



# 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.





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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	65%	Average awareness in 19 key countries in 2024
	Strong RGI vs competitors	116,6	RGI Full Year 2024
INVESTMENT	Predictable development costs	3	Efficient & adaptable Design concepts optimising every sqm
EBITDA	Proven business model with high GOP	46%	GOP in 2024 vs. 32,9% Economy segment (STR 2024)



## 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)

## 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.







TOPLINE

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

16%

Americas



185

51



26,955

5,741

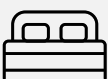
54%

Europe & North Africa



712

36



79,499

3,821

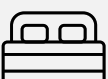
9%

MEAPAC



126

14



25,320

2,854

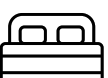
21%

China & Others



230

31



23,982

2,998

ibis

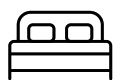


NETWORK

1,253

PIPELINE

132



155,756

15,414

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

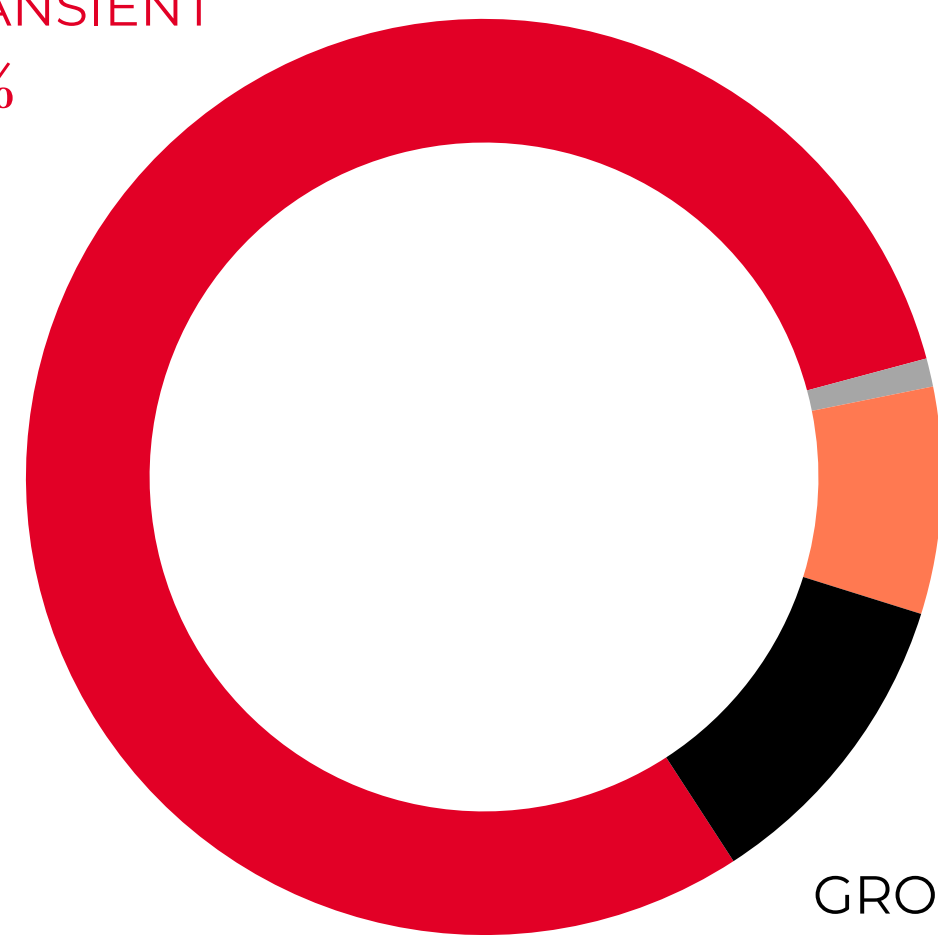


## TOPLINE

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

BOOKING REVENUE IBIS NETWORK  
FULL YEAR 2024

TRANSIENT  
79%



CONTRACT  
3%

OTHER  
3%

GROUPS  
15%







TOPLINE

Strong RGI vs competitors

Flagship examples  
– rank in compset

116,6

NETWORK REVENUE  
GENERATION INDEX

Full Year 2024



#1 ibis Osaka Umeda, Japan

Individual Hotel Source:  
STR FY June 2024



#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

116,6

NETWORK REVENUE  
GENERATION INDEX

Full Year 2024



#1 ibis Dubai World Trade Centre, UAE

Individual Hotel Source:  
STR FY June 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-ĞŦŞĐŦŦŦ—	
£ Ĥ	æě
£ŦŦ	öæŦ

RGI + CBD data only for Managed hotels  
Source: Accor Year end 2024  
Central Brand Delivery = Room Revenue Delivered through Accor Channels



