



# Why invest ibis

# 2025

GLOBAL DEVELOPMENT  
PREMIUM, MIDSCALE & ECONOMY DIVISION



## WELCOME TO IBIS

Because right next door and all over the world there is always an ibis hotel to welcome you.



## WHY IBIS?

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## Smart Business Model

Join the segment's best-known & trusted brand.

Benefit from

- Proven strong RGI performance
- Predictable development & operating costs resulting in highest GOP margins.

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## Loved by guests around the world

A global footprint of nearly **1,400 hotels**, offering warm and cosy social places open to all. And **leading experience vs competitors** in comfort, friendly staff and tasty breakfast.

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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 **79% of your room revenue**.

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# Smart Business Model

Chapter

01



*Topline  
Investment  
EBITDA*

# Smart Business Model

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



## TOPLINE

# Highest awareness of its category

## BRAND AWARENESS

**65%**

Vs. Holiday Inn Express - 42%  
Premier Inn - 29%  
Kyriad - 15%

**Brand awareness index vs competition: 218**

Worldwide, ibis is the undisputed leader of economy brands (95% in France, nearly 80% in the UK, Germany and Brazil and over 70% in Indonesia, Spain and Australia)

Source: BEN 2024

## BRAND MARGIN

**€13**

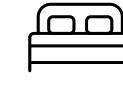
Brand Margin® measures the financial premium which the brand name adds to the intrinsic value of the same hotel stay with an unbranded alternative.

IBIS ADELAIDE  
AUSTRALIA

## TOPLINE

With a global footprint of nearly 1,400 hotels open and in the pipeline

## ibis

	NETWORK	PIPELINE
 1,253	132	
 155,756	15,414	

16%

## Americas

 185	51
 26,955	5,741

54%

## Europe &amp; North Africa

 712	36
 79,499	3,821

9%

## MEAPAC

 126	14
 25,320	2,854

21%

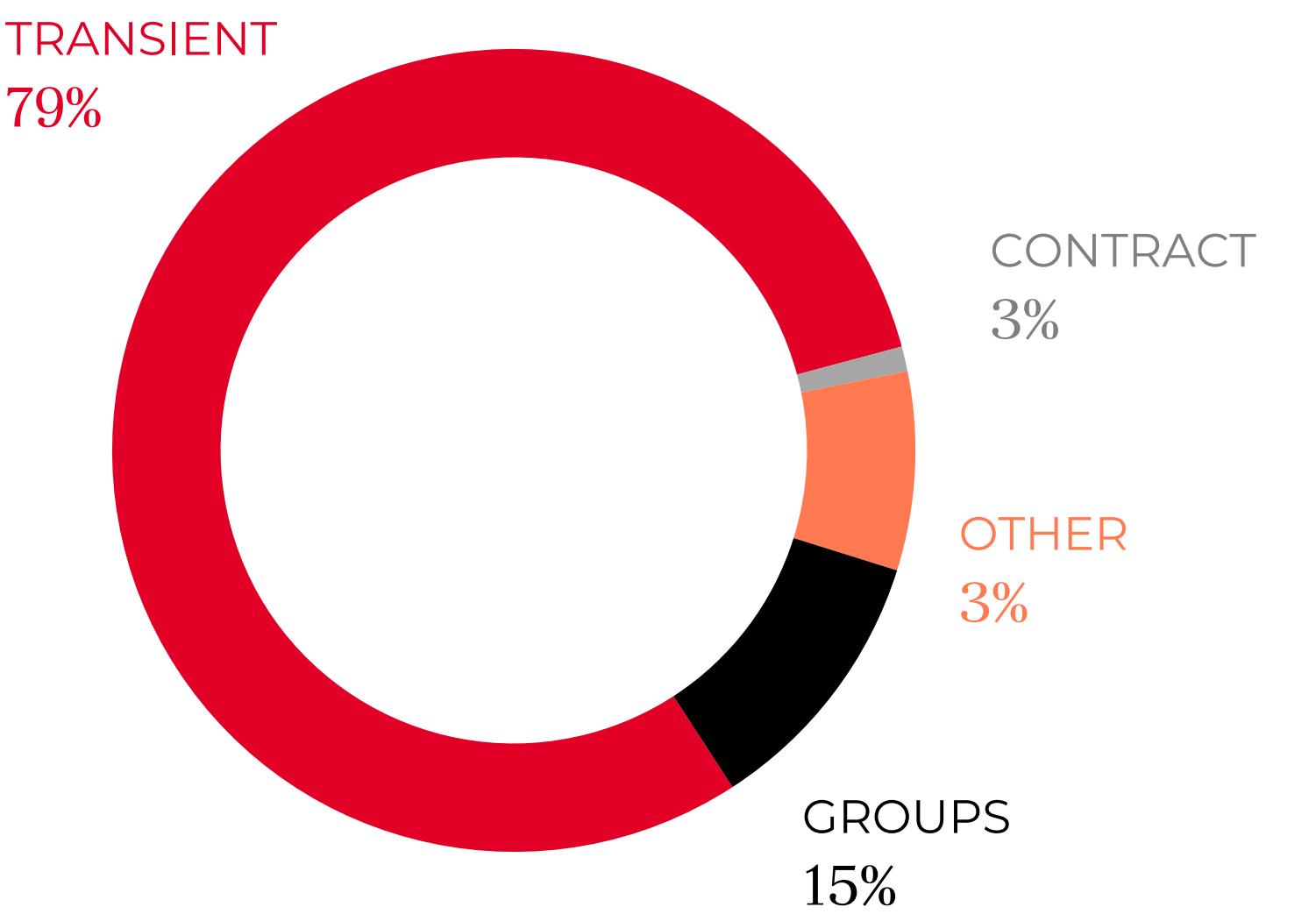
## China &amp; Others

 230	31
 23,982	2,998

## TOPLINE

Resulting in **79%** of revenue generated by transient individuals

BOOKING REVENUE IBIS NETWORK  
FULL YEAR 2024



TOPLINE

# Strong RGI vs competitors

Flagship examples  
– rank in compset

# 116,6

NETWORK REVENUE  
GENERATION INDEX

Full Year 2024



#1 ibis Osaka Umeda, Japan



#1 ibis Riyadh Olaya Street, Saudi Arabia



#1 ibis London City, Shoreditch, UK

#1 ibis Thane Mumbai, India



TOPLINE

# Strong RGI vs competitors

Flagship examples  
- rank in compset



#1 ibis Dubai World Trade Centre, UAE

Individual Hotel Source:  
STR FY June 2024

# 116,6

NETWORK REVENUE  
GENERATION INDEX

Full Year 2024



#1 ibis Berlin Kurfuerstendamm, Germany



#1 ibis Geneve Centre Gare, Switzerland

#1 ibis Wellington, New Zealand



## TOPLINE

# Performing on scale in markets globally



Chennai, India

## Ü-ÇÖÑŞDÜÑR-

CBH 124

AEÇ 96

AEÇ 96

RGI + CBD data only for Managed hotels

Source: Accor Year end 2024

Central Brand Delivery = Room Revenue Delivered through Accor Channels



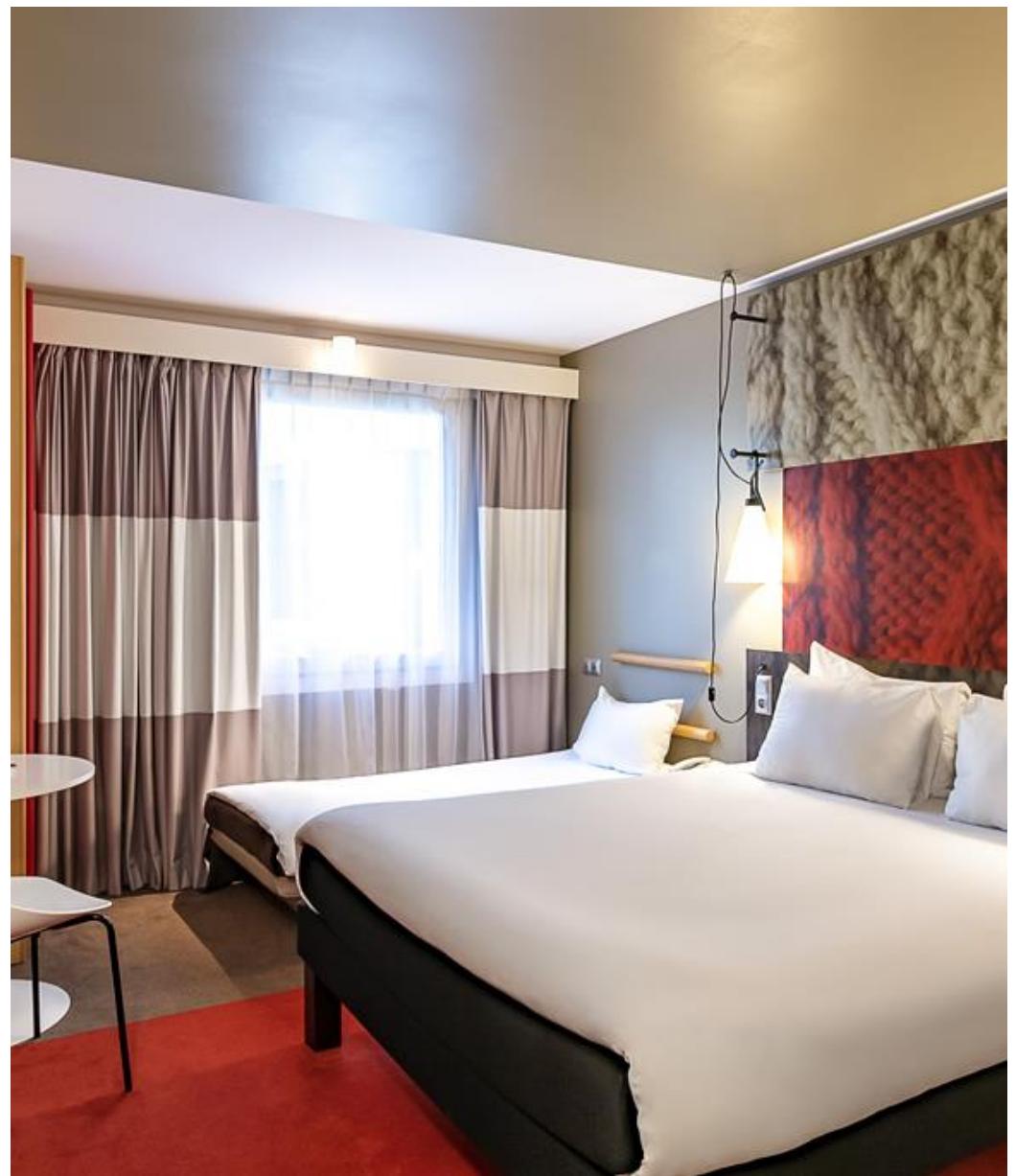
Dubai, UAE

## Ü-ÇÖÑŞDÜÑR-

CBH 124

AEÇ 96

AEÇ 96



Warsaw, Poland

## Ü-ÇÖÑŞDÜÑR-

CBH 119

AEÇ 96



Bordeaux, France

## Ü-ÇÖÑŞDÜÑR-

CBH 96

AEÇ 96

## INVESTMENT

# Predict your development costs with efficient design concepts

Choose from 3 adaptable design concepts, creating casual and vibrant social spaces.

Accor Design & Technical Services experts are fully mobile to support implementation & surface optimisation.

