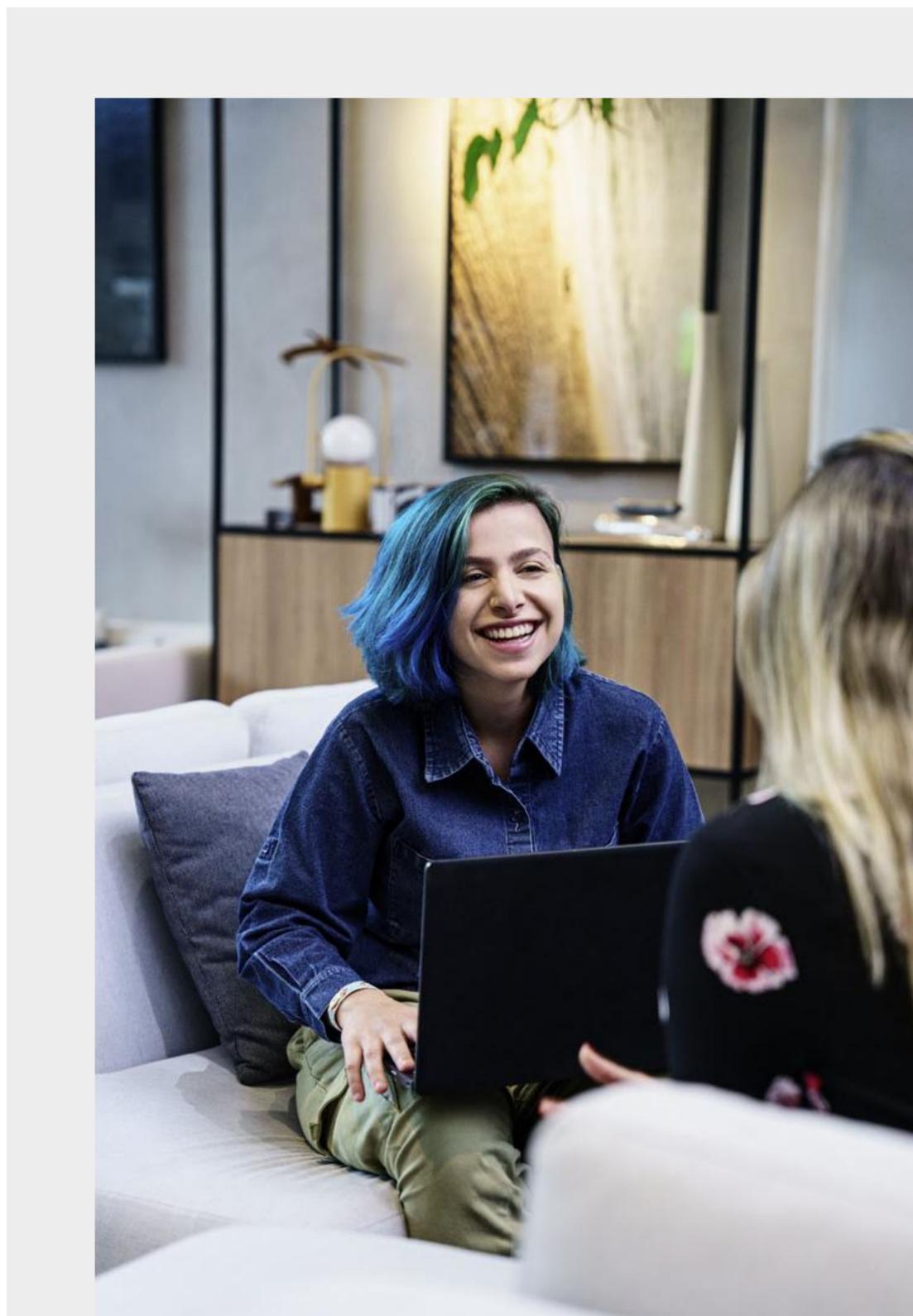
Brand positioning
TOP 3 USPs



BRAND POSITIONING

Reliability everywhere

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



TOP 2 USPS

Our promise to guests all over the world



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



2 ibis budget offers hassle-free, convenient & smart stays at a great price for travellers around the world



TOP USP #1

Eat, work & sleep



in an efficient
atmosphere

Comfortable beds, high cleanliness
requirements & tasty breakfast

Outperforming
competition on
Breakfast

Compindex 107

* Attribute score

**Competitors include: B&B, Hub by Premier Inn,
Travelodge and Days Inn

Source: Trust You 2025



Sweet Bed™ by ibis *budget*

Specifically designed for the comfort of our guests



Breakfast of champions

Energising breakfast favoring local & fresh products.

Buffet from 6.30 to 10 AM

High cleanliness standards

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





TOP USP #2

ibis budget is the
reliable & smart choice



for all travellers
around the world

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

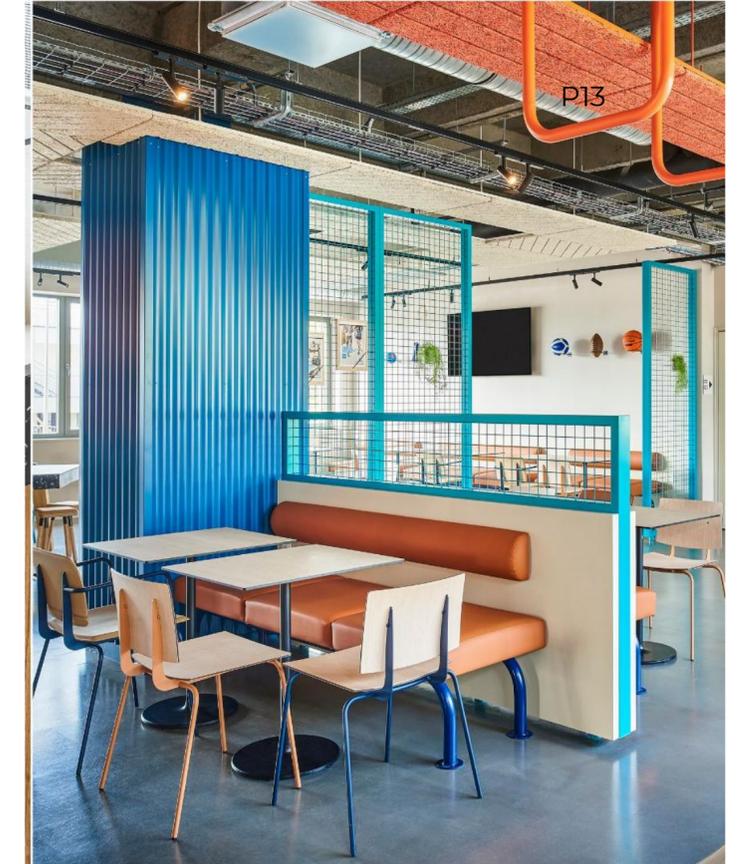
#1 in Service & Staff availability

Sentiment score* at 57.24
vs competitors between 18.00 and 57.00**

* Sentiment Score

**Competitors include: B&B, Hub by Premier Inn, Travelodge and Days Inn

Source: Trust You 2025



Smart and friendly service

At *ibis budget*, 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.

Vending machines

Self-service vending machines for round the clock F&B availability.





Smart & 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.

Self-service F&B concepts

Simple and affordable F&B options, with self-service vending machines.