Dubai, UAE

Ü-ĞŦŞĐŦŦŦ—	
£ Ĥ	124
£ŦŦ	ŸüŦ



Warsaw, Poland

Ü-ĞŦŞĐŦŦŦ—	
£ Ĥ	119
£ŦŦ	ŸüŦ



Bordeaux, France

Ü-ĞŦŞĐŦŦŦ—	
£ Ĥ	āü
£ŦŦ	ŸöŦ



## 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.

## CHOOSE FROM

1. AGORA BY INNOCAD
  2. PLAZA BY FGMF
  3. SQUARE BY SODA
- OR BESPOKE CONCEPTS

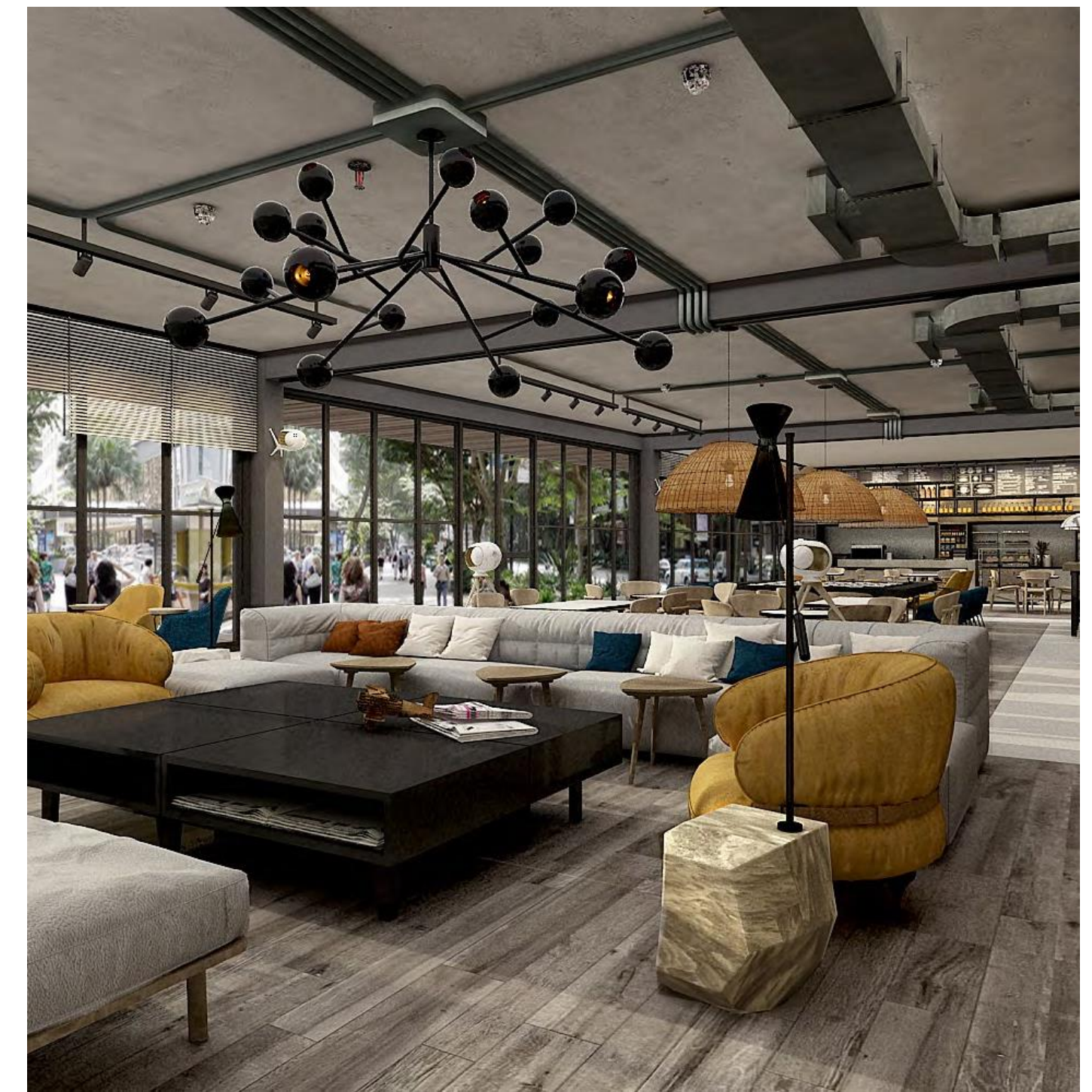


2. PLAZA

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*

Number of rooms: 153  
Location: AAA  
Opened July 2022

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

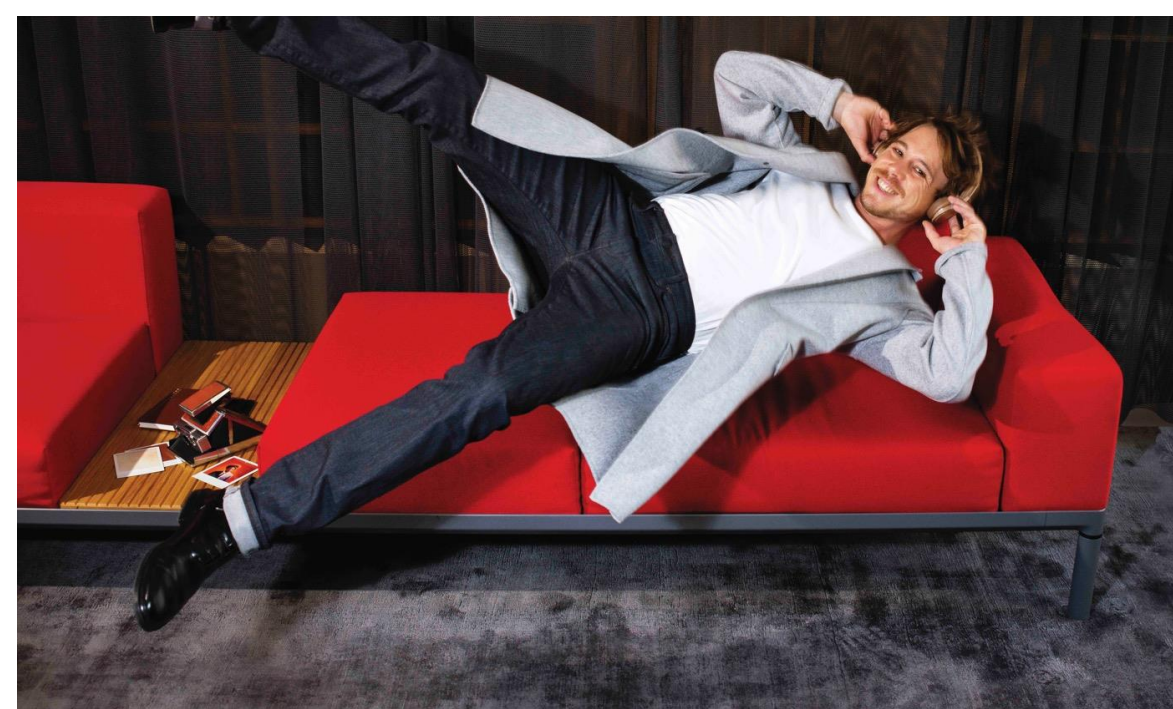
# Our promise to guests all over the world



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

ibis embodies



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

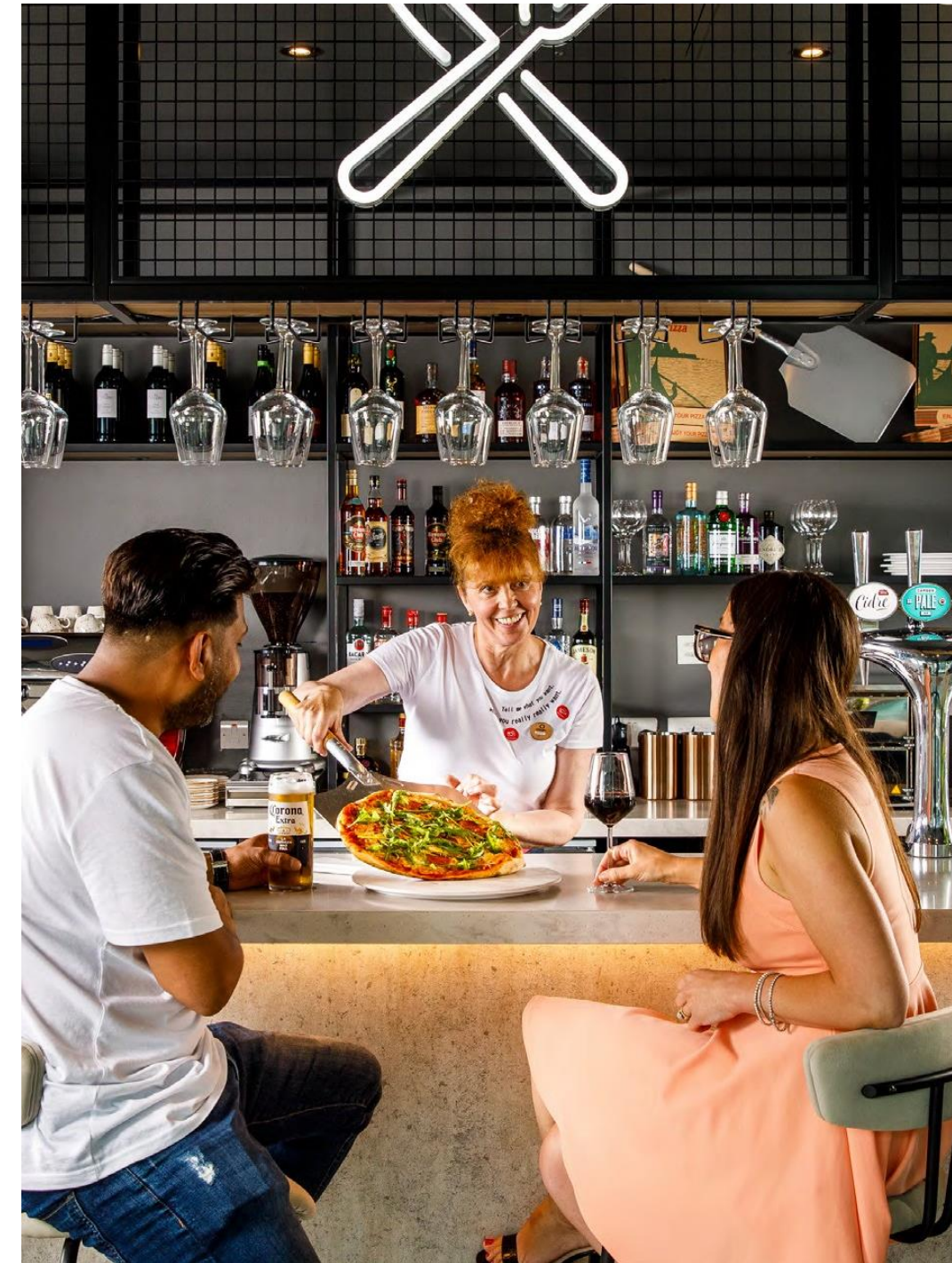
\*\*Competitors include: B&B, Hampton, Spark by Hilton, Holiday Inn Express and Premier Inn