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## CHOOSE FROM

1. AGORA BY INNOCAD
2. PLAZA BY FGMF
3. SQUARE BY SODA

OR BESPOKE CONCEPTS

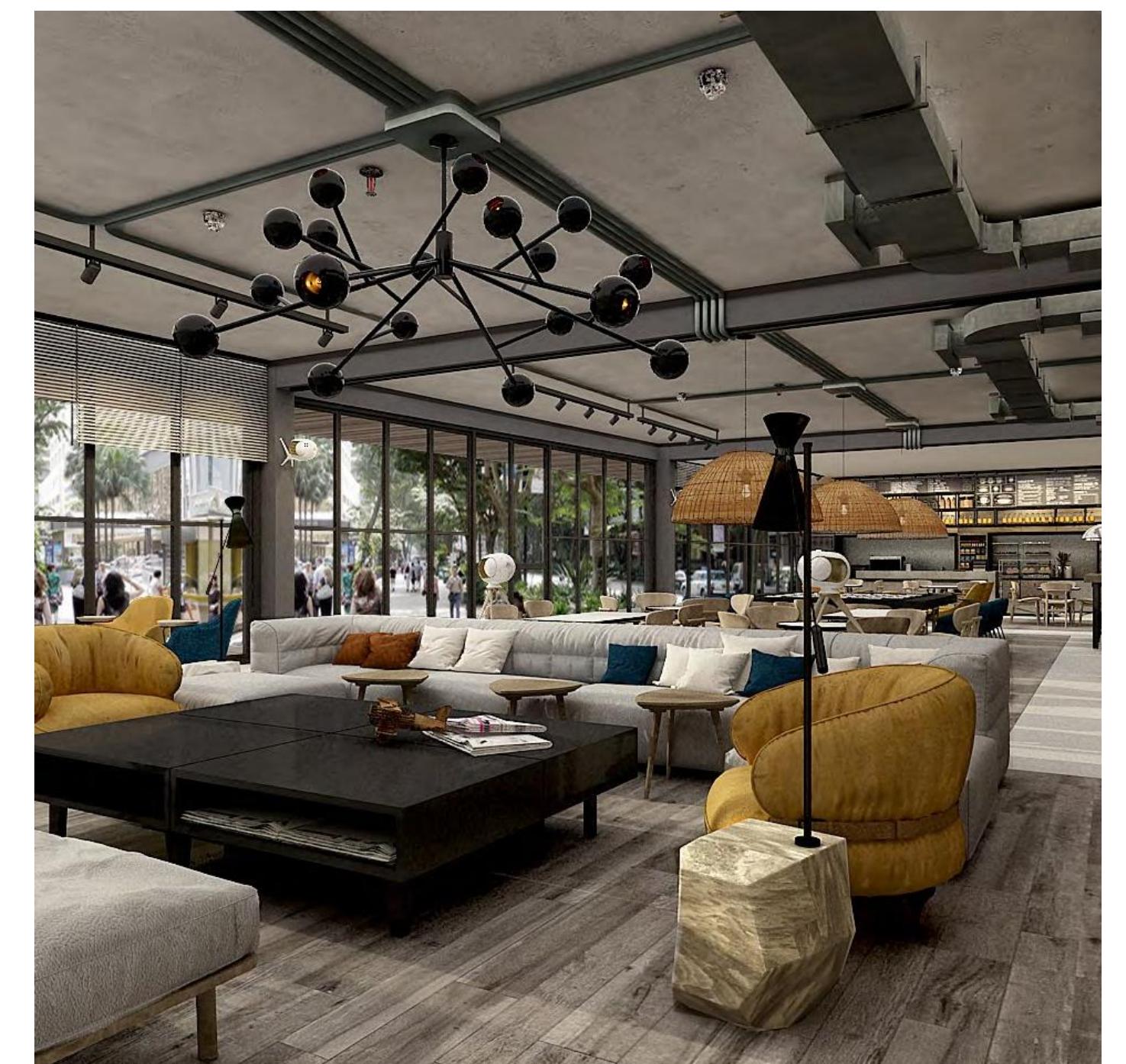


2. PLAZA

1. AGORA



3. SQUARE



## BUSINESS CASE

# Conversion of Première Classe to ibis, France

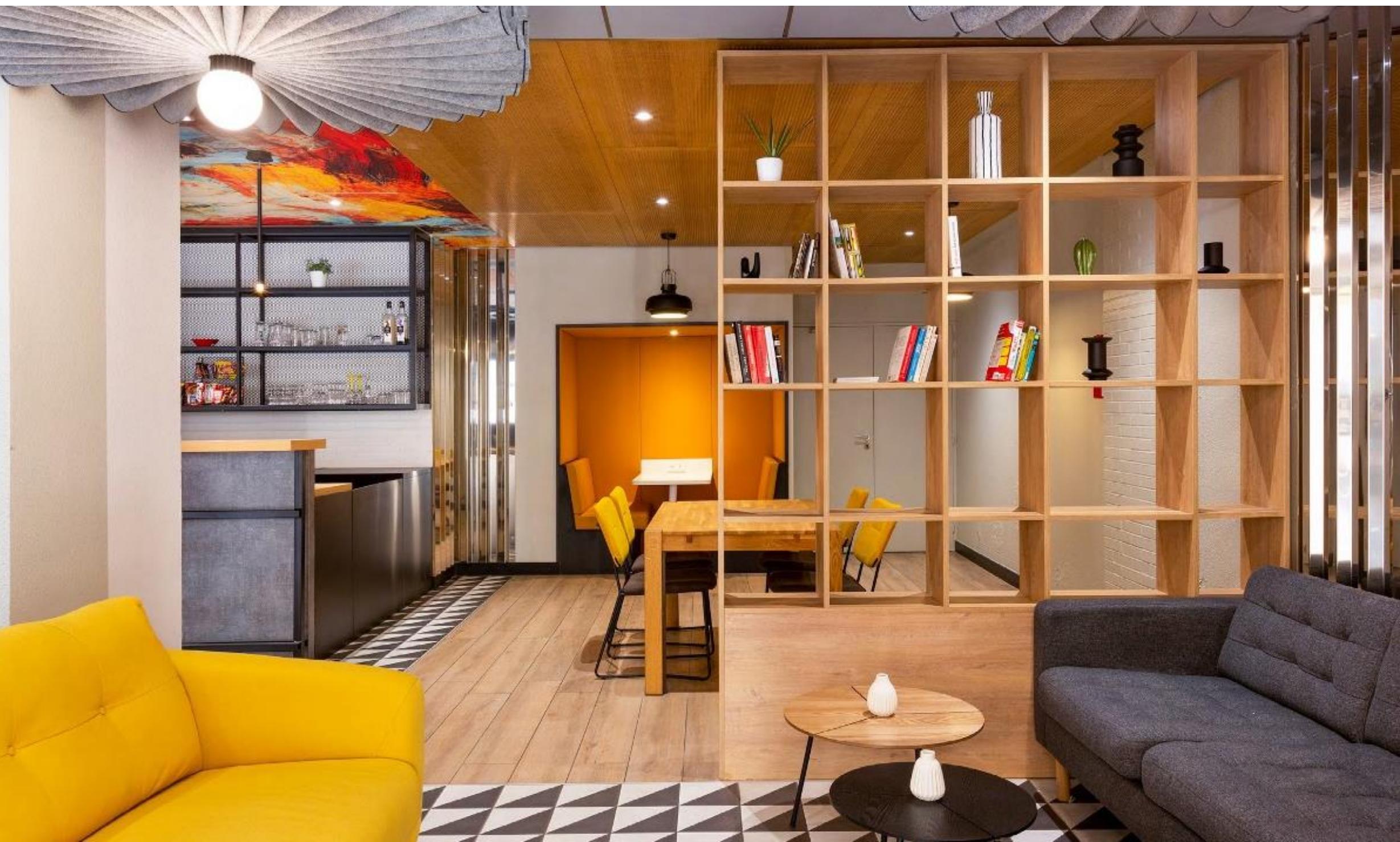
Tier 1 city France  
Location: AAA

Number of rooms: 83

2 years post rebranding

RPS	+4 pts
Total Revenue	+75%
GOP Margin	+13 pts up to 48%
EBITDA increase	+€0.5M
ROI	30% (€1.7M CAPEX)

\*RPS measures the overall hotel online reputation based on several sources : Guest satisfaction survey and online reviews from sources such as Booking, Tripadvisor, Ctrip etc



## BUSINESS CASE

# New Build, *Middle East*

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Number of rooms: 153

Location: AAA

Opened July 2022

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Results – (2024)

RGI

110  
Comp set includes:  
Premier Inn  
Ramada Encore by  
Wyndham

RPS Competitor Index

106

Central Brand  
Delivery\*

75.3%

\*CBD measures the business in room revenue brought by Accor to the hotel through the 3 main group levers: Distribution (through Central Reservation System - CRS), Loyalty & Sales.

\*RPS measures the overall hotel online reputation based on several sources : Guest satisfaction survey and online reviews from sources such as Booking, Tripadvisor, Ctrip etc



# Loved by guests

Chapter

02



*Brand positioning*  
TOP 3 USPs

## BRAND POSITIONING

FRIENDLY  
OUTGOING  
OPEN TO ALL

**ibis are cosy and  
comfortable hotels**



TOP 3 USPs

## Our promise to guests all over the world



1

ibis embodies contemporary spaces that feel like home

2

ibis is the trustworthy choice for all travellers around the world

3

Eat, work & play in a cosy atmosphere

USP #1



Contemporary spaces  
that feel like home

With a real feeling of home away from home, each ibis hotel has its own character to attract customers and create the preference among the crowd.

### #1 in Staff & Service

Sentiment Score\* at 83.41  
vs. competitors between 65.00 and 78.00\*\*

\* Sentiment Score

\*\*Competitors include: B&B, Hampton, Spark by Hilton, Holiday Inn Express and Premier Inn  
Source: Trust You 2024



USP #2

ibis is the  
trustworthy choice



for all travelers  
around the world

Product & service offers above  
segment standards, at an economic  
price (24/7 breakfast and F&B offer,  
Sweet Bed concept...)

### #1 in Breakfast

Sentiment Score\* at 77.71  
vs. competitors between 46.00 and 77.00\*\*

\* Sentiment Score

\*\*Competitors include: B&B, Hampton, Spark by Hilton, Holiday Inn Express and Premier Inn  
Source: Trust You 2024

## Warm and friendly service

# Comfortable & adaptable guest room

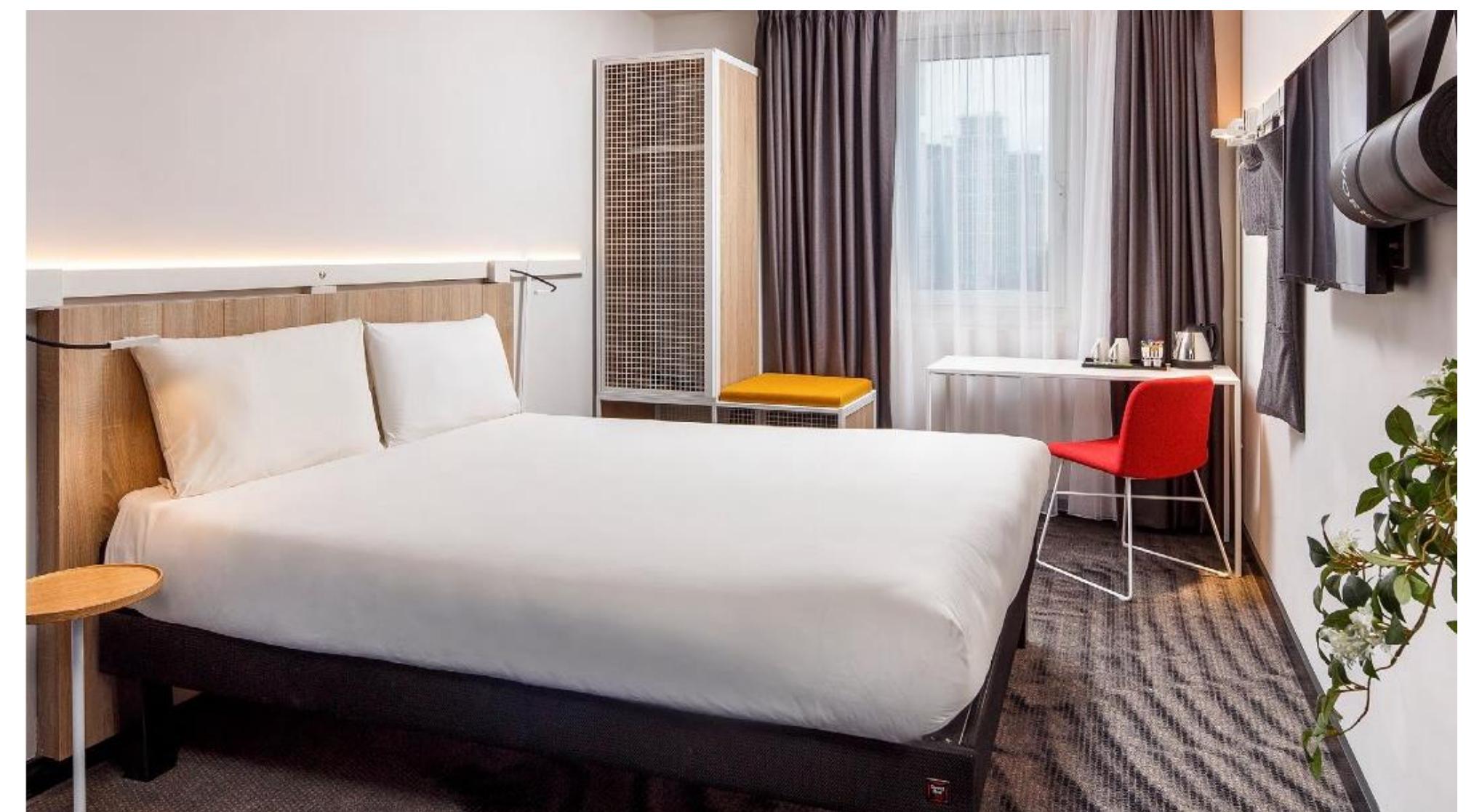
Rooms within each concept are also flexible: they come in different sizes to accommodate solo guests, couples, families or groups of six, in standard, premium and duplex versions. First and only in the economy segment to develop its own concept of bedding – Sweet bed™ by ibis.