TOP 3 USPS

Guest journey & experience

KEY STANDARDS AT A GLANCE

Arrival & departure

Staff dress code

Living social spaces

Guest room

Sweet Bed™ by ibis budget

Branded amenities

F&B

Breakfast buffet

Breakfast to go

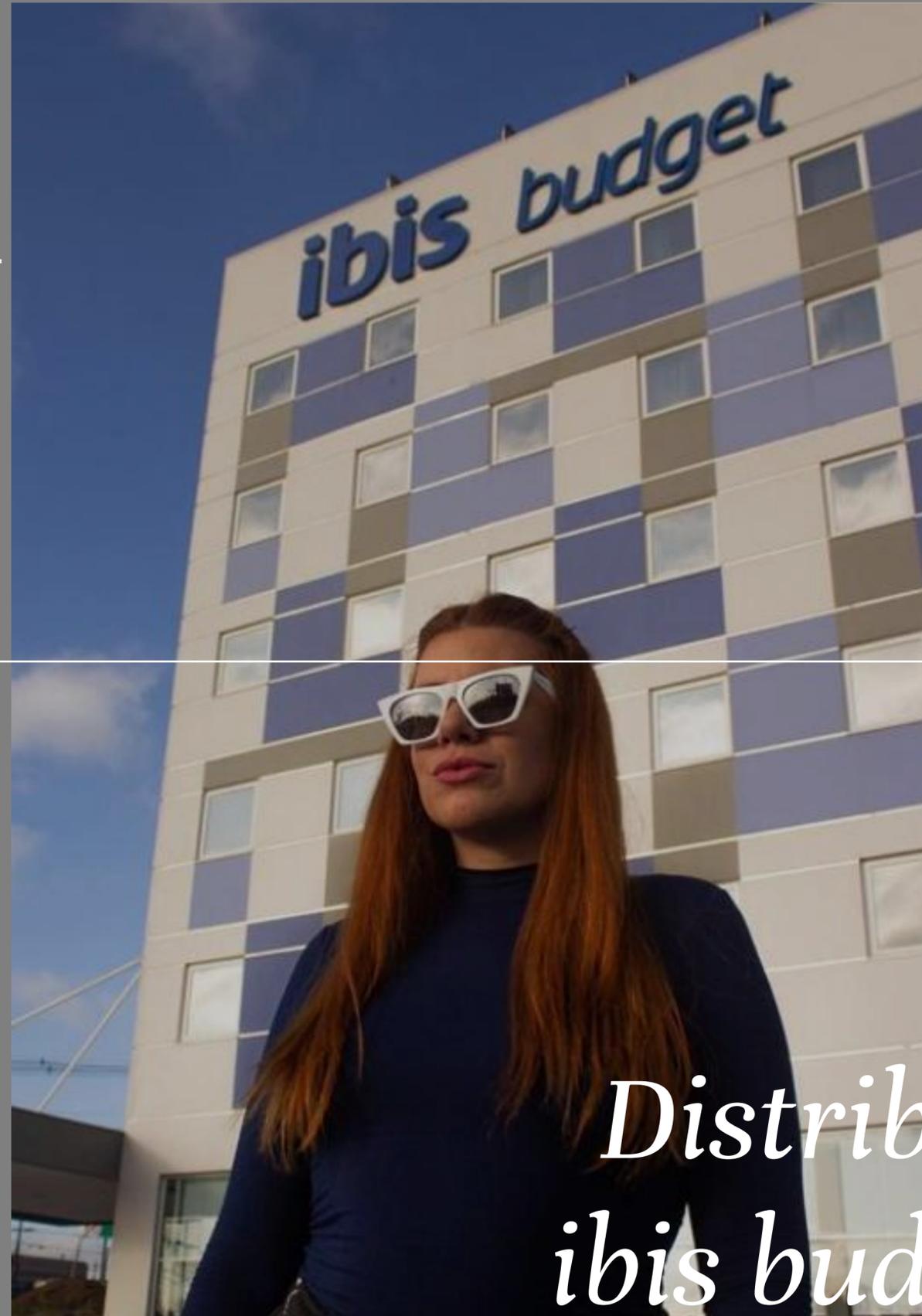
Snack corner

Counter B – Beer bar (optional)

Powerful distribution eco-system

Chapter

03



*Accor Sales,
Distribution & Loyalty
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

400+

SALES PROFESSIONALS

Across

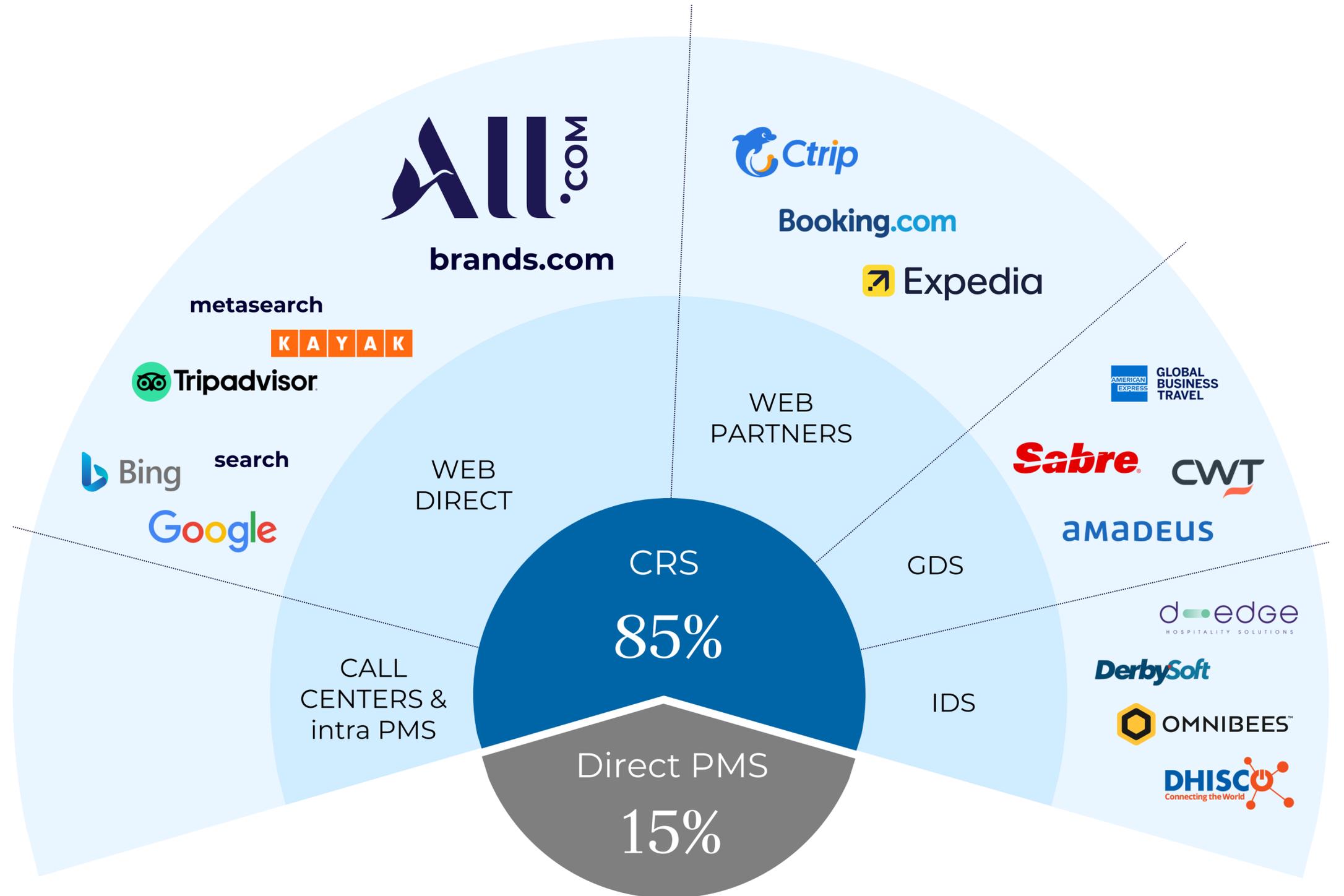
34

COUNTRIES

Covering

80%

OF THE GLOBE



Including best OTA discounted rates

BENEFIT FROM

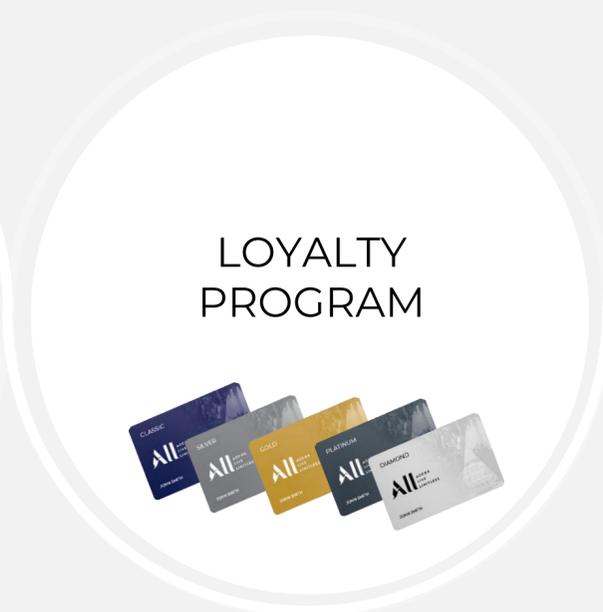
A solid web direct and best loyalty program ALL Accor