Source: Trust You 2024

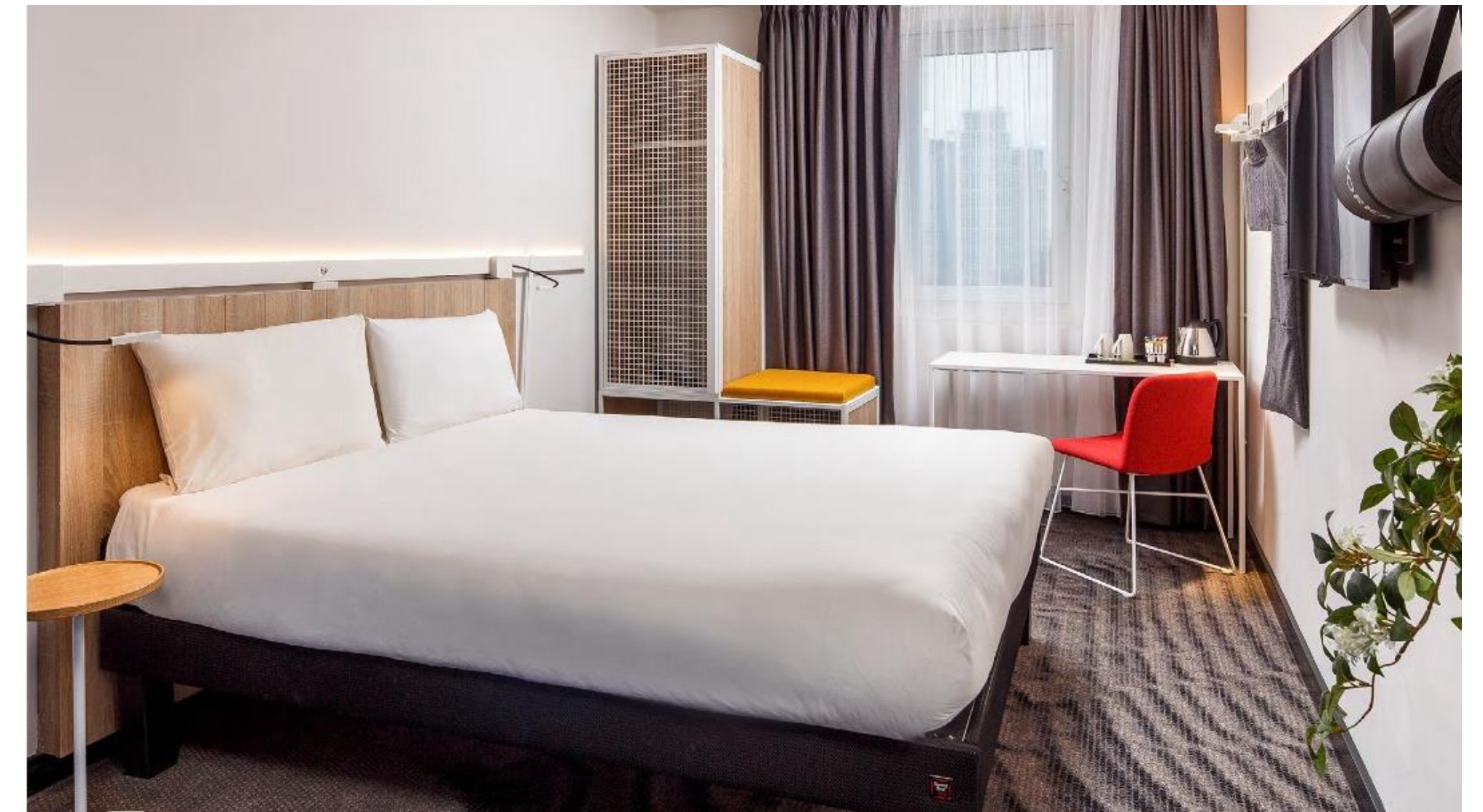


[illegible]

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.

[illegible]

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









TOP 3 USPS

Guest journey & experience

KEY STANDARDS AT A GLANCE

Arrival & departure	Living Social Spaces	Guest room	F&B
24/7 Reception Staff dress code	Contact staff 24/7  Fixed or free promise  High-end sound system & Brand music playlist  Board games in the lobby	Sweet Bed™ by ibis  Branded amenities	Breakfast buffet 24/7 F&B offer  Great Bar around a signature drink