## Casual and cosy F&B



# Best loved breakfast

All you can eat buffet  
(6:30am to 10am)  
with unique signature  
treats & 24h take-away  
breakfast bag.



USP #3

## Eat, work & play



in a cosy atmosphere

Off-the-shelf F&B concepts  
Co-working solutions.

**#1 in Location**

Sentiment Score\* at 94.49  
vs. competitors between 91.00 and 93.00\*\*

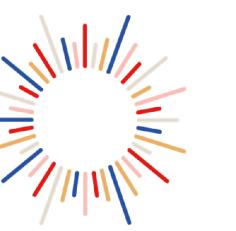
\* Sentiment Score

\*\*Competitors include: B&B, Hampton, Spark by Hilton, Holiday Inn Express and Premier Inn  
Source: Trust You 2024

# Off-the-shelf F&B concepts



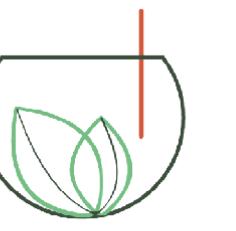
## CHARLIE'S CORNER



## AMY'S SPOT



AIRPORT'S PLACE



## ly's garden

## Co-working solutions

Ü ḫ̄g-n̄f ḥān'ū 'n̄f ḫ̄ ē-āy' b—  
\*Ü 'n̄i'h̄-h̄o Yāc-č̄p̄'n̄i č̄-ān̄l' āč̄oš̄—  
qñāḡȳ-č̄p̄ Yāc-č̄ḡ'n̄oš̄-š̄ḡ ḡ̄č̄b-bf ḡ̄ ē—  
š̄ḡč̄-b Ȳ-š̄s̄-č̄-ȳ-š̄ḡ ē-+'-č̄č̄ḡa'n̄oq̄'n̄o—  
š̄o'č̄č̄-č̄-č̄





TOP 3 USPS

## Guest journey & experience

### KEY STANDARDS AT A GLANCE

#### Arrival & departure

24/7 Reception  
Staff dress code

#### Living Social Spaces

Contact staff 24/7  
Fixed or free promise  
High-end sound system & Brand music playlist  
Board games in the lobby

#### Guest room

Sweet Bed™ by ibis  
Branded amenities

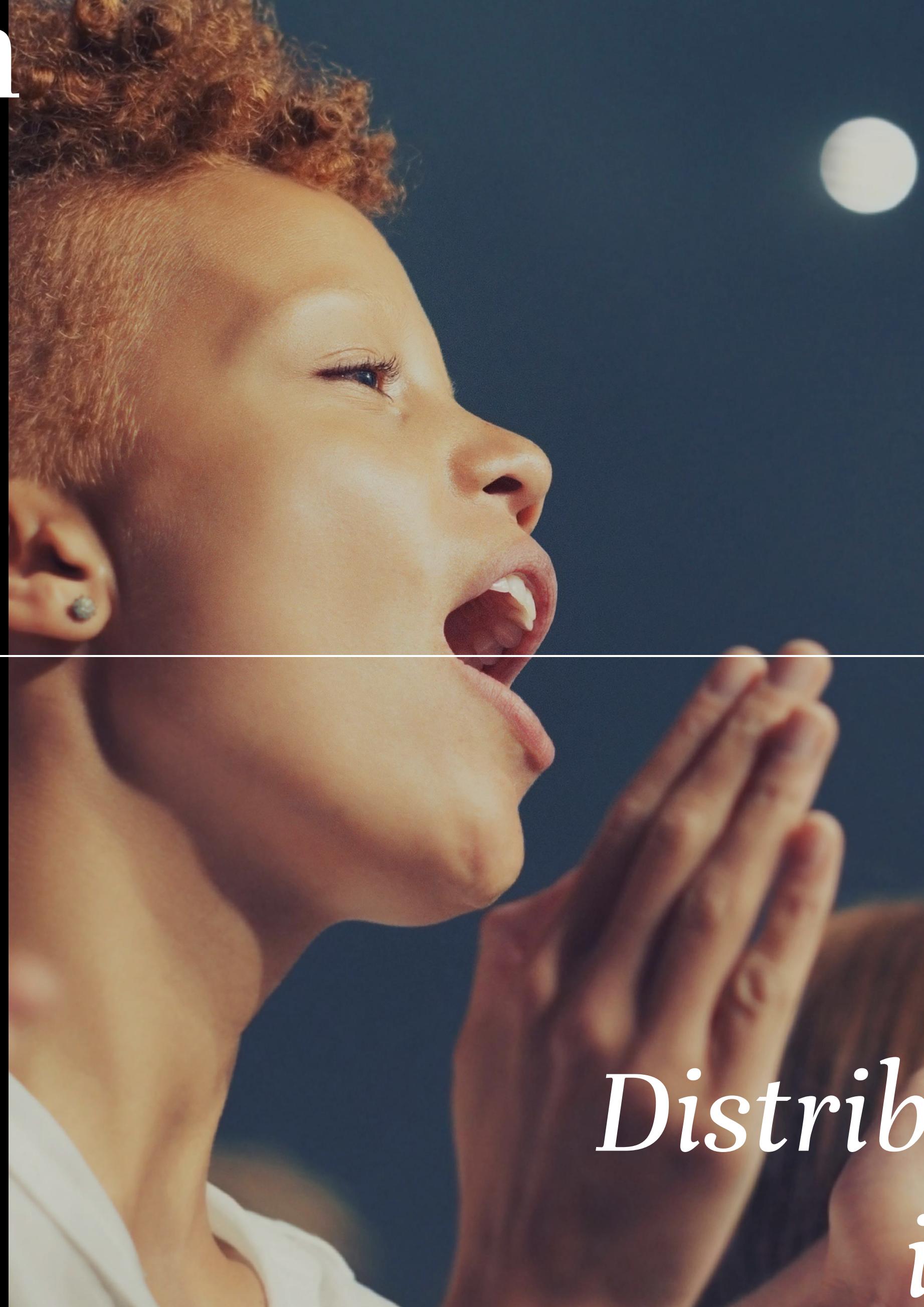
#### F&B

Breakfast buffet  
24/7 F&B offer  
Great Bar around a signature drink

# Distribution ecosystem

Chapter

03



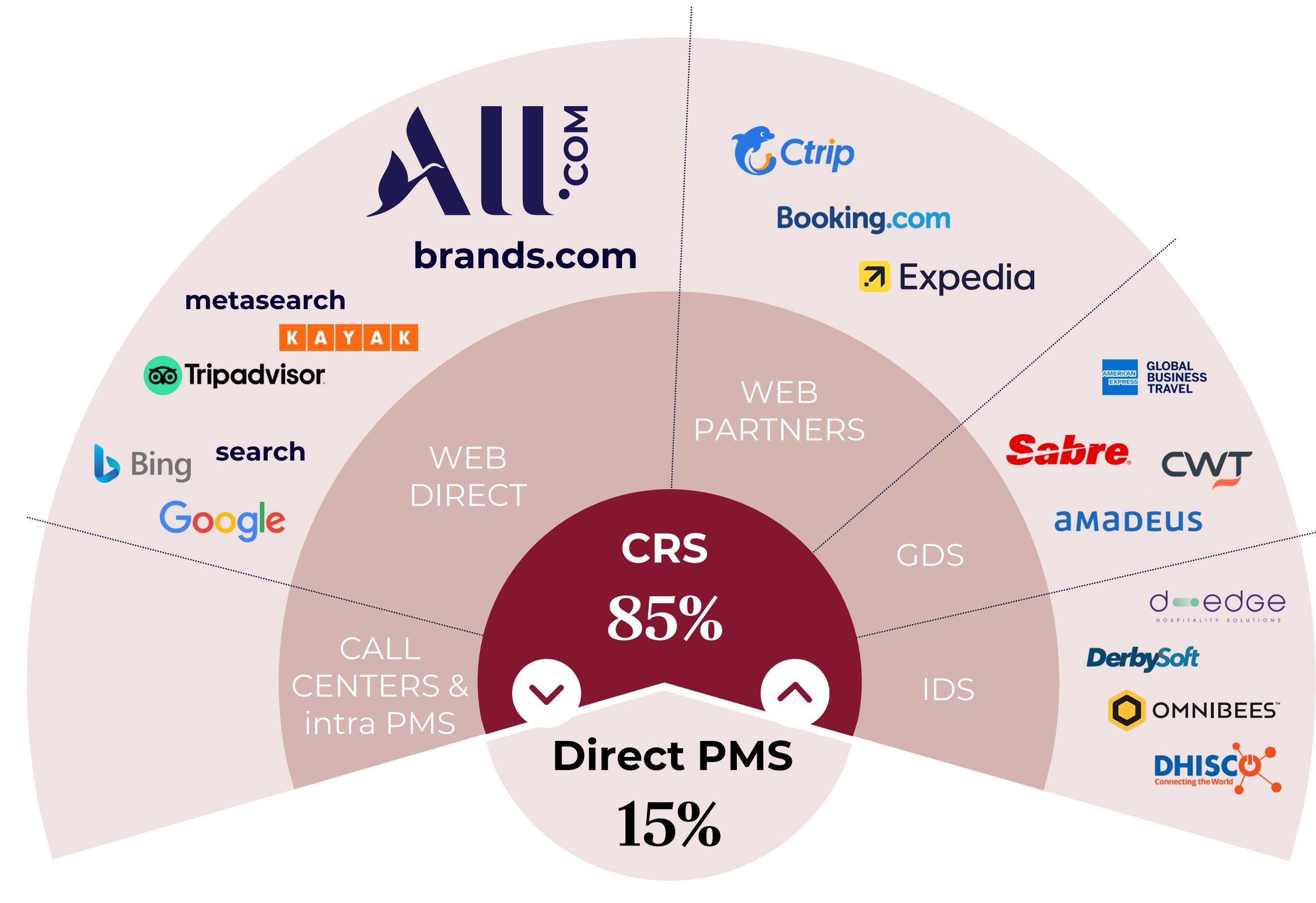
*Accor Sales,  
Distribution & Loyalty  
ibis digital scale*