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 BUDGET DIGITAL SCALE

Boost direct sales with ibis budget digital scale

IBIS.COM

6.3M

Sessions

15

Languages

4.5%

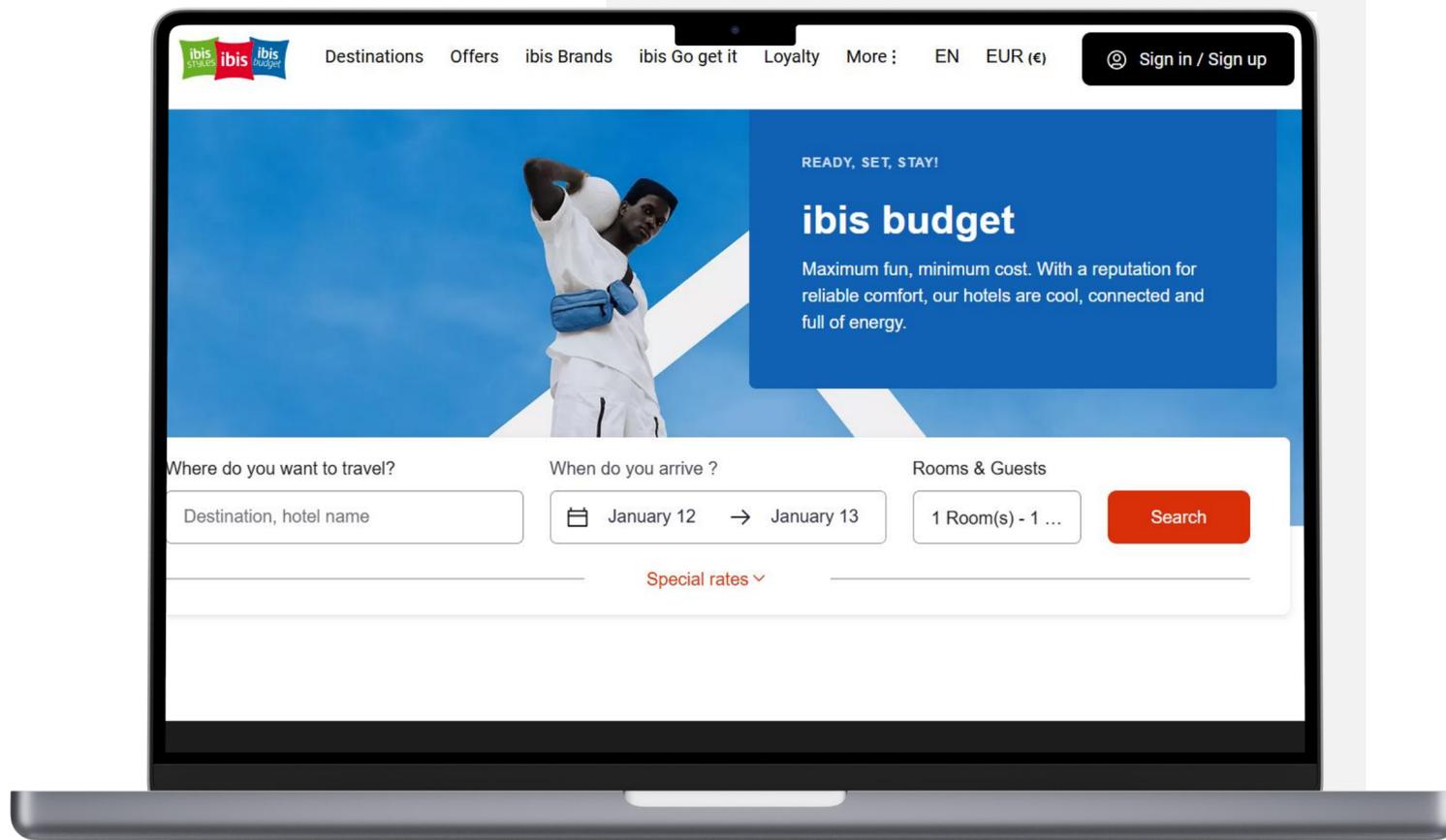
Conversion rate

Well above hotel industry conversion rate average of 2.2%)

CRM

6M

Contacts in CRM
ibis family database
in 2025



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)



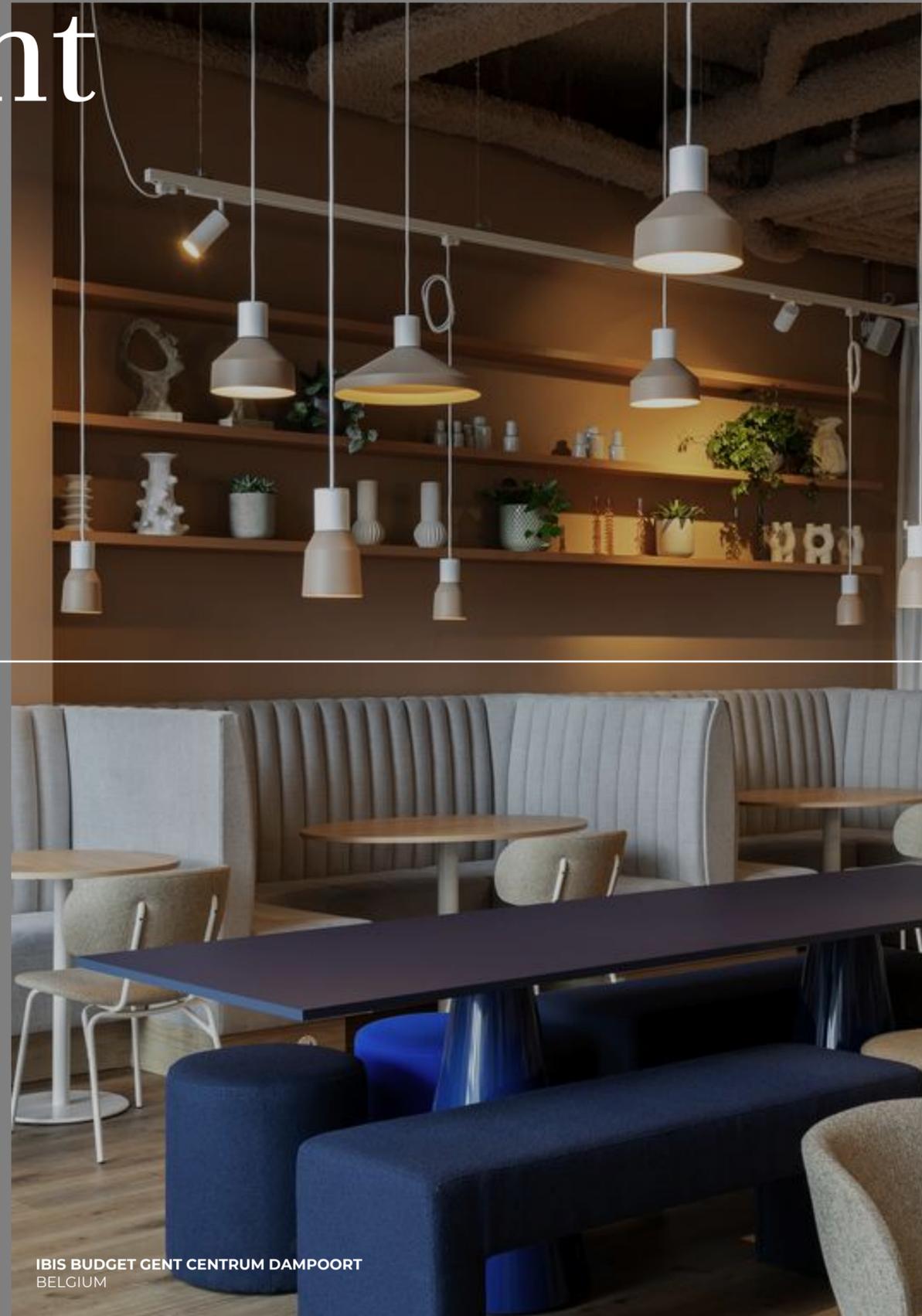
+88.2k

Followers
(Global ibis account)