# Distribution ecosystem

Chapter

03

*Accor Sales,  
Distribution & Loyalty  
ibis digital scale*



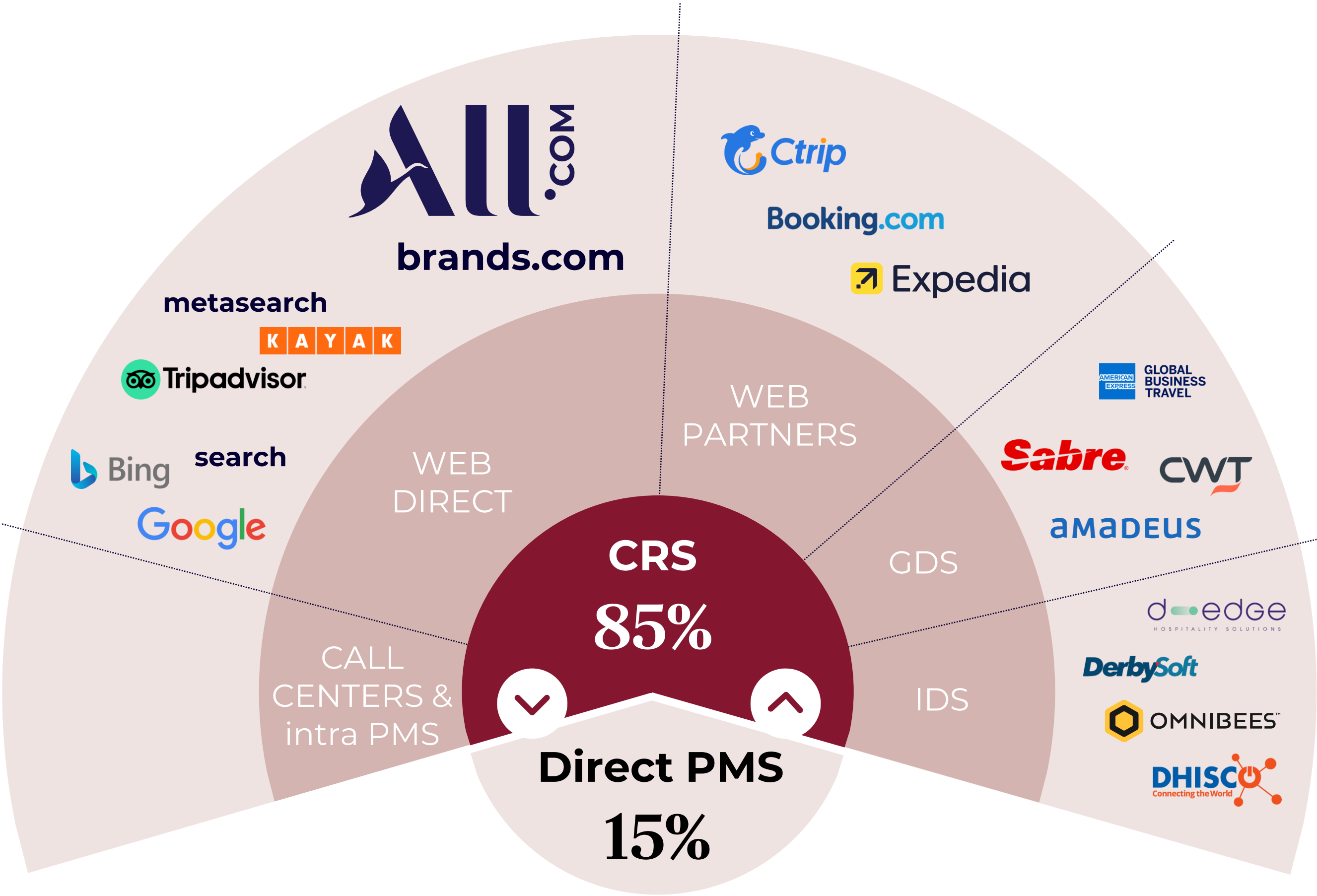


CONNECT YOUR HOTEL

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



Strong revenue contribution for hotels

ALL ROI FOR OWNERS

x9

AWARDS SINCE LAUNCH

39







IBIS DIGITAL SCALE

Boost direct sales with ibis digital scale

IBIS.COM

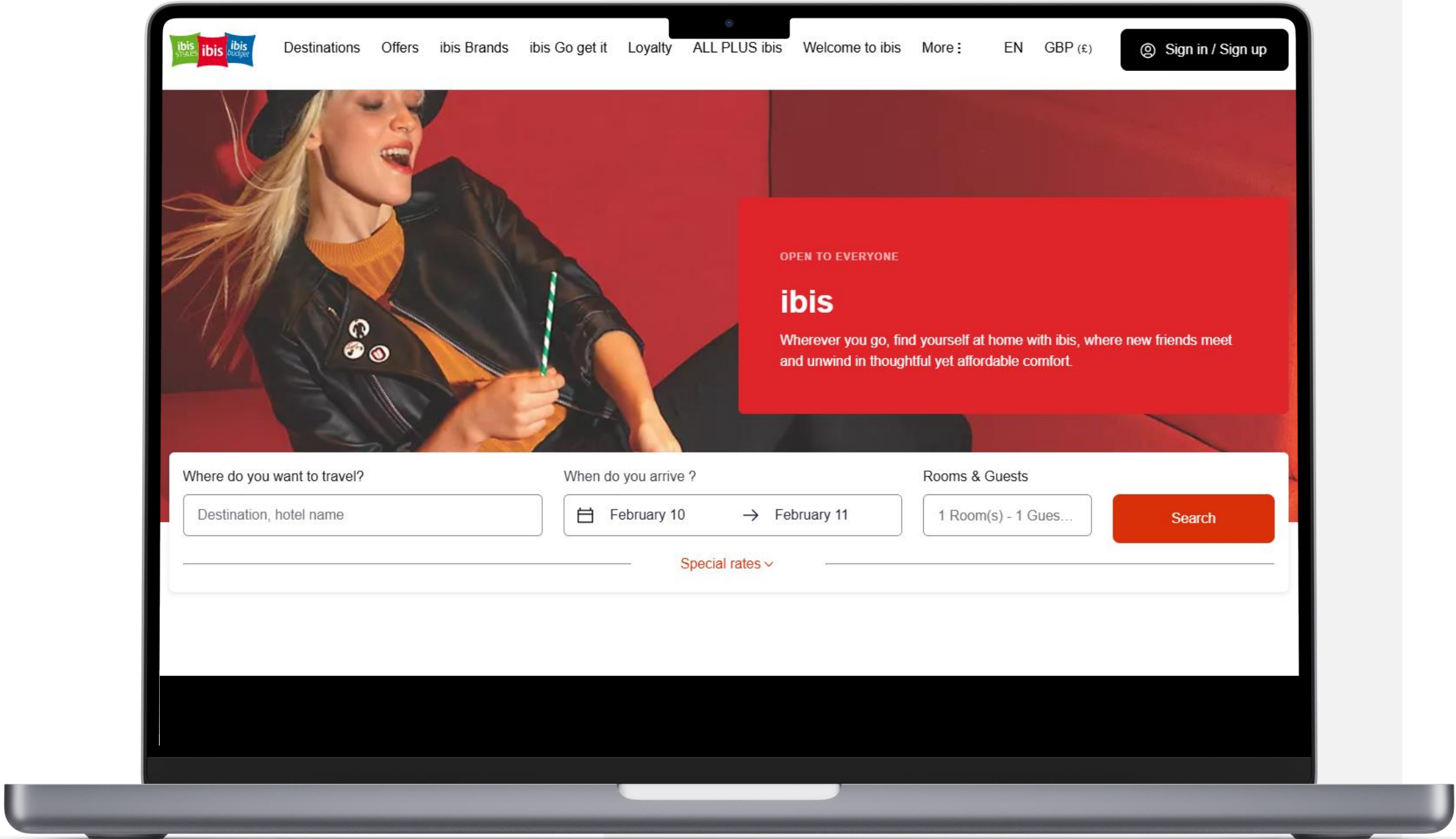
6.2M  
Sessions

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



+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 TASHKENT LUMIERE  
UZBEKISTAN – OPENING 2026

*Hotels  
Leisure & Resorts  
Combos*





HOTELS

# Hotels Development Criteria

ibis hotels fit equally new builds 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 & 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

(1) 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
- Kinds Corner / Room
- Entertainment Facilities





COMBO NOVOTEL / IBIS ALMATY JETISU  
KAZAKHSTAN

COMBOS

# Combos development

Strong ROI for projects  
combining ibis hotel with:

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



# ibis Network

Chapter

05

*Urban  
Leisure & Resorts  
Airport  
MICE  
Combos*



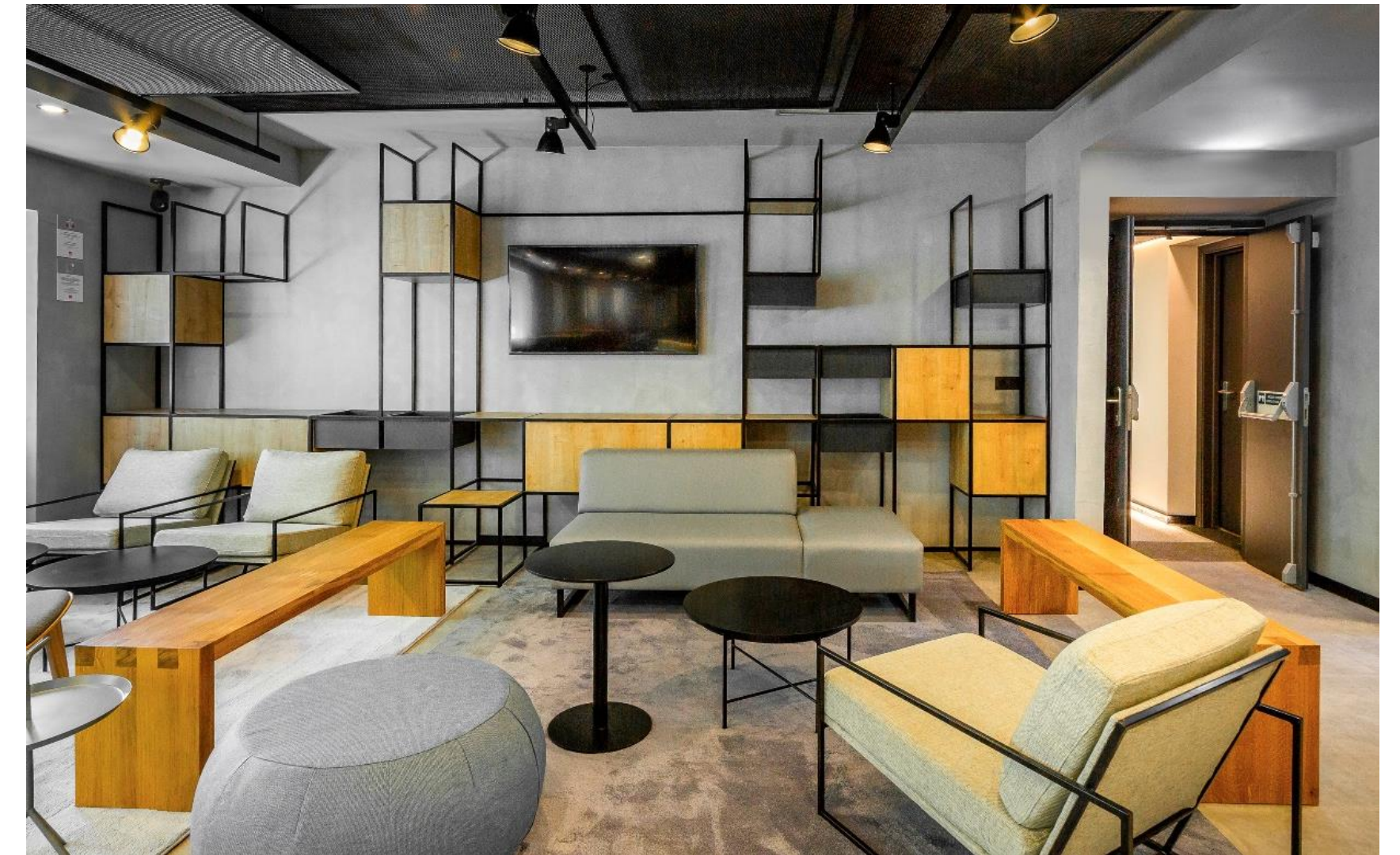
IBIS BANGKOK SUKHUMVIT 24  
THAILAND



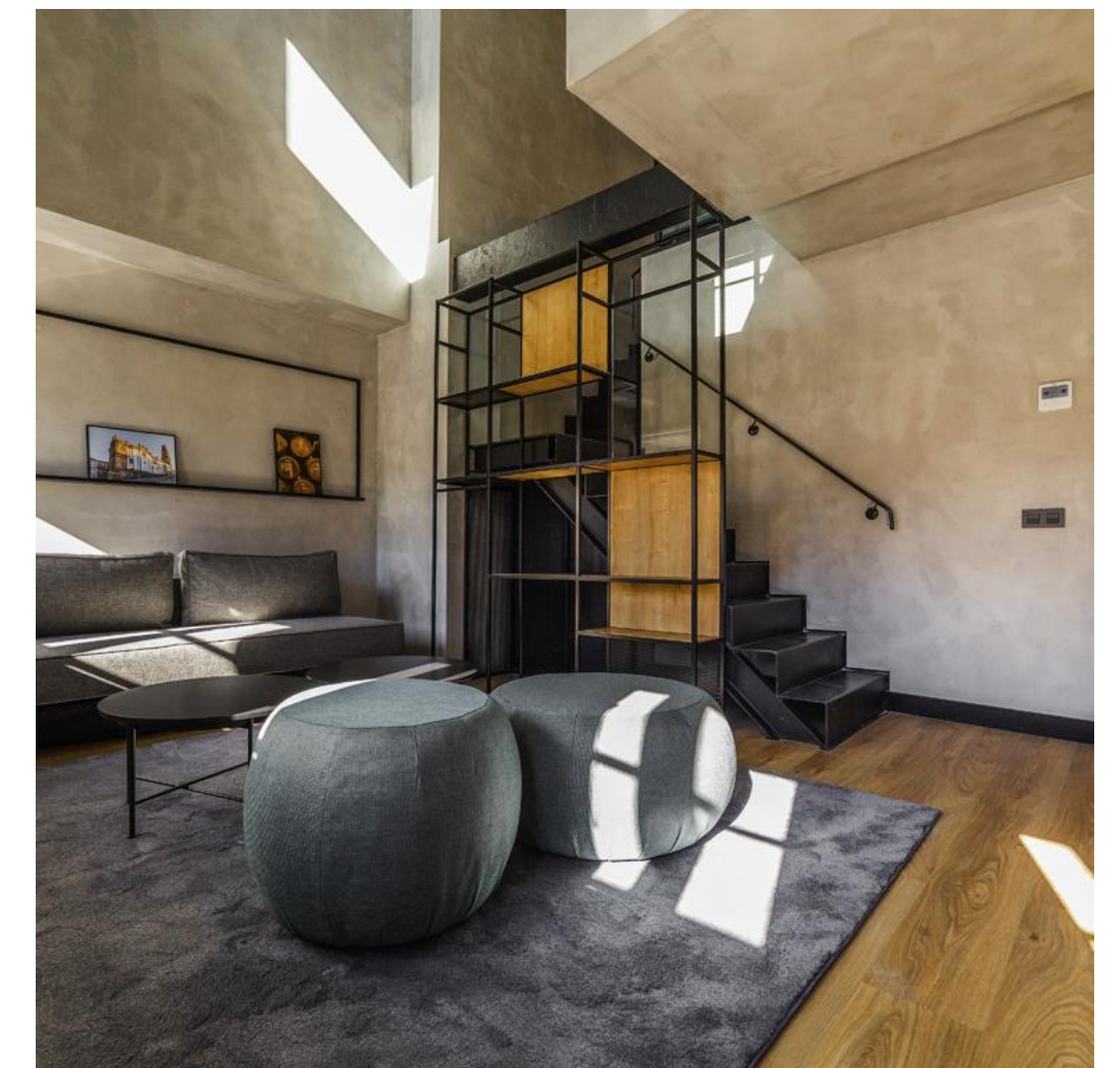


URBAN

## ibis Porto Centro Mercado do Bolhao, *Portugal*



 89 rooms



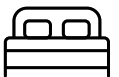


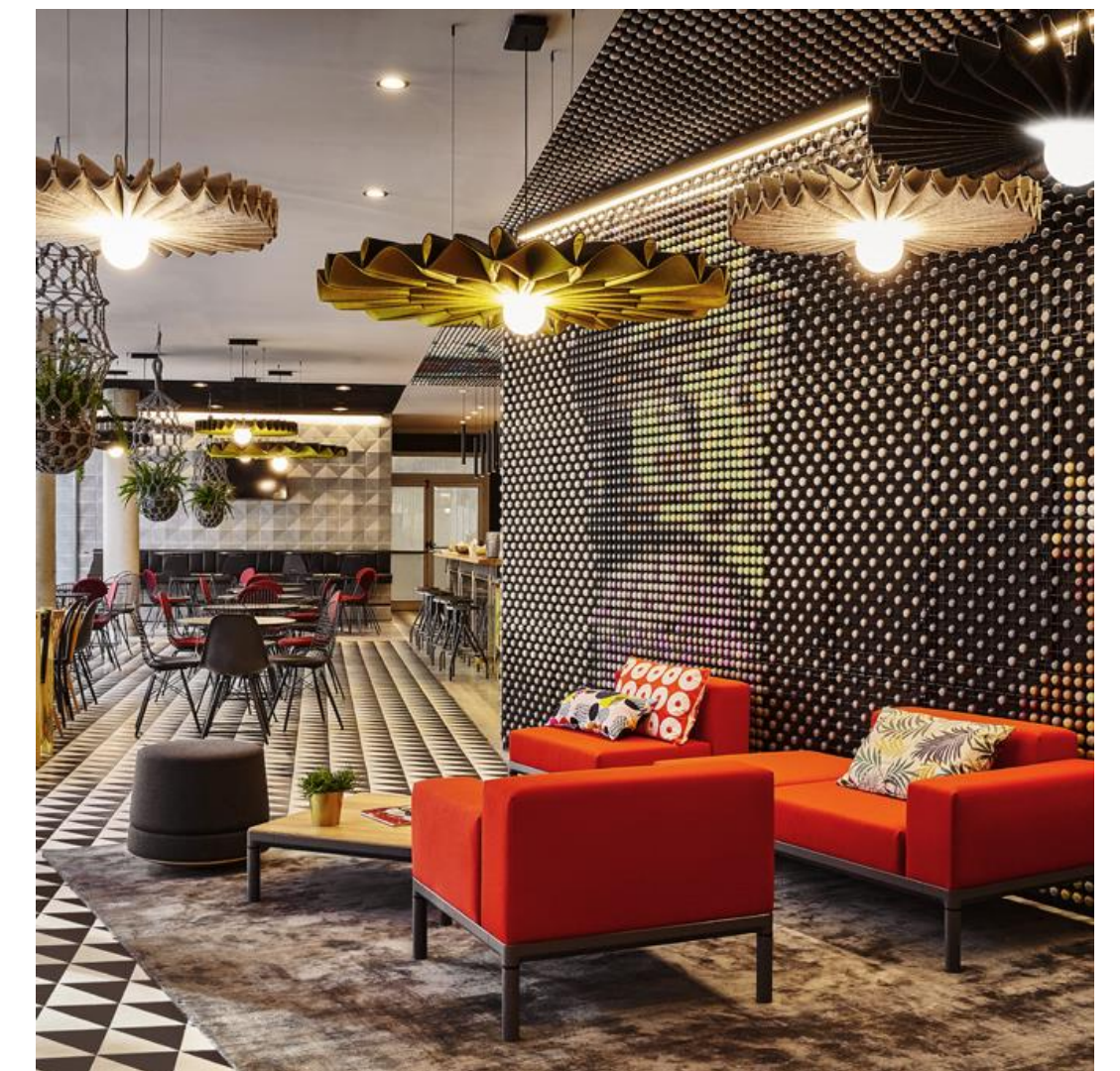


## URBAN

### ibis Barcelona Plaza Glories 22, *Spain*



 147 rooms



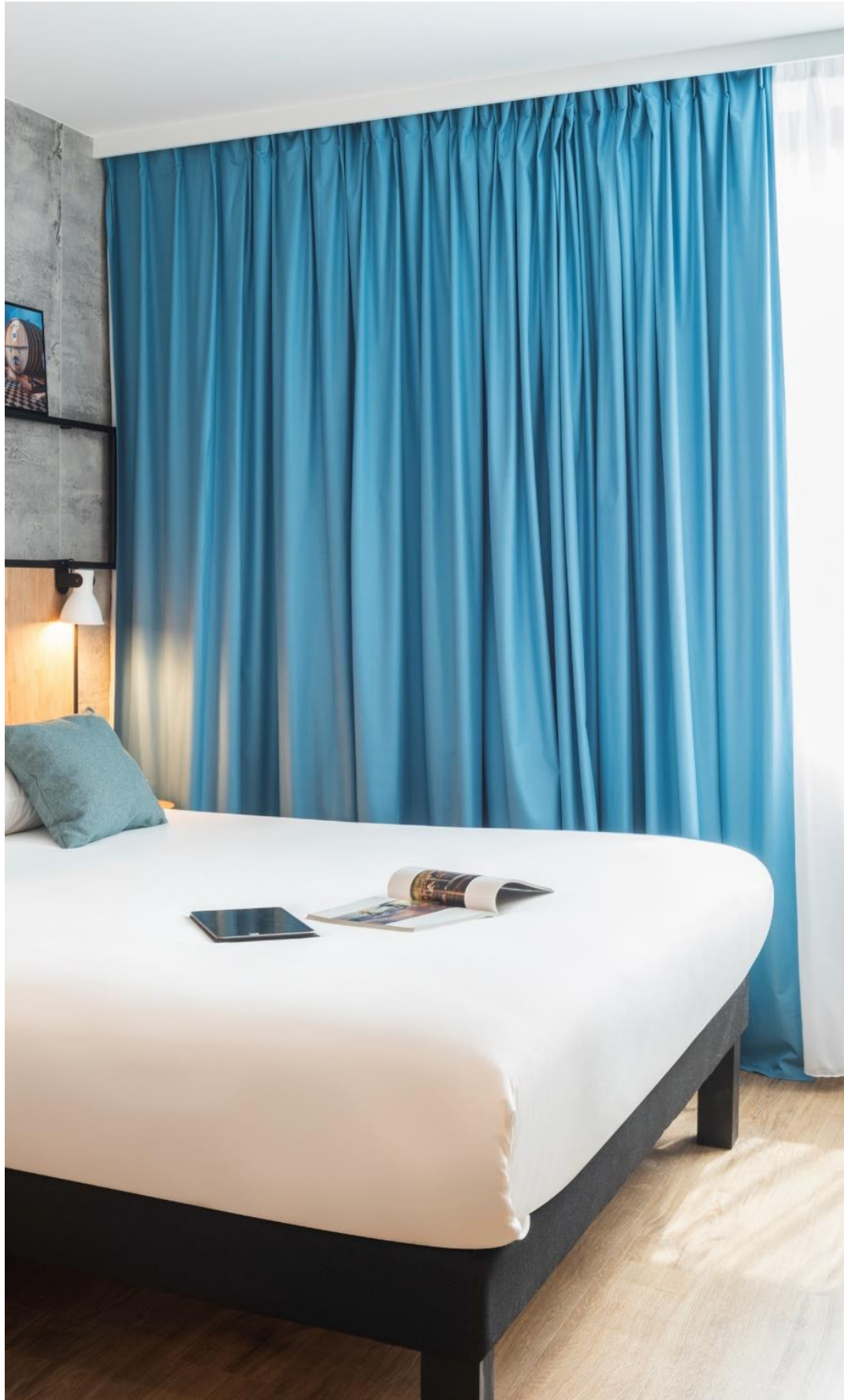