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**



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

freddie  
awards

## IBIS DIGITAL SCALE

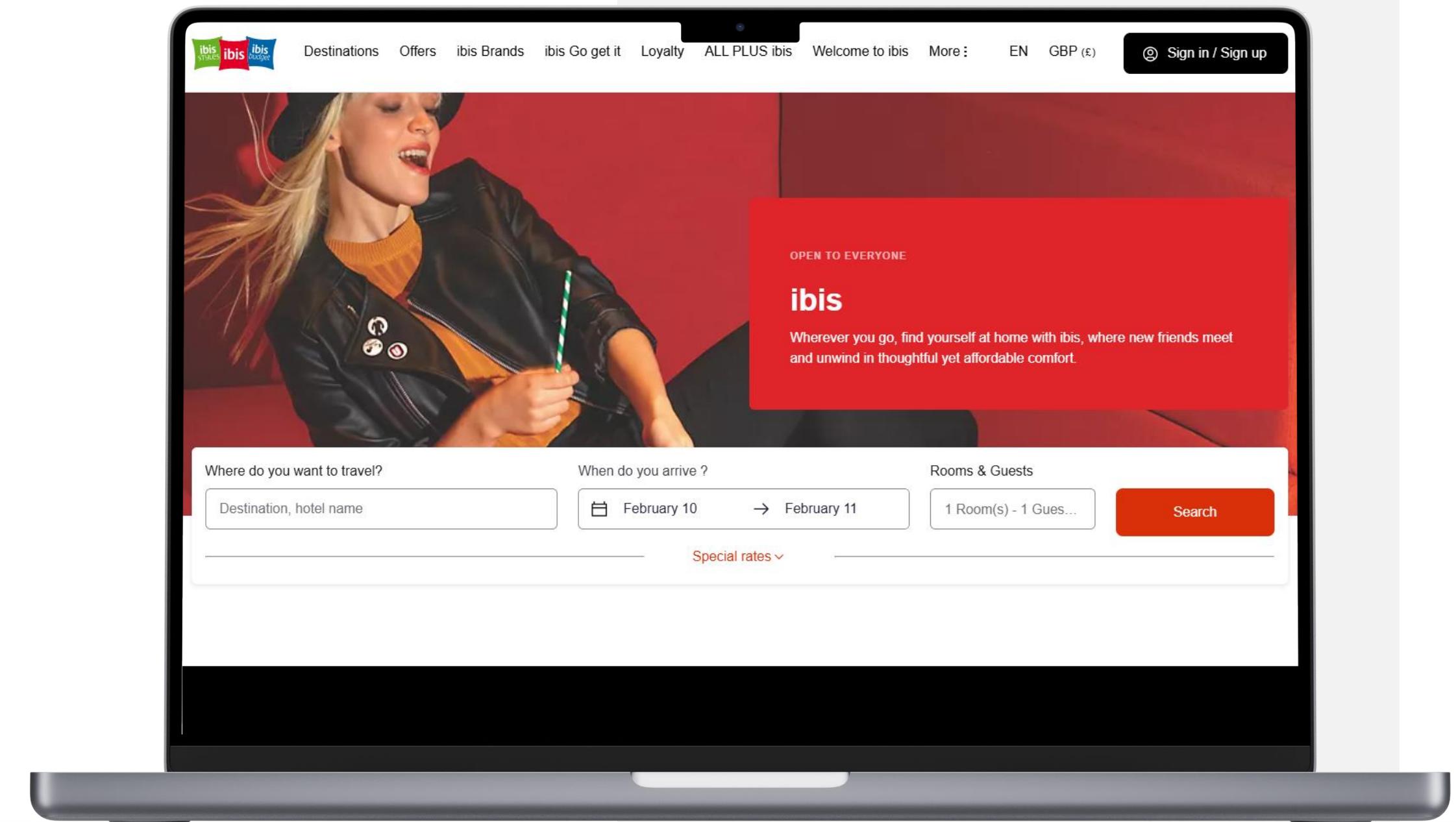
Boost direct sales with ibis digital scale

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 TASHKENT LUMIERE  
UZBEKISTAN – OPENING 2026

*Hotels  
Leisure & Resorts  
Combos*



## HOTELS

# Hotels Development Criteria

ibis hotels fit equally new built and conversions projects.

	EUROPE <sup>(1)</sup>	WW
NUMBER OF KEYS	80+	100+
ROOM SIZE	14-18 SQM	16-24 SQM
TGFA	25-40 SQM	30-45 SQM

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

## MUST-HAVES

- Lobby bar
- Buffet breakfast
- Work in the lobby

## NICE-TO-HAVES

- Restaurant
- Coworking dedicated area
- Meeting room
- Fitness
- Laundry room
- Car park
- Family Rooms



## LEISURE &amp; RESORTS

# Leisure & Resorts Development Criteria

ibis also answers the growing leisure demand with affordable and comfortable resorts, welcoming everyone looking for a casual gateway.

	EUROPE <sup>(1)</sup>	WW
NUMBER OF KEYS	80+	100+
ROOM SIZE	15-20 SQM	18-25 SQM
TGFA	35-50 SQM	40-55 SQM

<sup>(1)</sup> Incl. AAA ultra city center + historic conversion WW

## MUST-HAVES

- Restaurant
- Lobby Bar
- Buffet breakfast
- Outside Space
- Car Park

## NICE-TO-HAVES

- Fitness
- Swimming Pool
- Laundry Room
- Kids Corner / Room
- Entertainment Facilities



COMBOS

## Combos development

Strong ROI for projects combining ibis hotel with:

- EXTENDED STAY EX.
- 2 STARS HOTELS EX.
- 4 STARS HOTELS EX.

**ADAGIO**  
APARTHOTEL

**ibis budget**

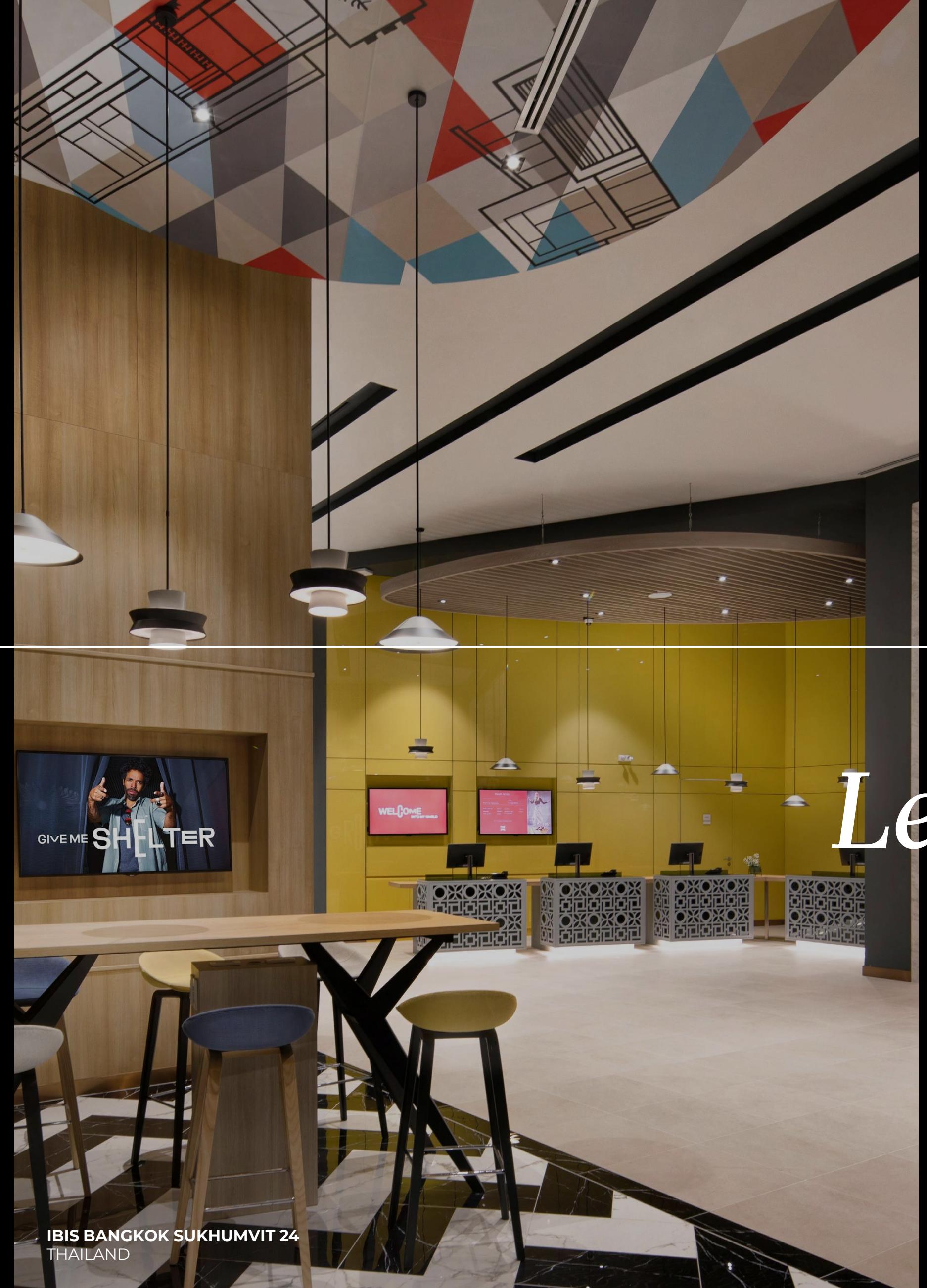
**NOVOTEL**

# ibis Network

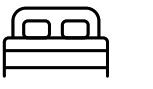
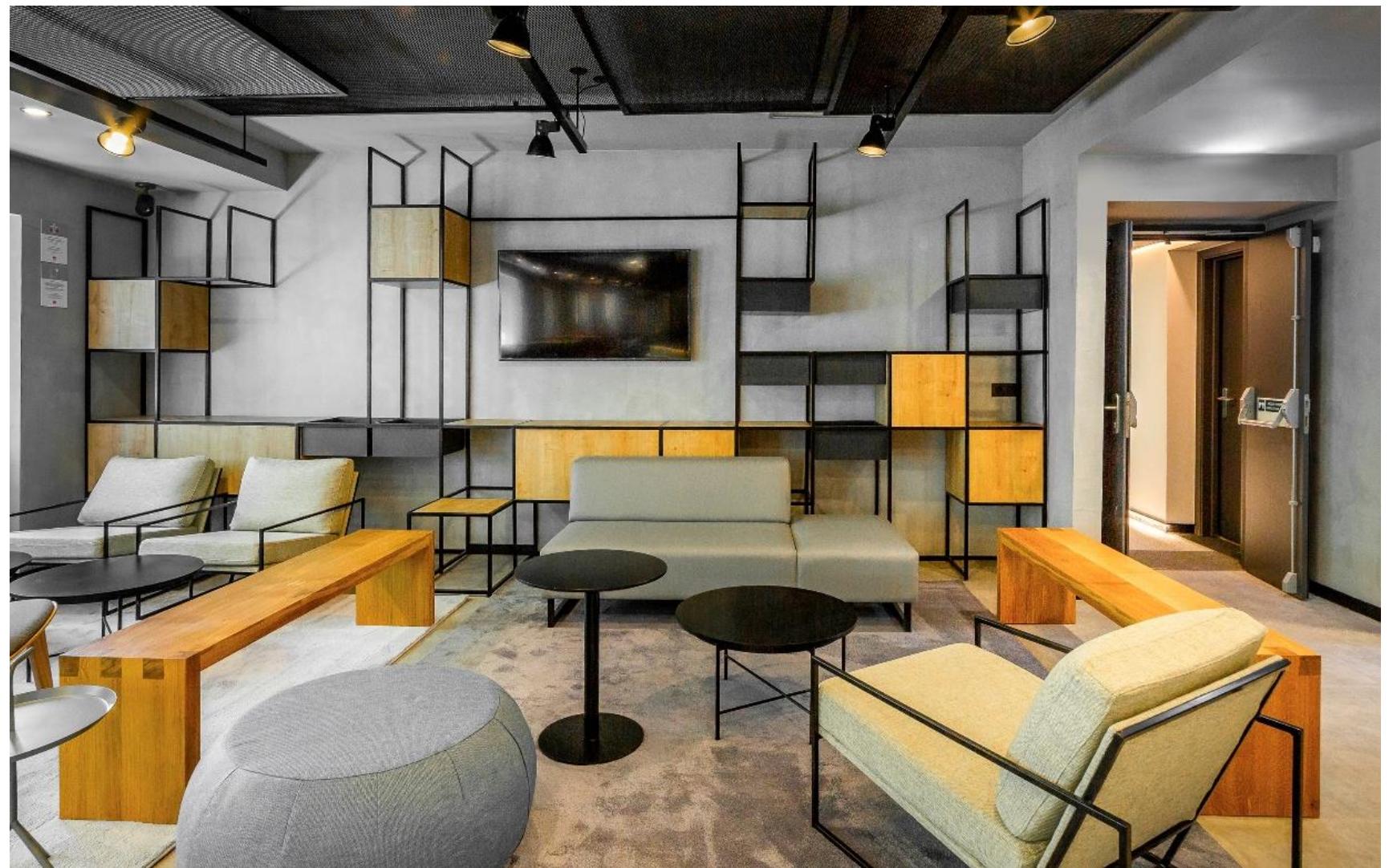
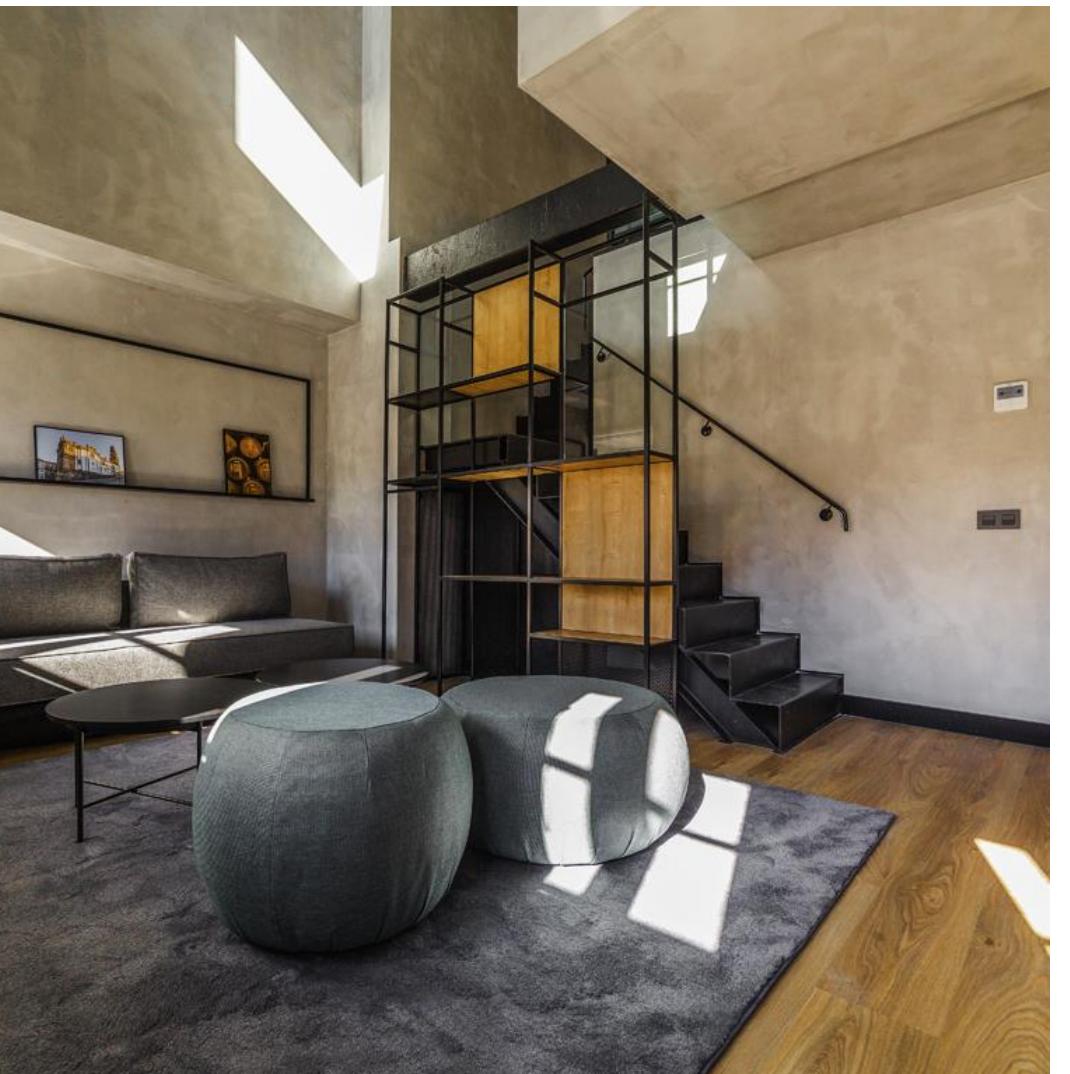
Chapter