Development Criteria

Chapter

04



IBIS BUDGET GENT CENTRUM DAMPOORT
BELGIUM

*Hotels
Combos*



IBIS BUDGET GENT CENTRUM DAMPOORT
BELGIUM

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

Breakfast offer
Grab & Go

NICE-TO-HAVES

Lobby bar
Laundry Room
Car Park
Family Room

ibis *budget* Network

Chapter

05



*Urban
Airport
Combos*

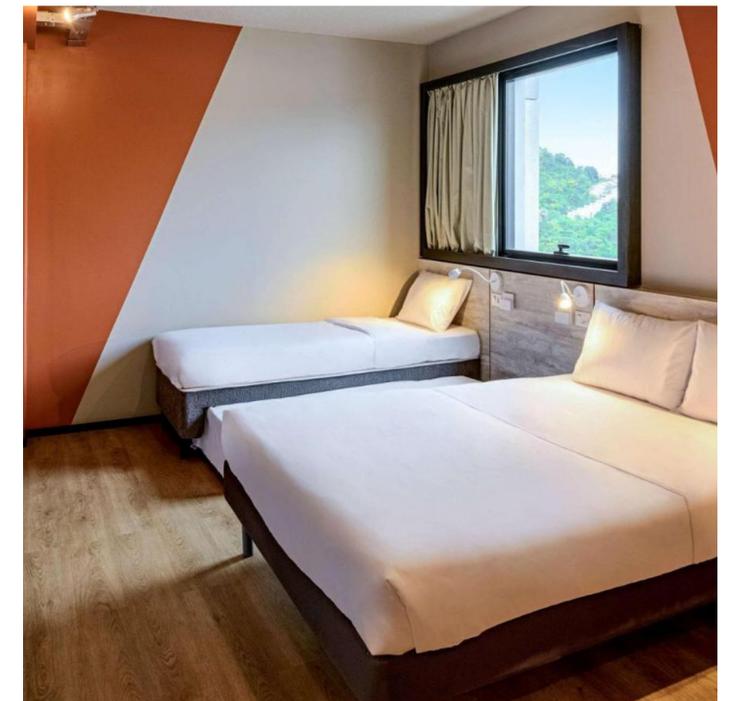


URBAN

ibis budget Balneario Camboriu, Brazil



 96 rooms





Why invest – ibis budget

URBAN



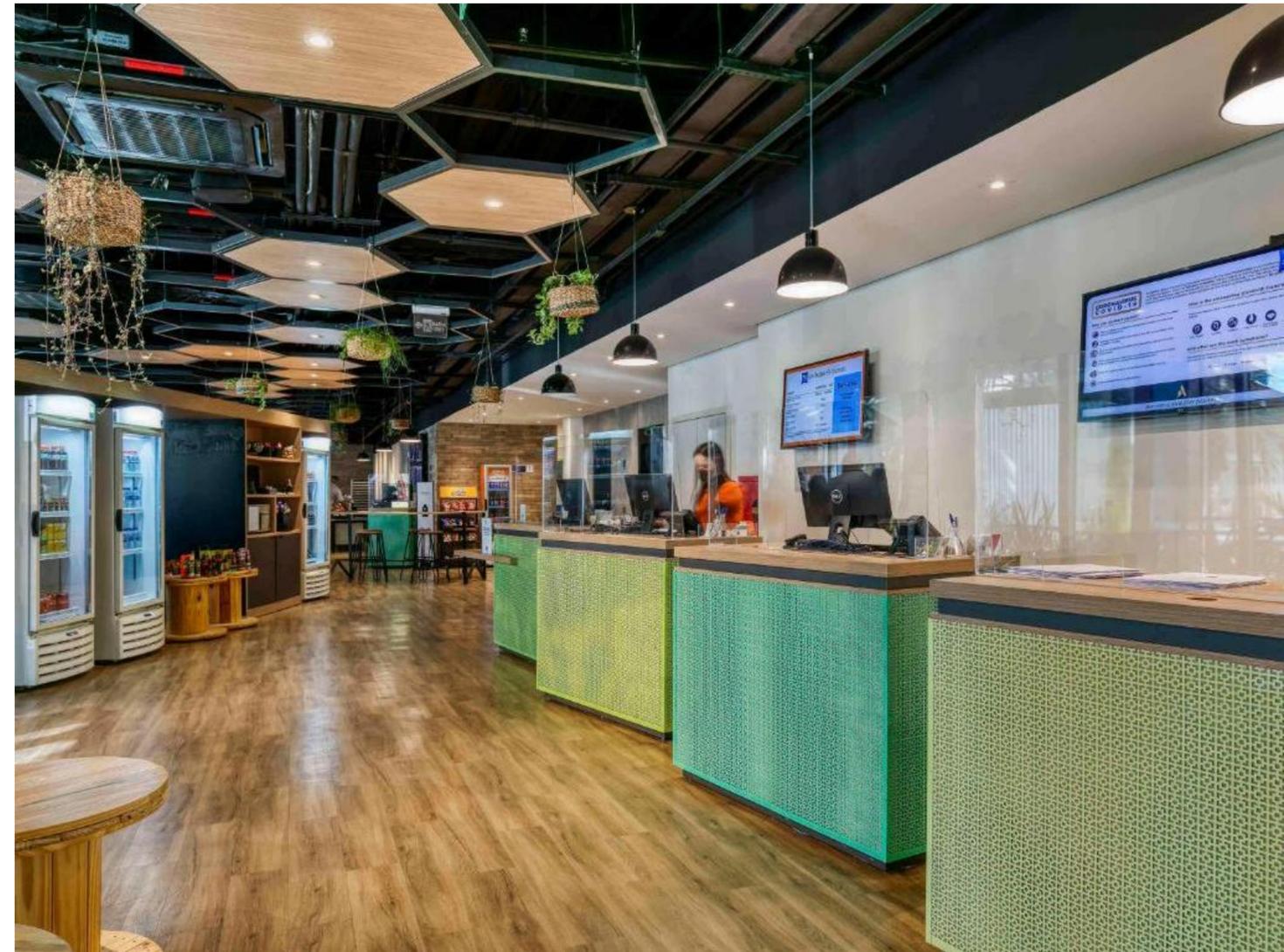
ibis budget network

P25



 229 rooms

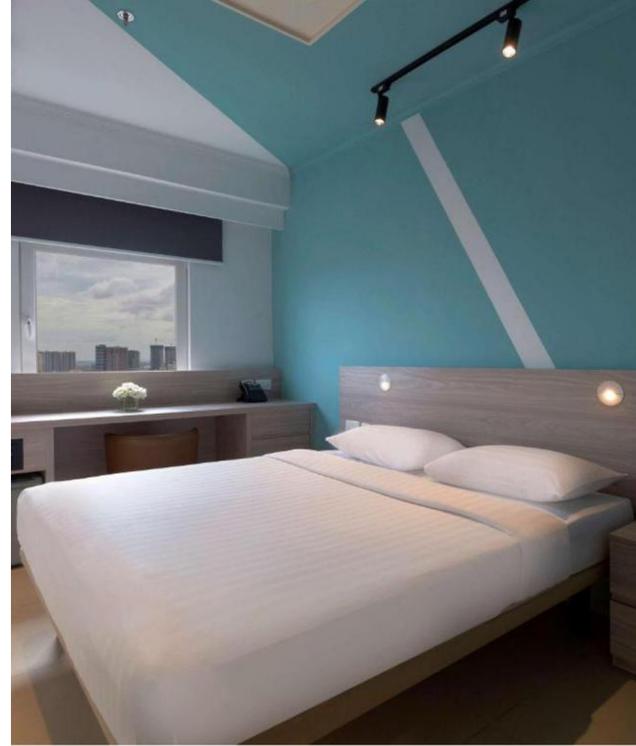
ibis budget Belo Horizonte Savassi, Brazil





Why invest – *ibis budget*

URBAN



ibis budget network

P26



 110 rooms

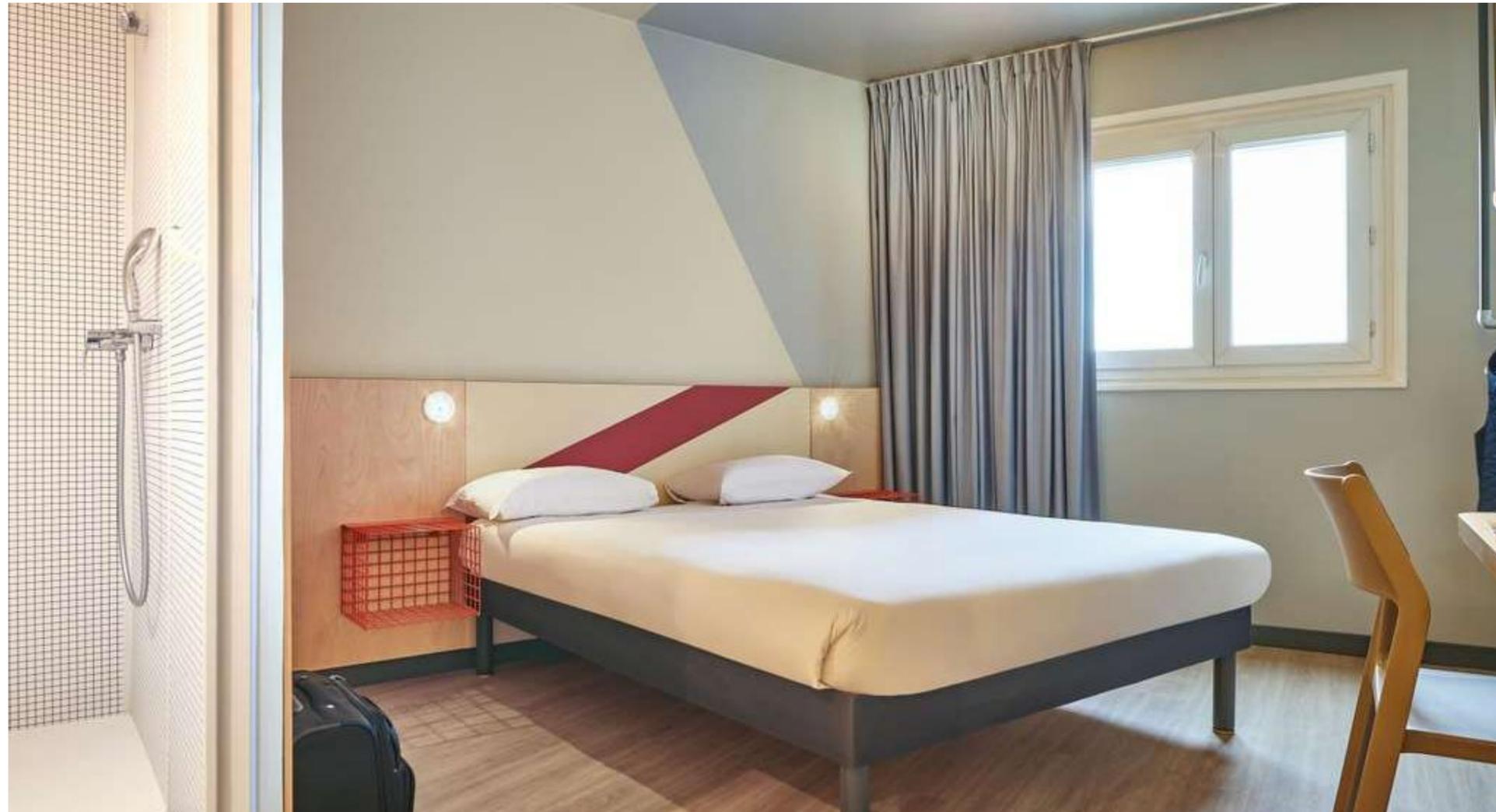
ibis budget Phnom Penh Riverside, Cambodia