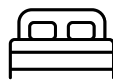


Why invest - ibis

URBAN

ibis Lyon Sud Oullins , *France*



 123 rooms





URBAN

ibis Béthune Centre Gare, *France*



 78 rooms



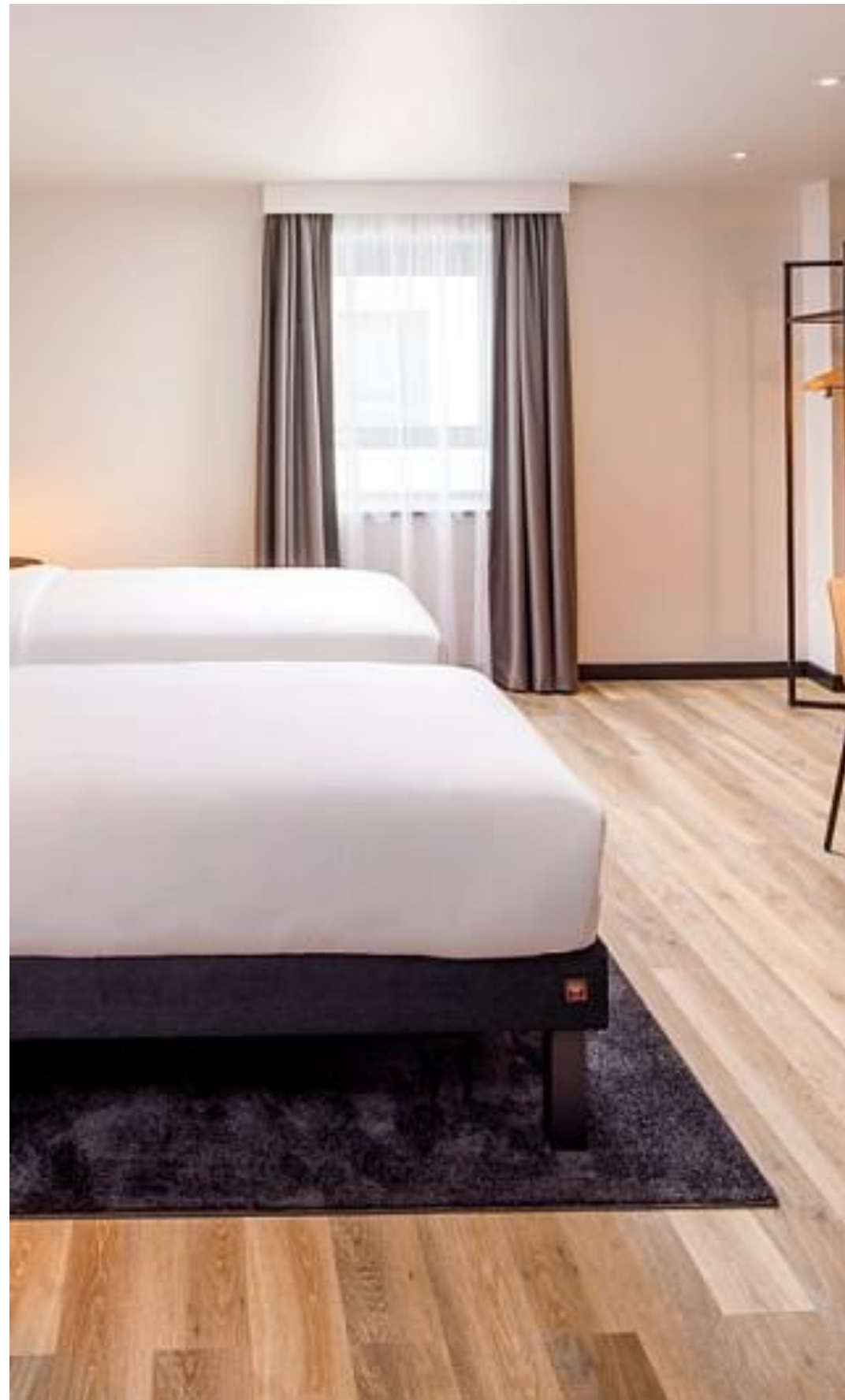




Why invest - ibis

URBAN

ibis London Sutton Point Hotel, *UK*



 99 rooms





Why invest - ibis

URBAN



ibis network P40 

 160 rooms

ibis Bucharest Politechnica, *Romania*





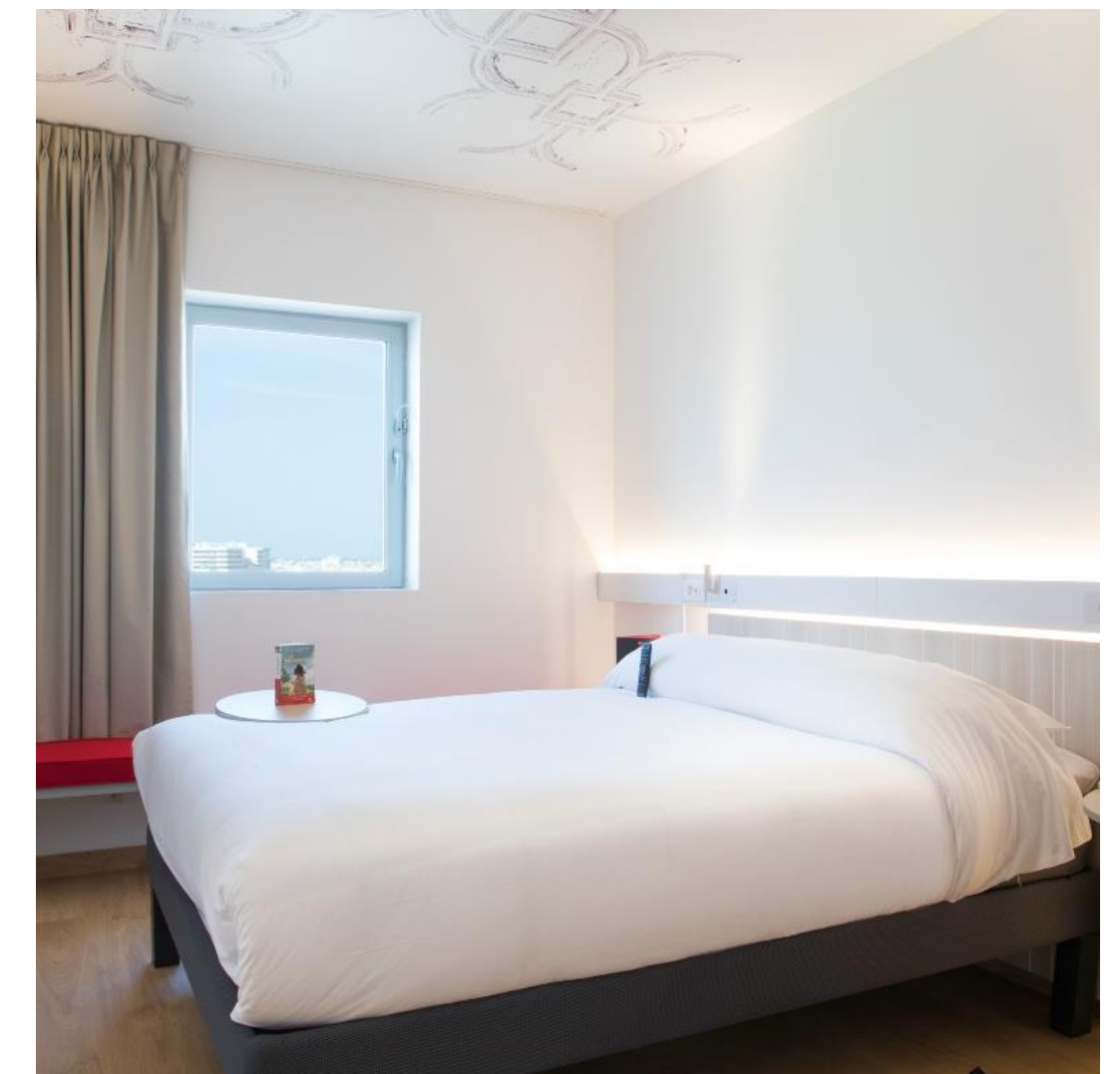


URBAN

## ibis Casablanca Abdlemoumen, *Morocco*



 157 rooms