05

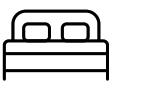
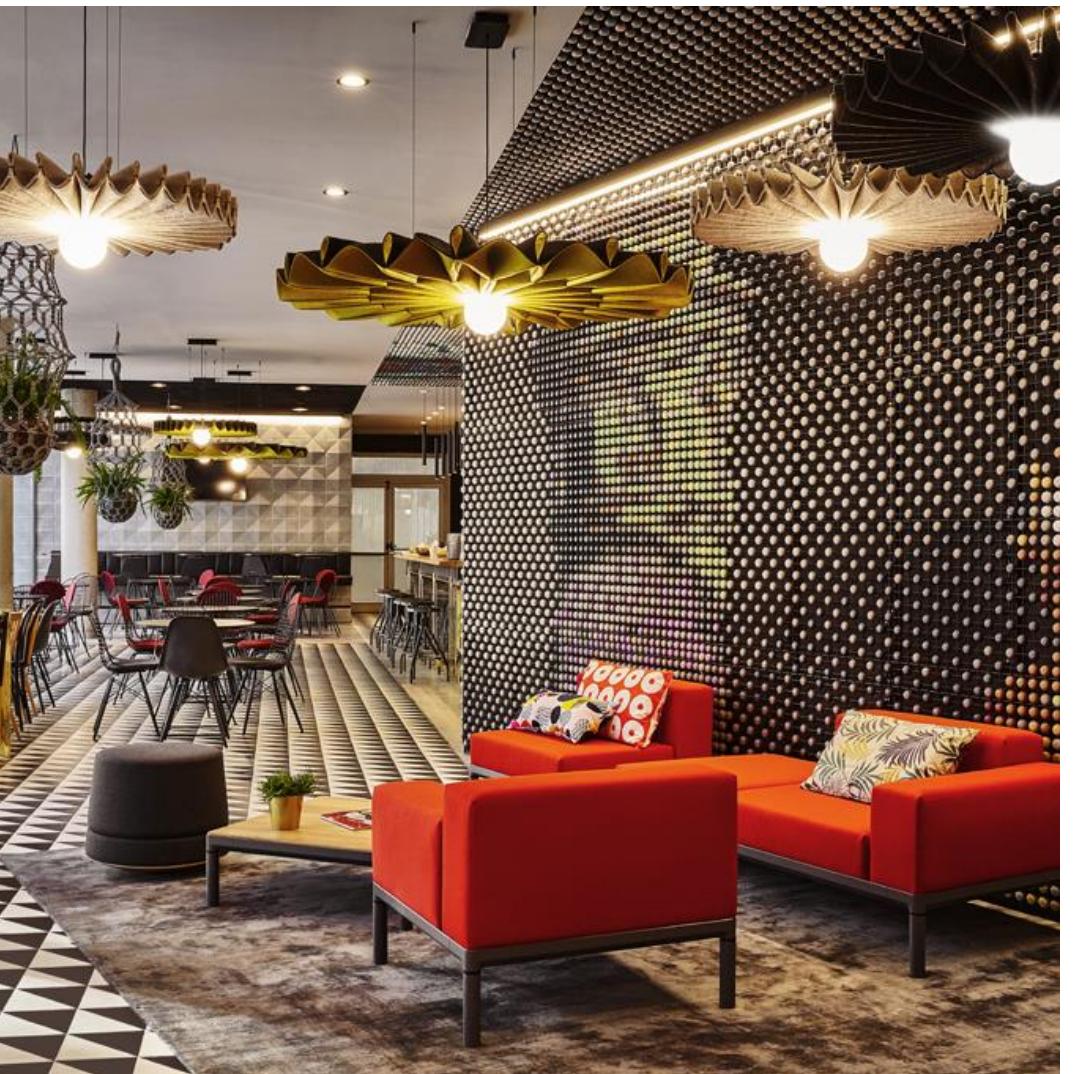
*Urban  
Leisure & Resorts  
Airport  
MICE  
Combos*