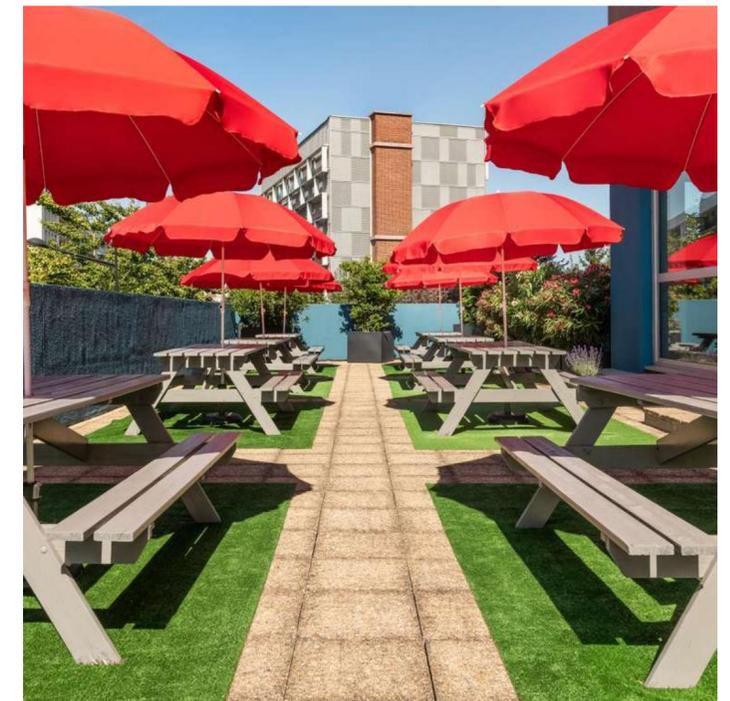


URBAN

ibis budget Paris Aubervilliers, France



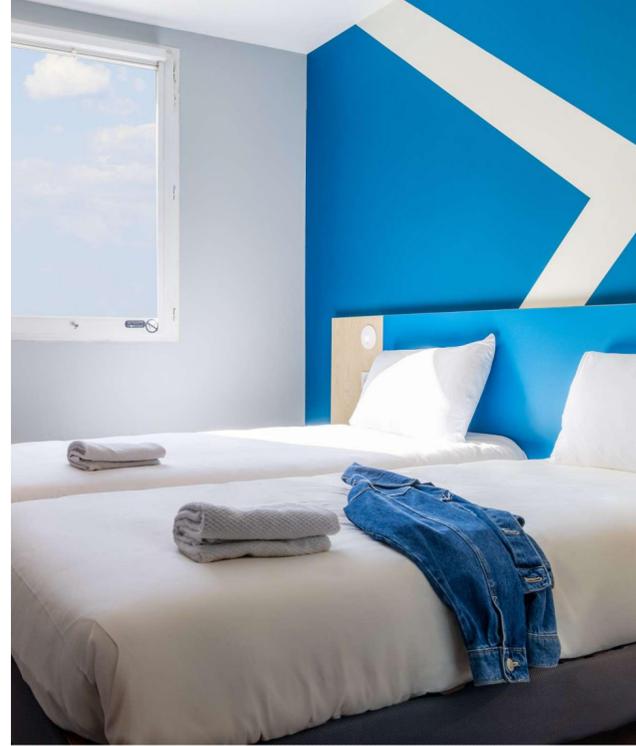
 257 rooms





Why invest – ibis budget

URBAN



ibis budget network

P28



 80 rooms

ibis budget Châtillon Paris Ouest, France



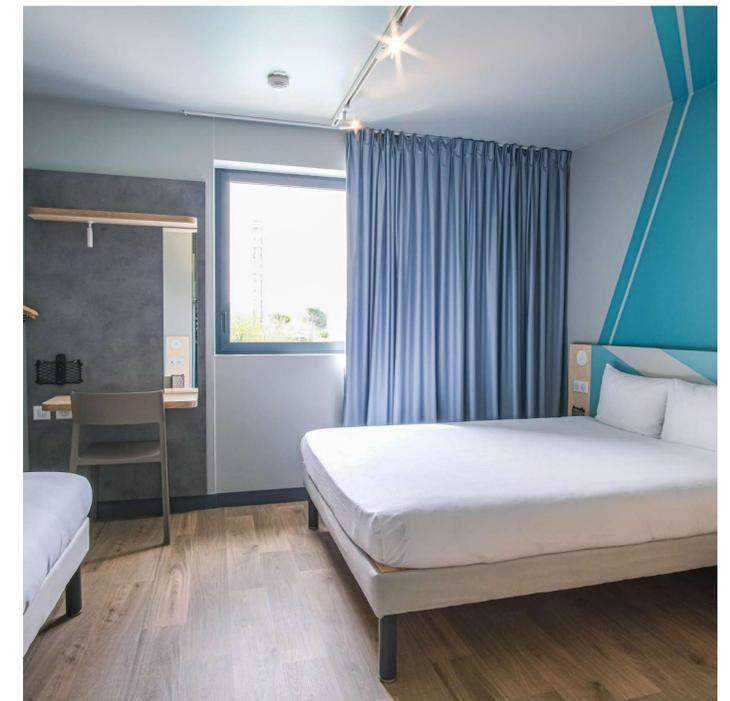


URBAN

ibis budget Toulouse Labège



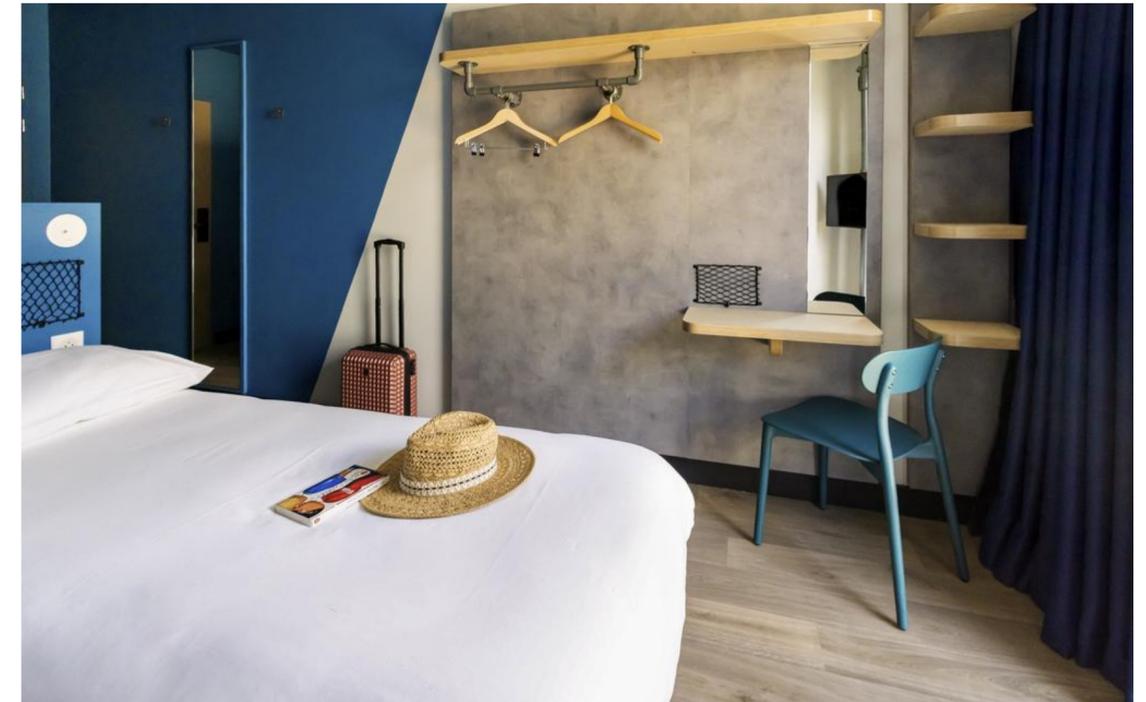
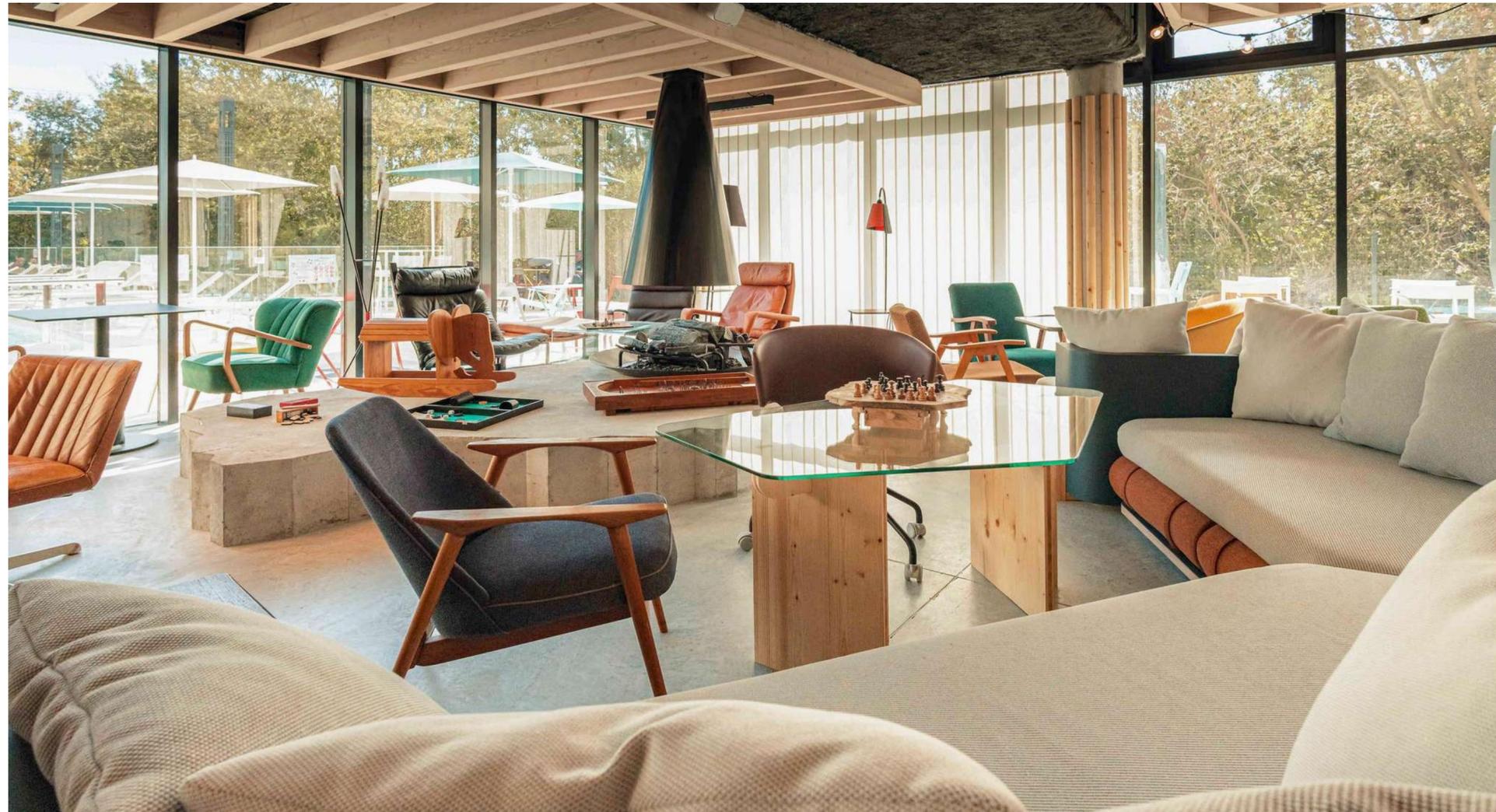
 67 rooms