Why invest - ibis

URBAN

ibis São Paulo Expo Barra Funda, *Brazil*



 286 rooms





Why invest - ibis

URBAN



 120 rooms

ibis Santa Cruz de la Sierra, *Bolivia*







Why invest - ibis

URBAN



 288 rooms

ibis Jeddah City Center, *Saudi Arabia*







Why invest - ibis

URBAN

ibis Osaka Umeda, *Japan*



 181 rooms





Why invest - ibis

URBAN



ibis network P46 

 162 rooms

ibis Samarinda, *Indonesia*





URBAN

ibis Nanjing Confucius Temple, *China*



 288 rooms

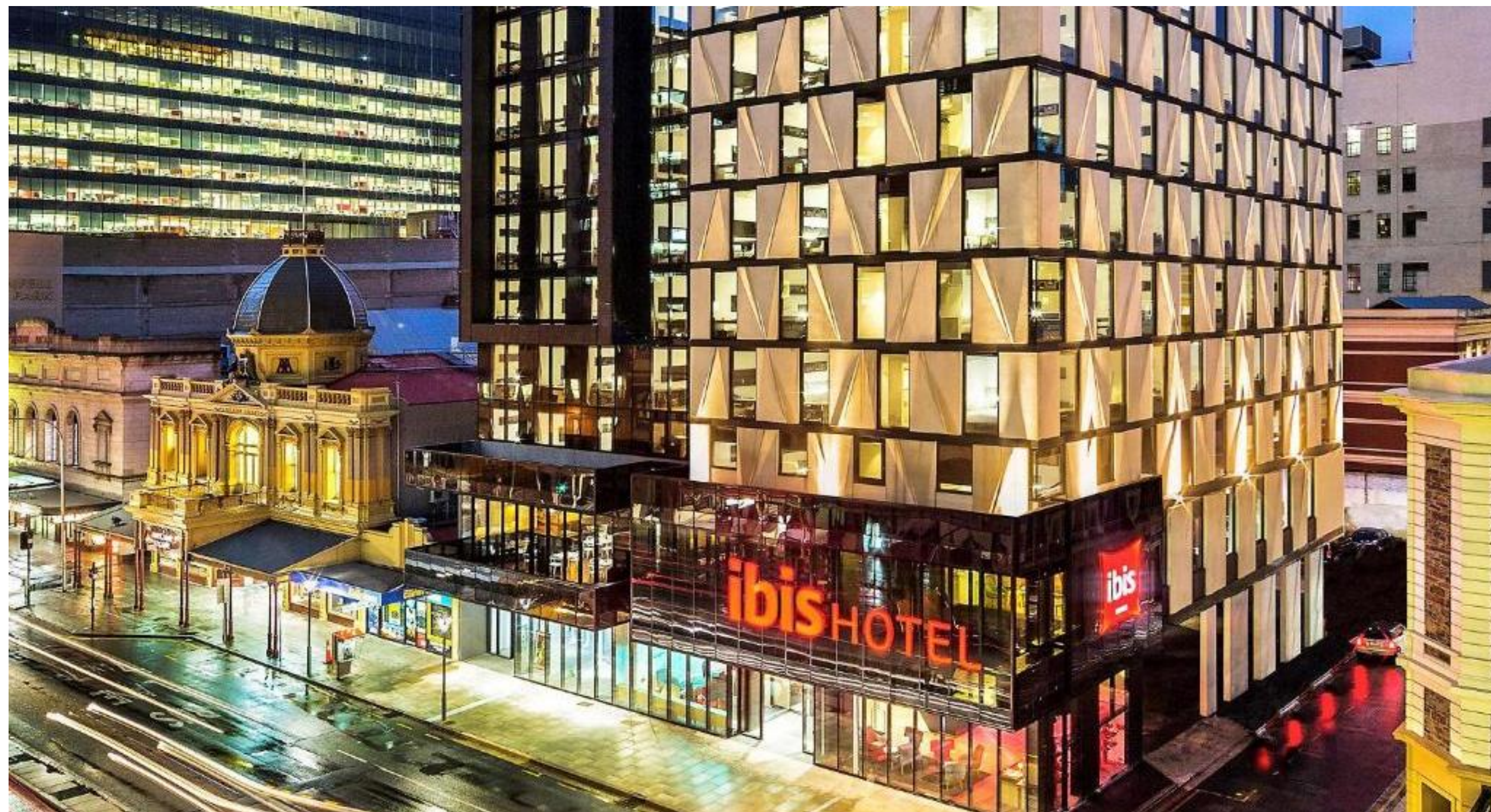