URBAN

**ibis Porto Centro Mercado do Bolhao, Portugal** 89 rooms

URBAN

**ibis Barcelona Plaza Glories 22, Spain** 147 rooms

A

Why invest - ibis

URBAN

ibis Lyon Sud Oullins , France



 123 rooms

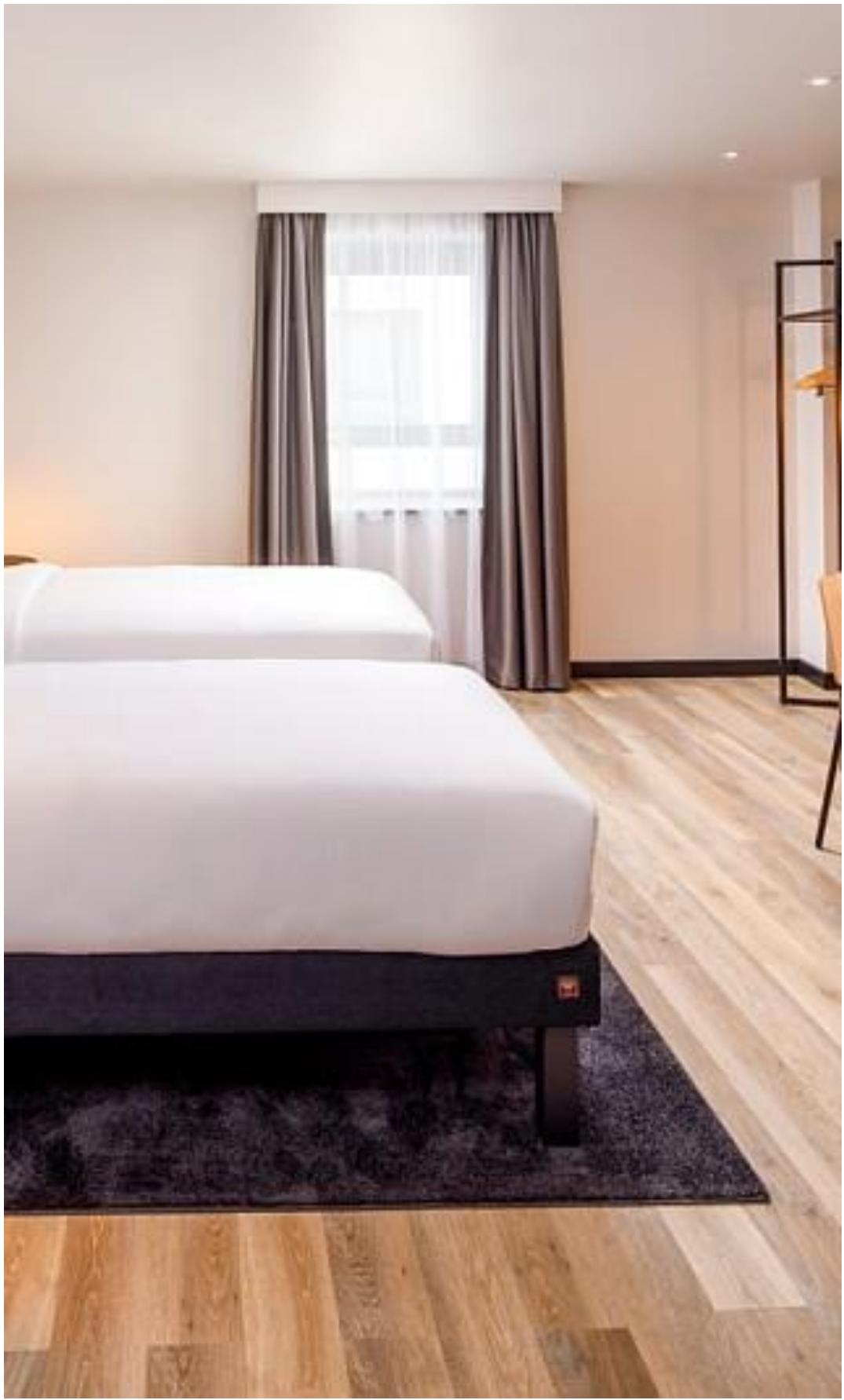
URBAN

ibis Béthune Centre Gare, France

 78 rooms

URBAN

## ibis London Sutton Point Hotel, UK

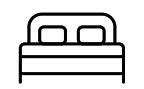
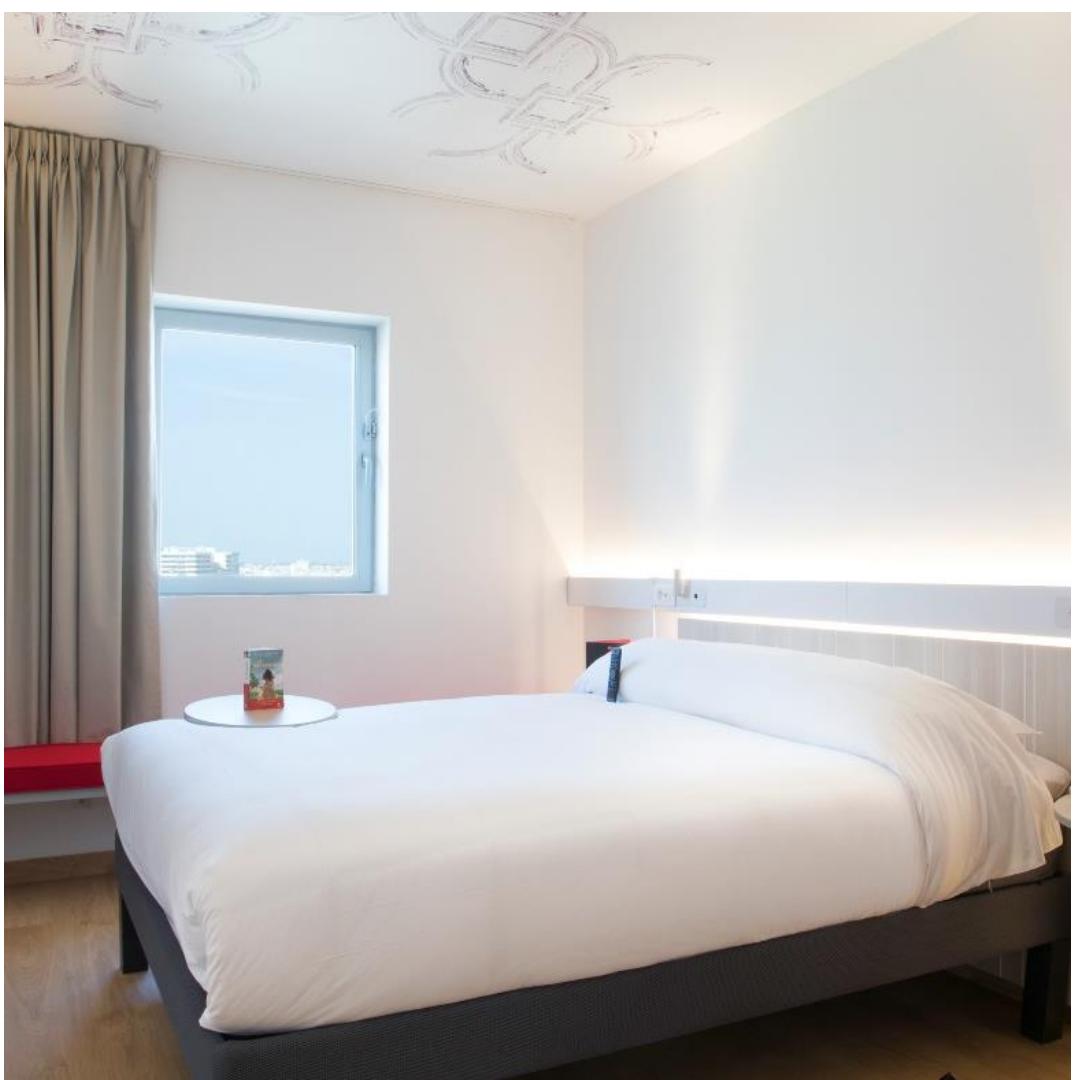
 99 rooms

URBAN

 160 roomsibis Bucharest Politehnica, *Romania*

URBAN

## ibis Casablanca Abdlemoumen, Morocco

 157 rooms

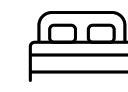
URBAN

## ibis São Paulo Expo Barra Funda, Brazil



286 rooms

URBAN

 120 rooms

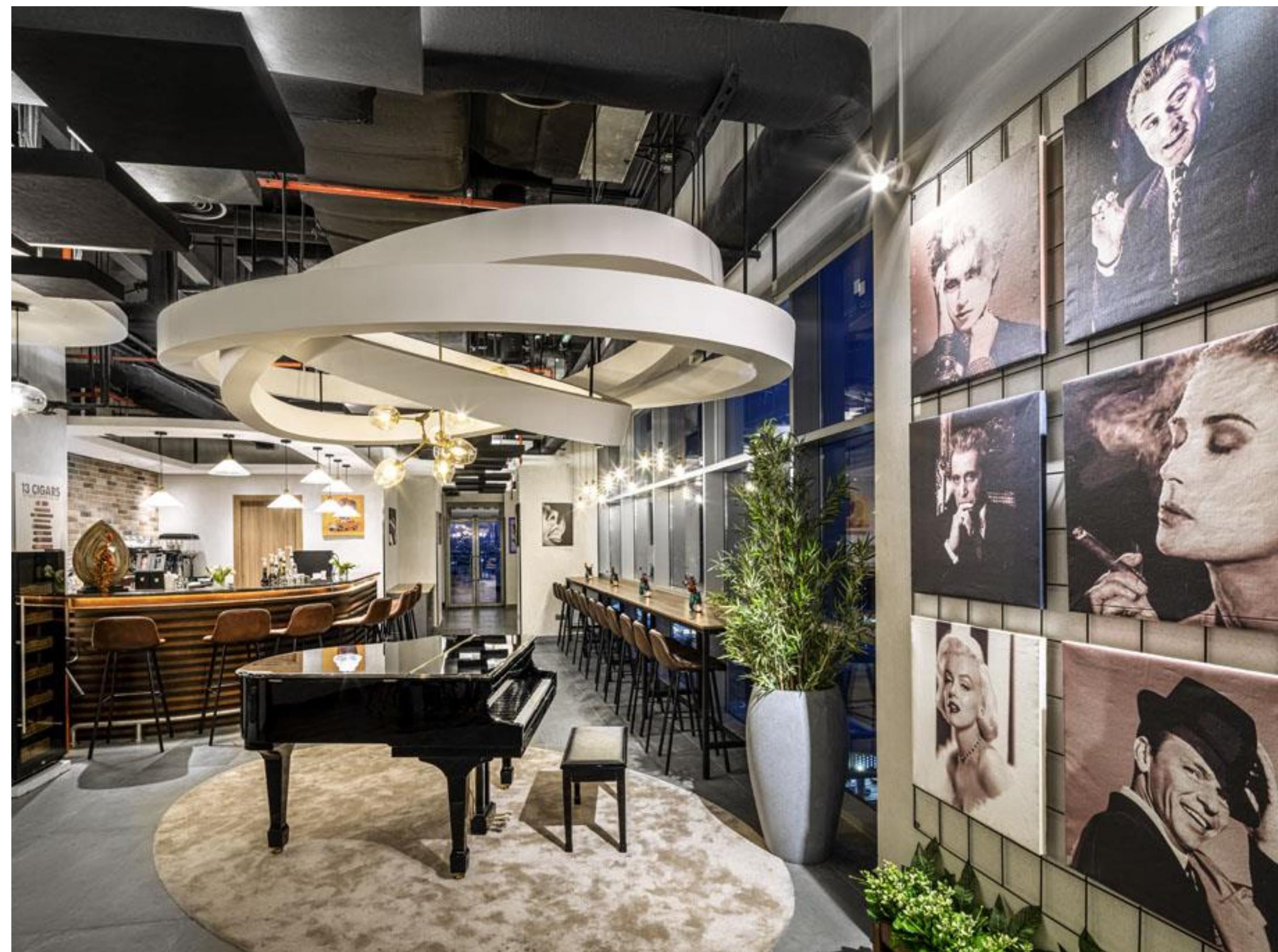
ibis Santa Cruz de la Sierra, Bolivia



URBAN

 288 rooms

### ibis Jeddah City Center, Saudi Arabia



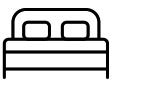
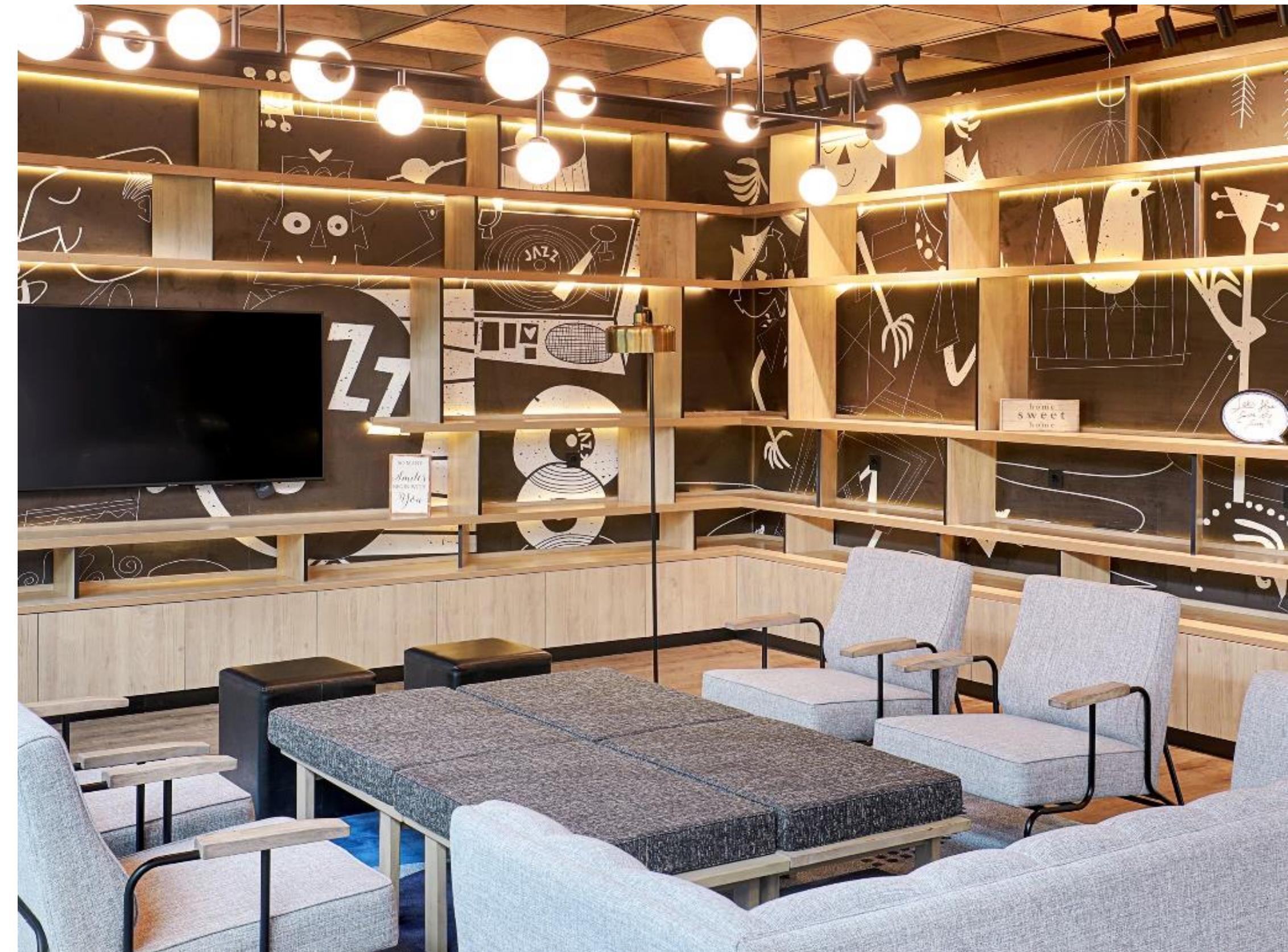
URBAN