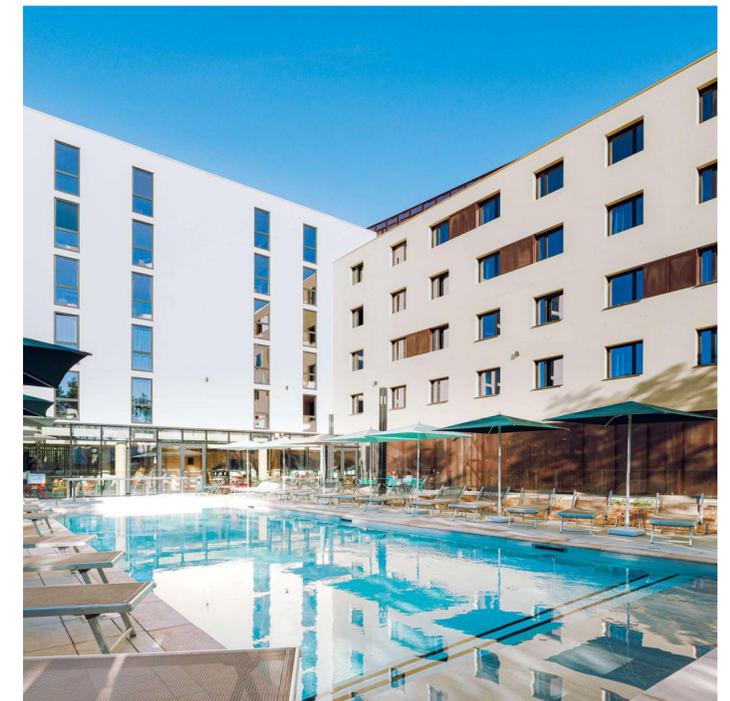


URBAN

ibis budget La Rochelle Centre Gare, France



 76 rooms



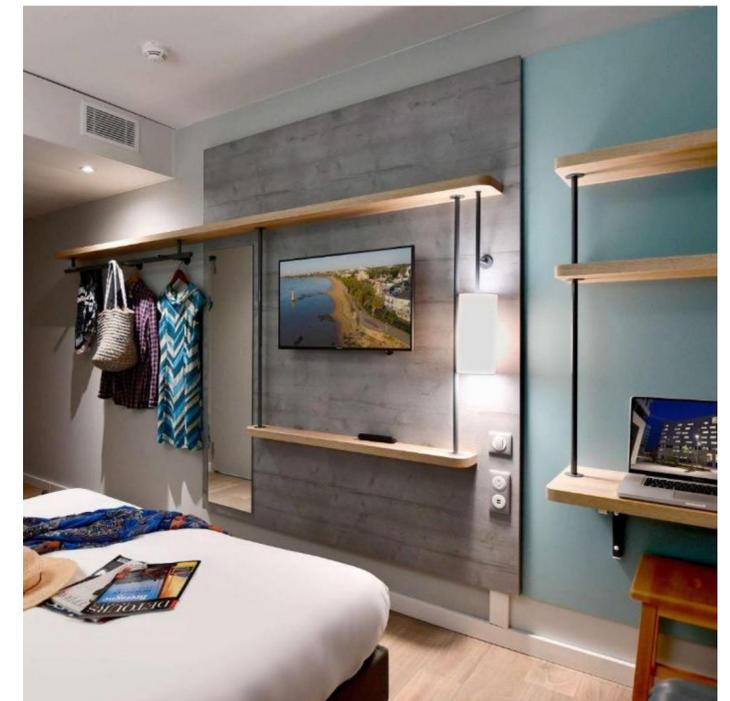


URBAN

ibis budget Saint-Nazaire Centre Gare, France



 65 rooms

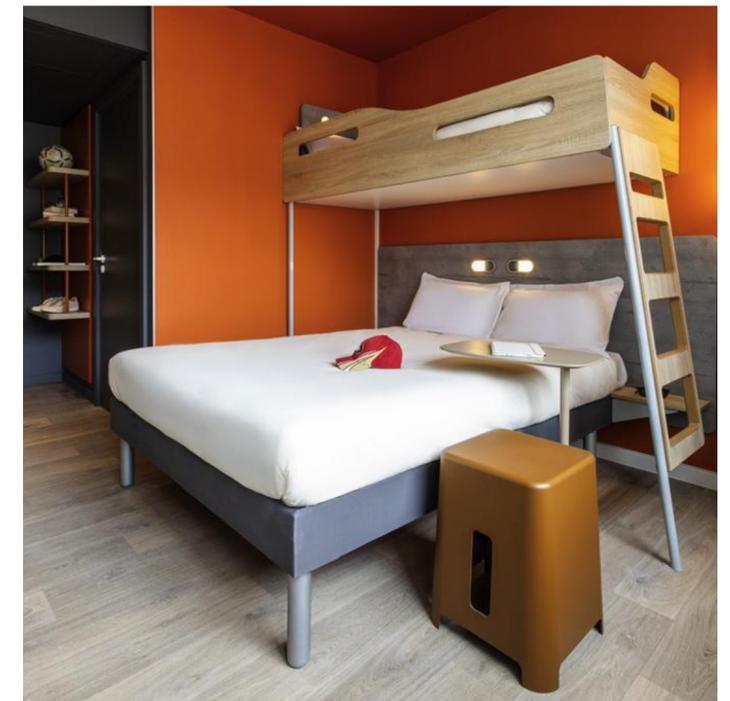


URBAN

ibis budget Strasbourg Centre République, France



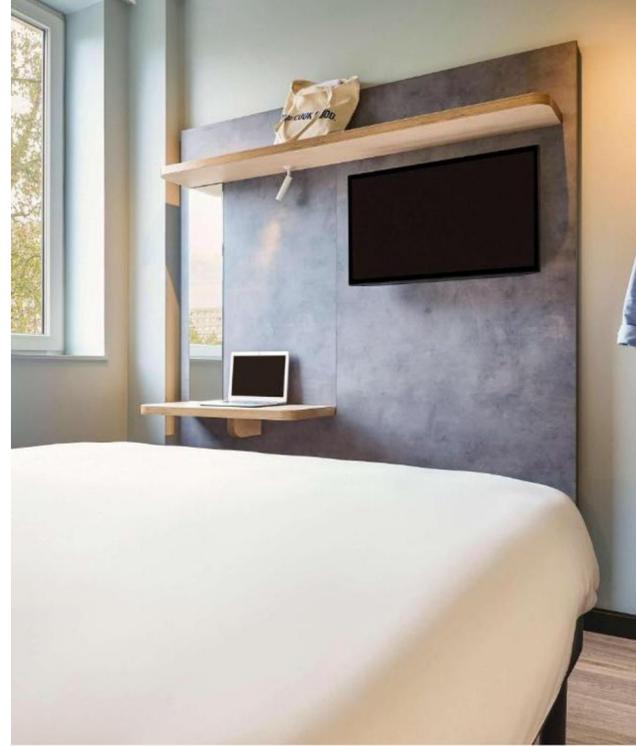
 97 rooms





Why invest – *ibis budget*

URBAN



ibis budget network

P33



 69 rooms

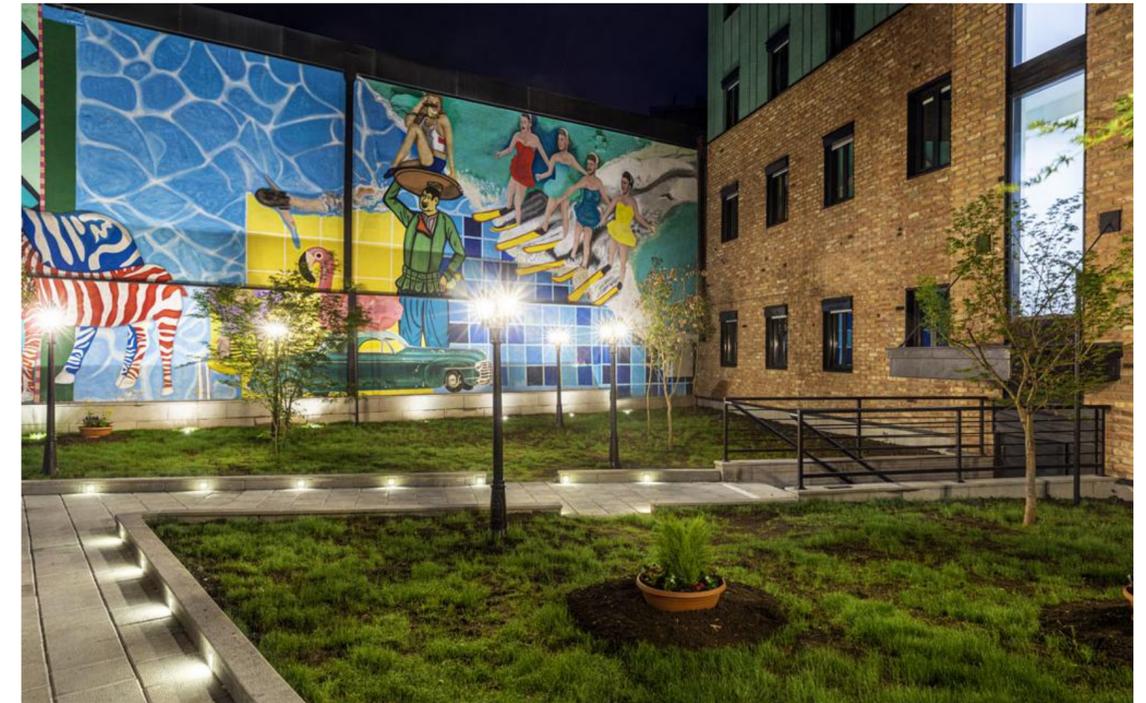
ibis budget Nancy Laxou, France





URBAN

ibis budget Tbilisi center, Georgia



 158 rooms





Why invest – ibis budget

URBAN



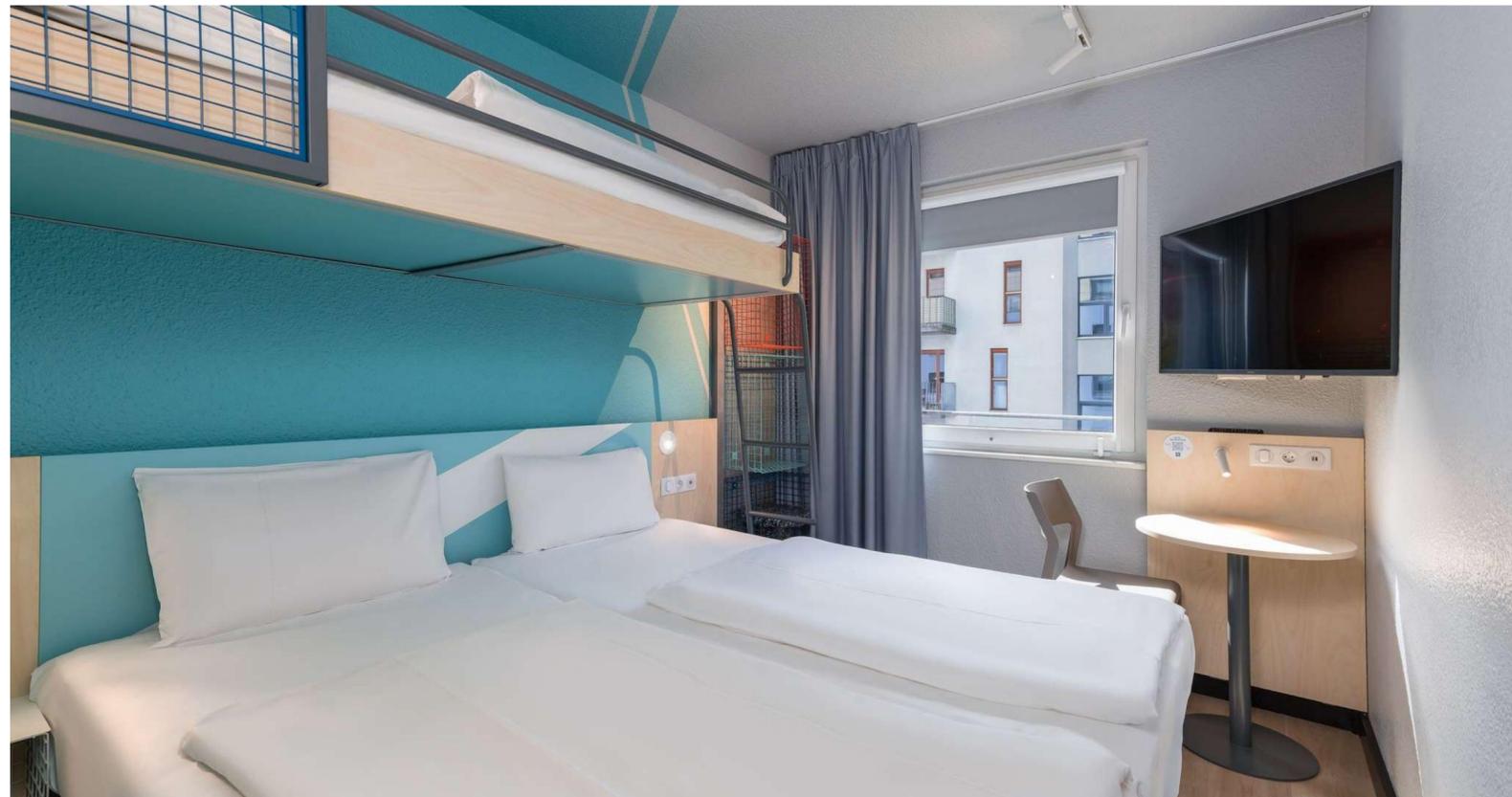