## ibis Osaka Umeda, Japan



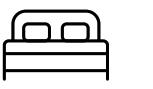
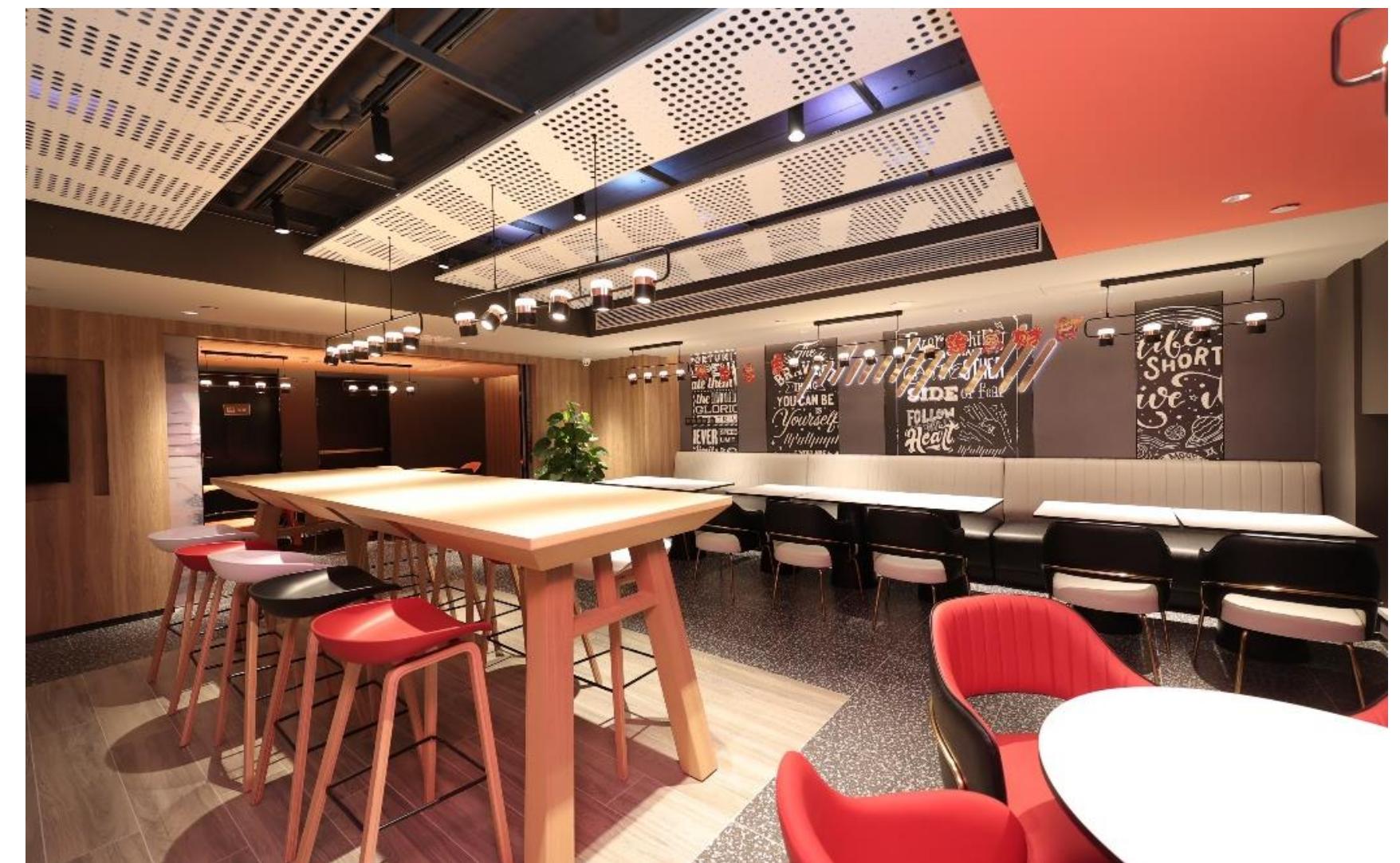
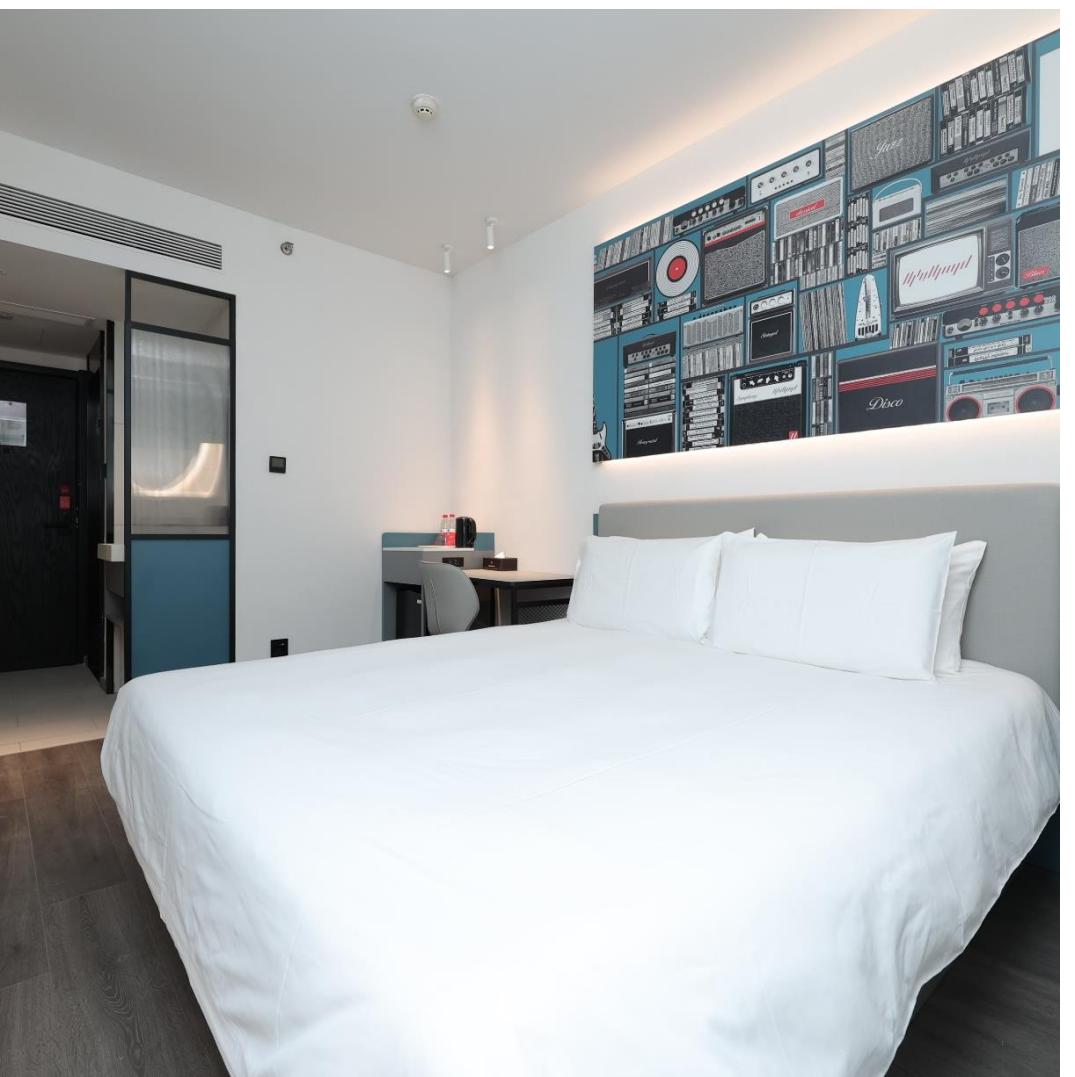
181 rooms

URBAN

 162 roomsibis Samarinda, *Indonesia*

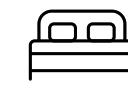
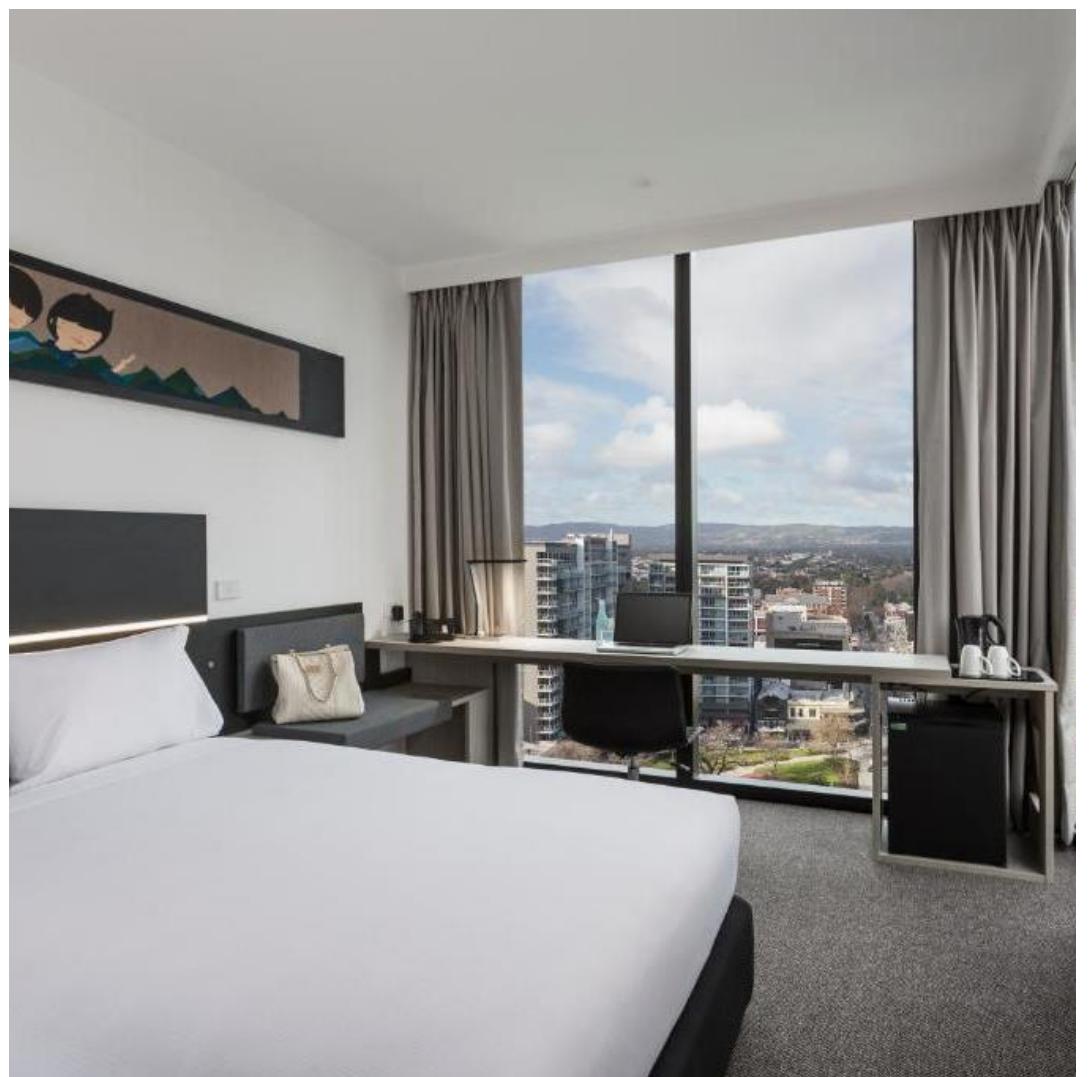
URBAN