ibis budget network

P35



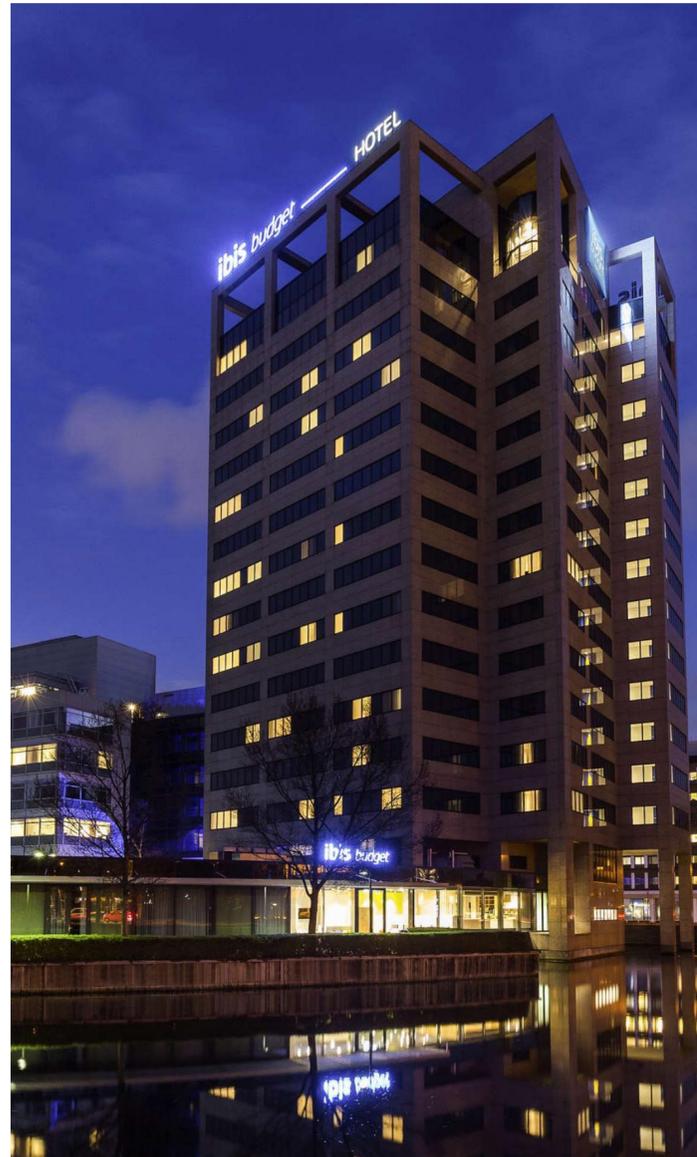
 188 rooms

ibis budget Hamburg St. Pauli Messe, Germany



URBAN

ibis budget Amsterdam City South, The Netherlands



 314 rooms



URBAN

ibis budget Madrid Albasanz, Spain



 99 rooms





Why invest – ibis budget

URBAN



ibis budget network

P38



 119 rooms

ibis budget Vitoria Gasteiz, Spain





Why invest – ibis budget

URBAN

ibis budget London Heathrow Central, UK

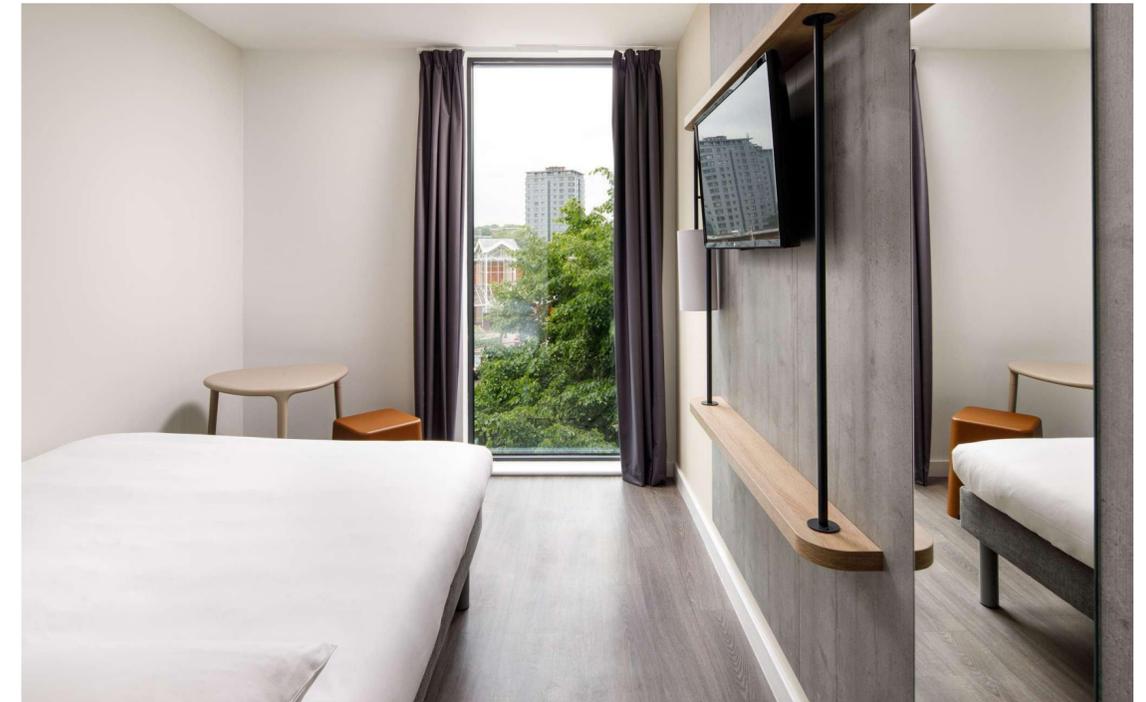


 307 rooms



URBAN

ibis budget Sheffield Centre St Marys Gate, UK



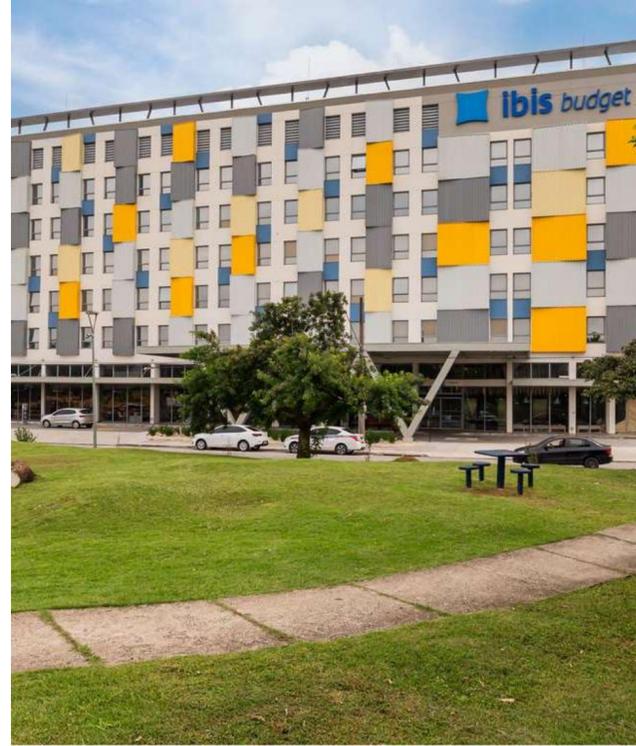
 126 rooms





Why invest – ibis budget

AIRPORT



ibis budget network

P41



 270 rooms

ibis budget Guarulhos Aeroporto, Brazil





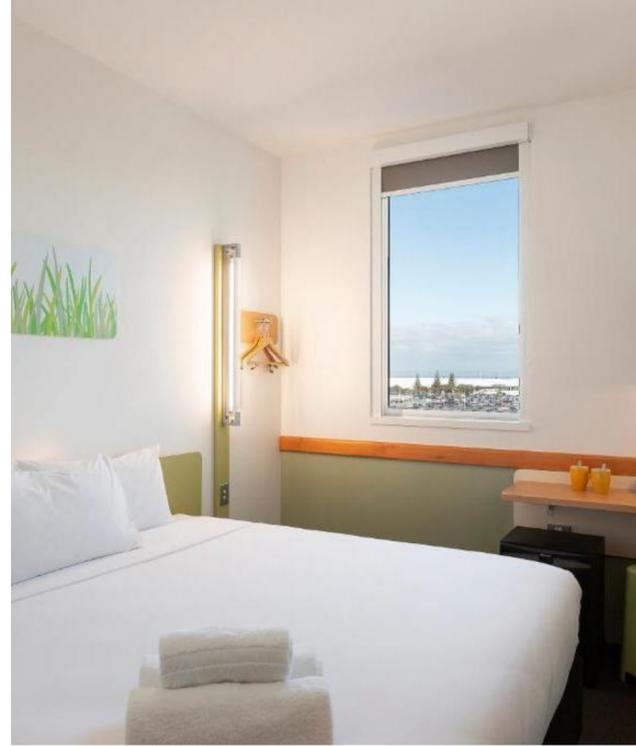
Why invest – ibis budget

ibis budget network

P42



AIRPORT



 198 rooms

ibis budget Auckland Airport, New Zealand





AIRPORT

Ibis budget Berlin Airport, *Germany*



 114 rooms



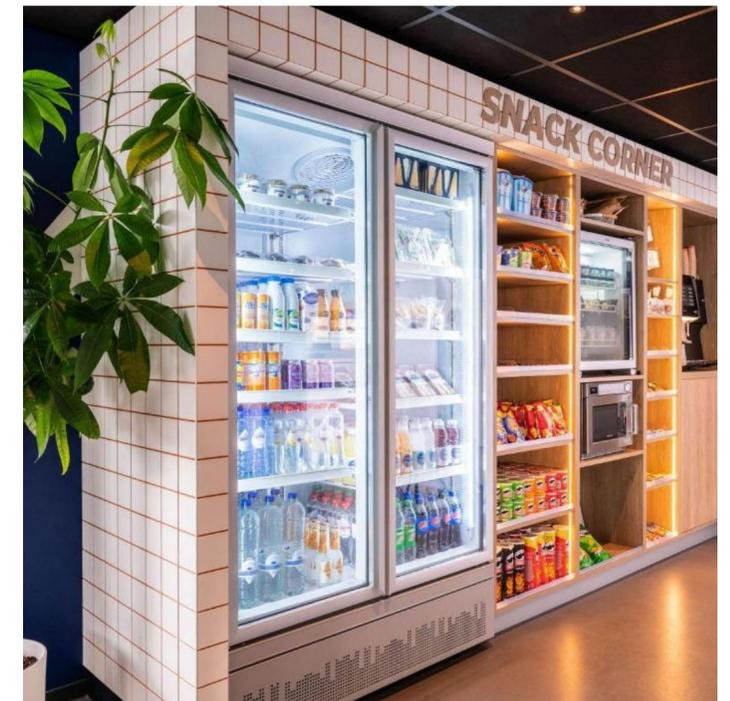


AIRPORT

ibis budget Amsterdam Airport, Netherlands



 200 rooms





AIRPORT

ibis budget Manchester Airport, UK



 262 rooms





COMBOS

Combination projects



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



ibis *budget* Morlaix with
ibis Styles, France
52 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



Thank

you