ibis Nanjing Confucius Temple, China

 288 rooms

URBAN

ibis Adelaide, Australia

 311 rooms

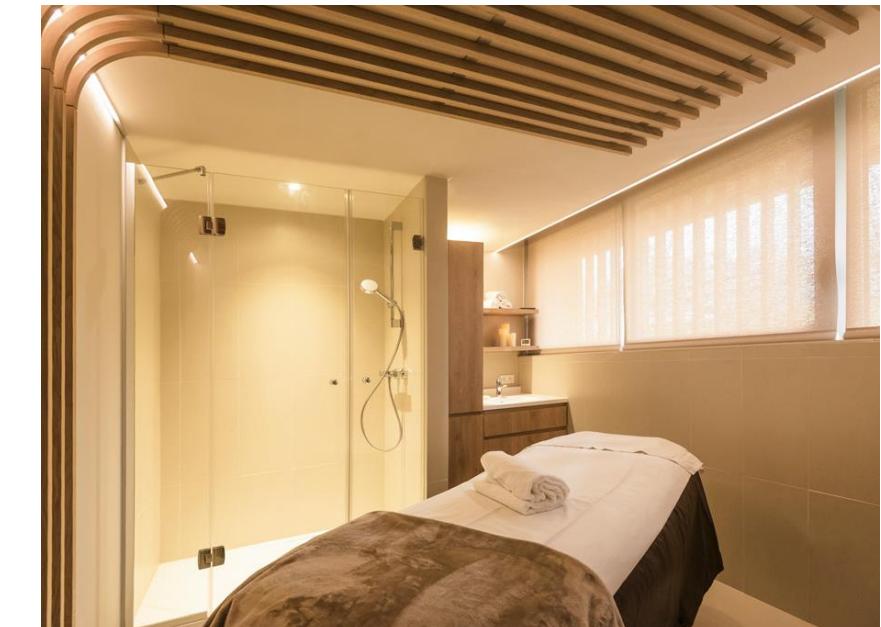
## LEISURE &amp; RESORTS

 209 rooms

*ibis Samui Bophut, Thailand*



LEISURE &amp; RESORTS

 91 rooms

ibis Thalassa Le Touquet, France



AIRPORT

# 55+ airport hotels

20+ COUNTRIES



ibis Istanbul Airport, Turkey | 132 rooms



ibis Paris CDG Airport, France | 772 rooms



ibis London Heathrow Airport,  
United Kingdom | 356 rooms

ibis Barcelona Aeropuerto Viladecans, Spain | 101 rooms



AIRPORT

# 55+ airport hotels

20+ COUNTRIES



ibis Yogyakarta International Airport Kulonprogo, *Indonesia* | 224 rooms



ibis Mumbai Airport, *India* | 169 rooms



ibis Sydney Airport, *Australia* | 200 rooms

MICE

# MICE flagships



ibis Paris 17 Clichy-Batignolles France  
1,074 sqm total meeting space



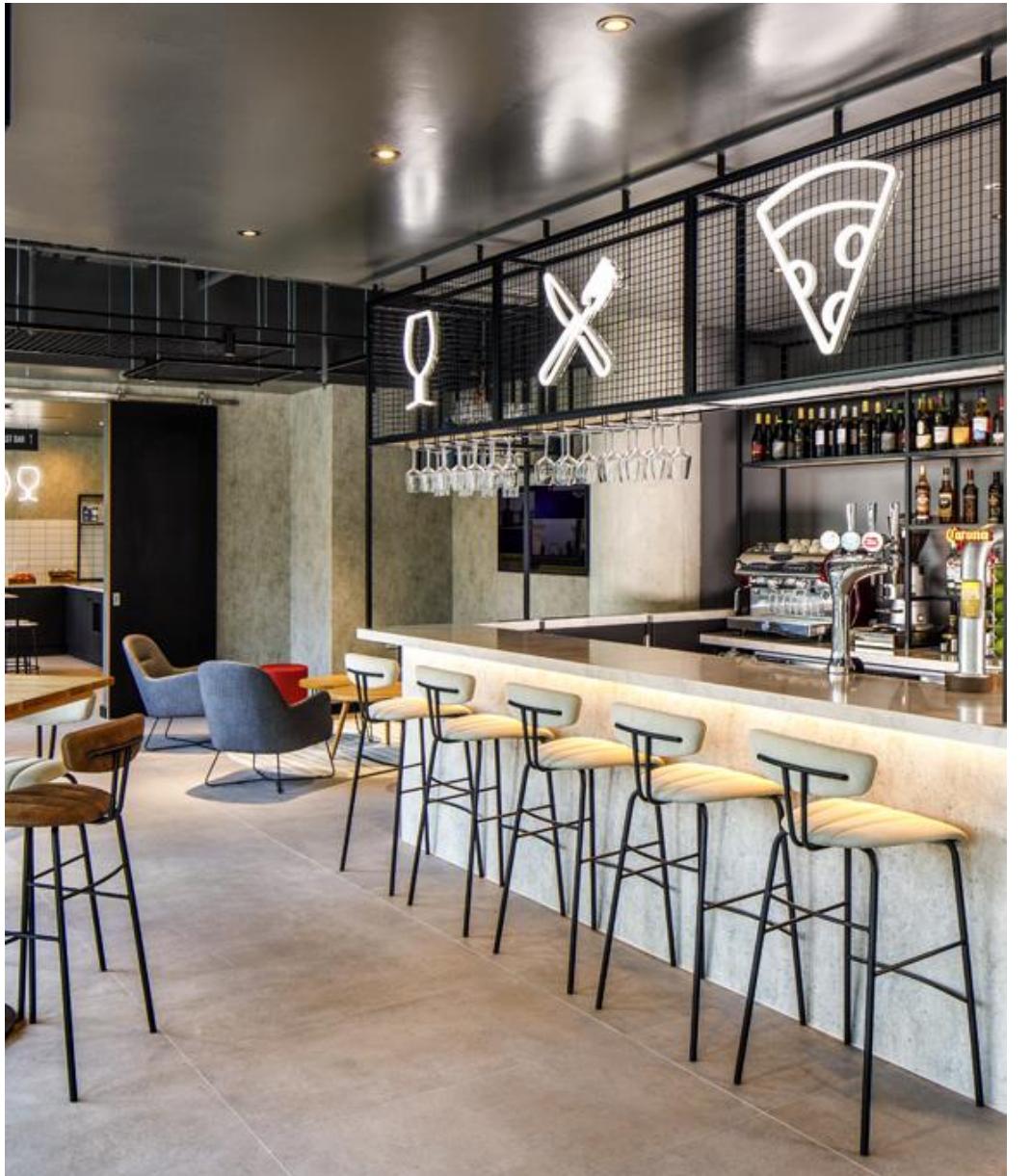
ibis London Earls Court United Kingdom  
1,700 sqm total meeting space



ibis Jakarta Harmoni Indonesia  
516 sqm total meeting space

COMBO

# Combination projects



ibis & Adagio Aparthotel  
London Sutton Point, United Kingdom  
**99 rooms + 59 apartments**



ibis & ibis budget, Porto Exponor  
Portugal (Opening 2027)  
**99 rooms + 102 rooms**



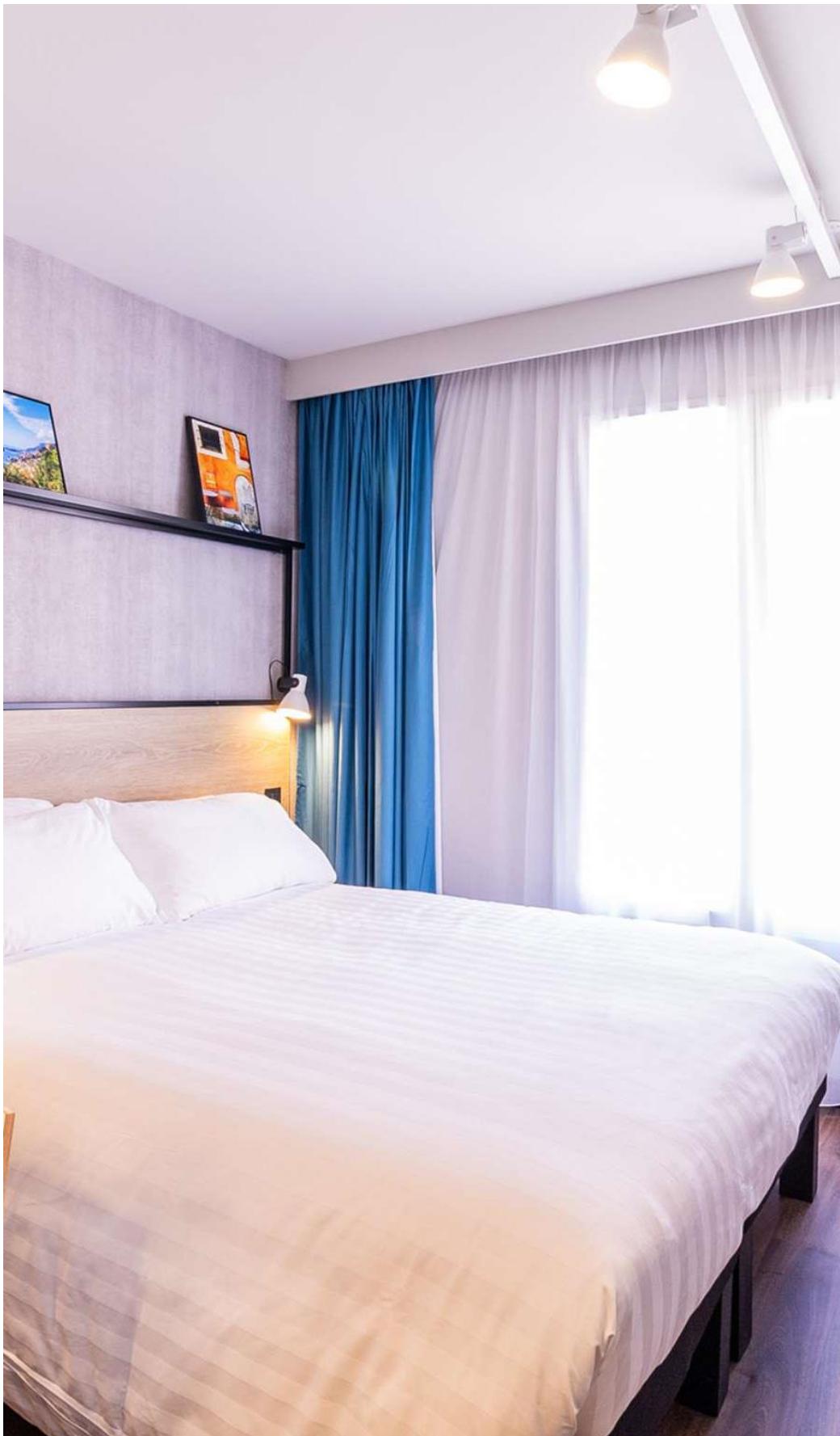
ibis & Novotel Melbourne Central  
Australia  
**259 rooms + 213 rooms**

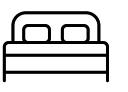


ibis & ibis budget Paris Saint-  
Quentin-en-Yvelines, France  
**92 rooms + 88 rooms**

## LEISURE &amp; RESORTS

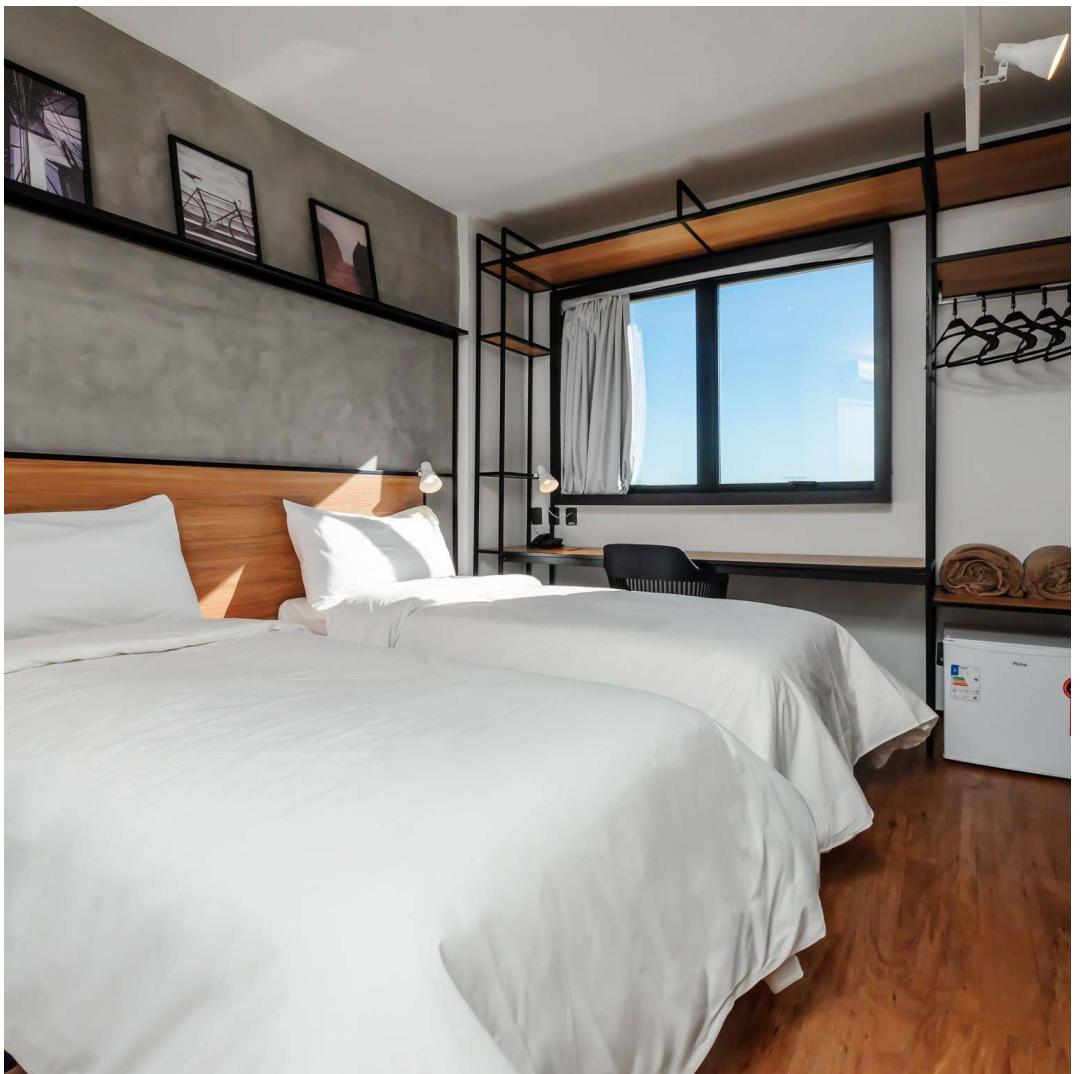
## ibis Roquebrune Cap Martin Menton, France



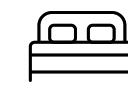
 69 rooms

## LEISURE &amp; RESORTS

## ibis Lavras, Brazil

 110 rooms

URBAN

 126 rooms

## ibis Istanbul Sisli, Turkey





Thank  
you