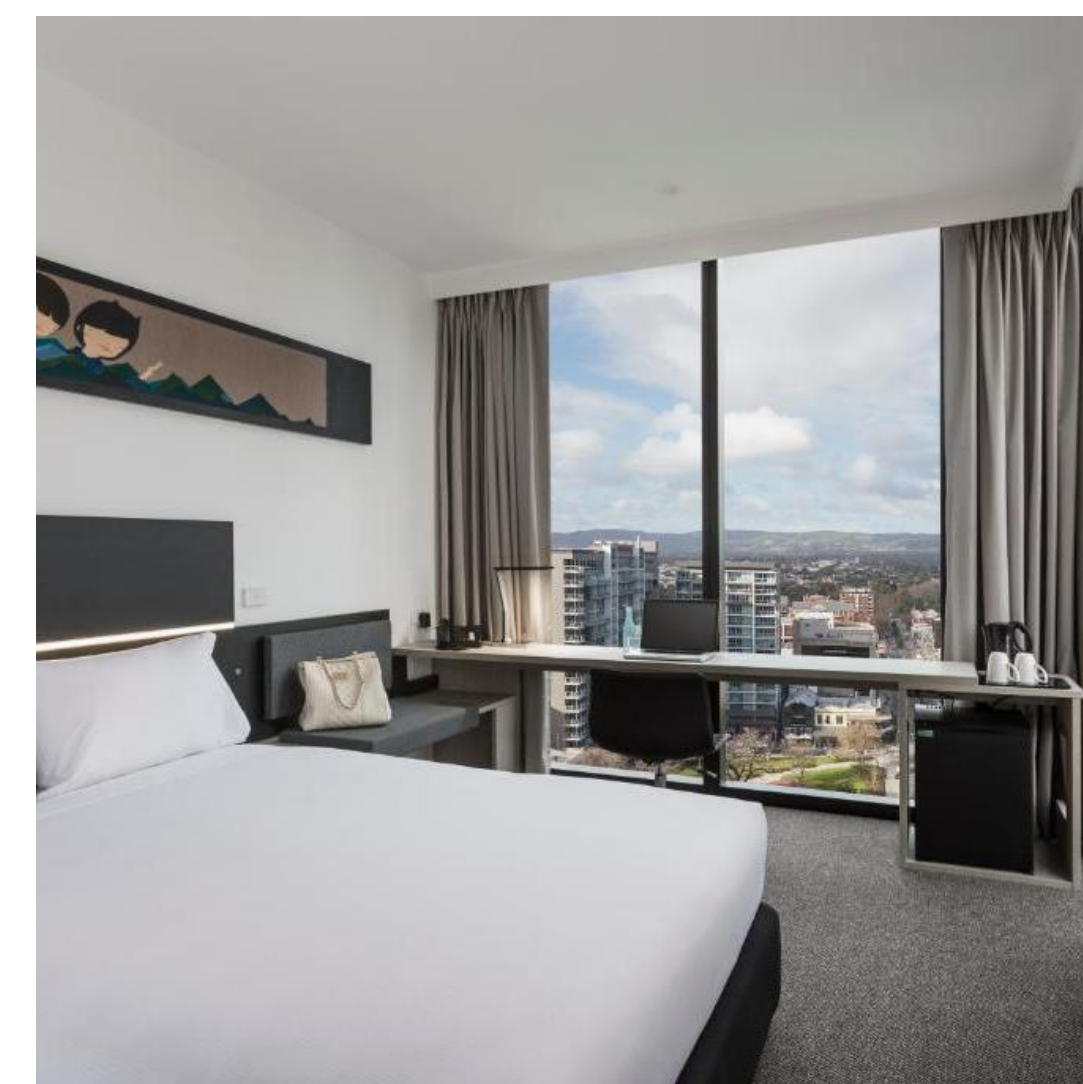


URBAN

## ibis Adelaide, *Australia*



 311 rooms







Why invest - ibis

LEISURE & RESORTS



ibis network P49 

 209 rooms

ibis Samui Bophut, *Thailand*







Why invest - ibis

LEISURE & 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**



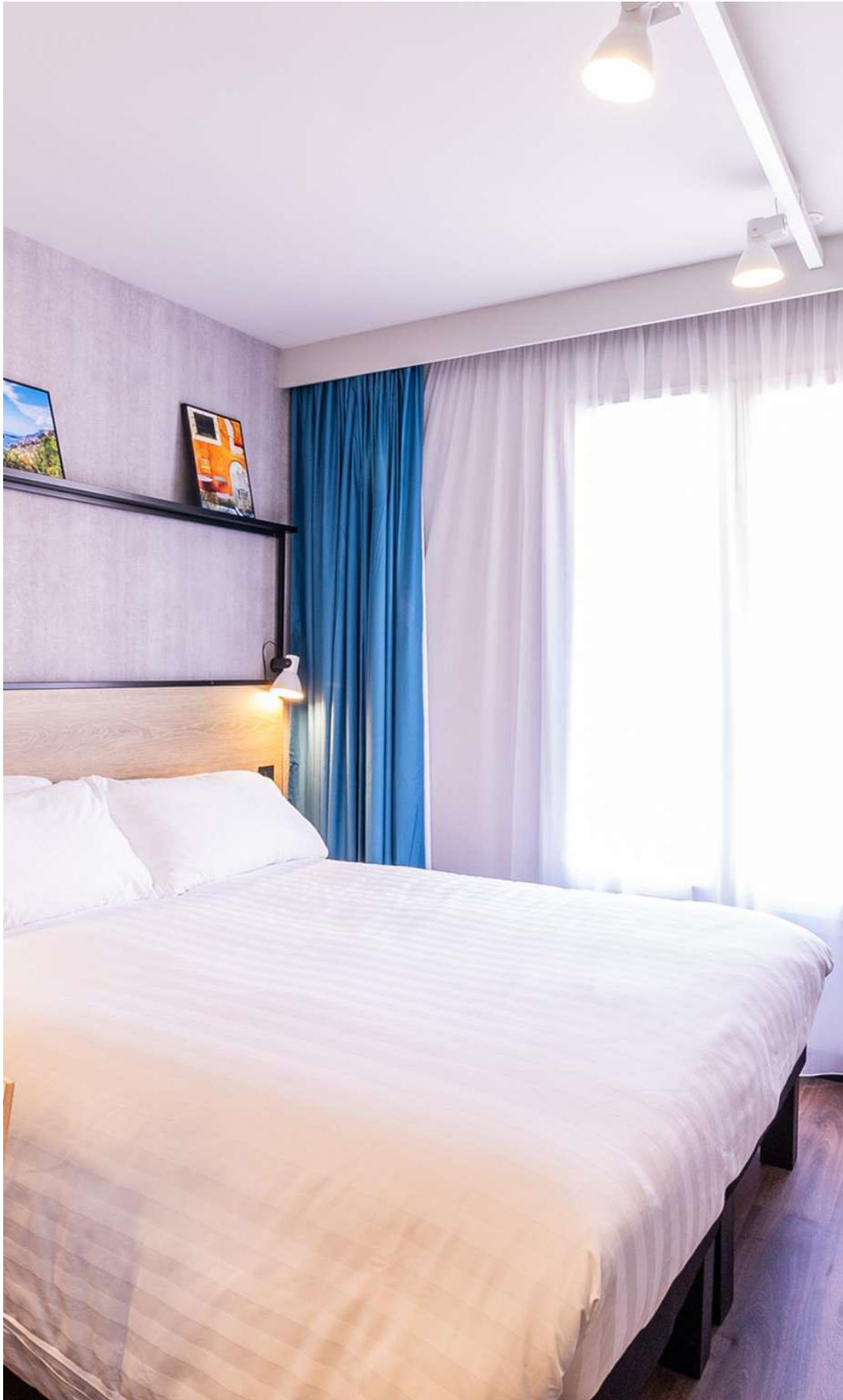
ibis & ibis *budget* Paris Saint-  
Quentin-en-Yvelines, *France*  
**92 rooms + 88 rooms**





LEISURE & RESORTS

ibis Roquebrune Cap Martin Menton, *France*



 69 rooms



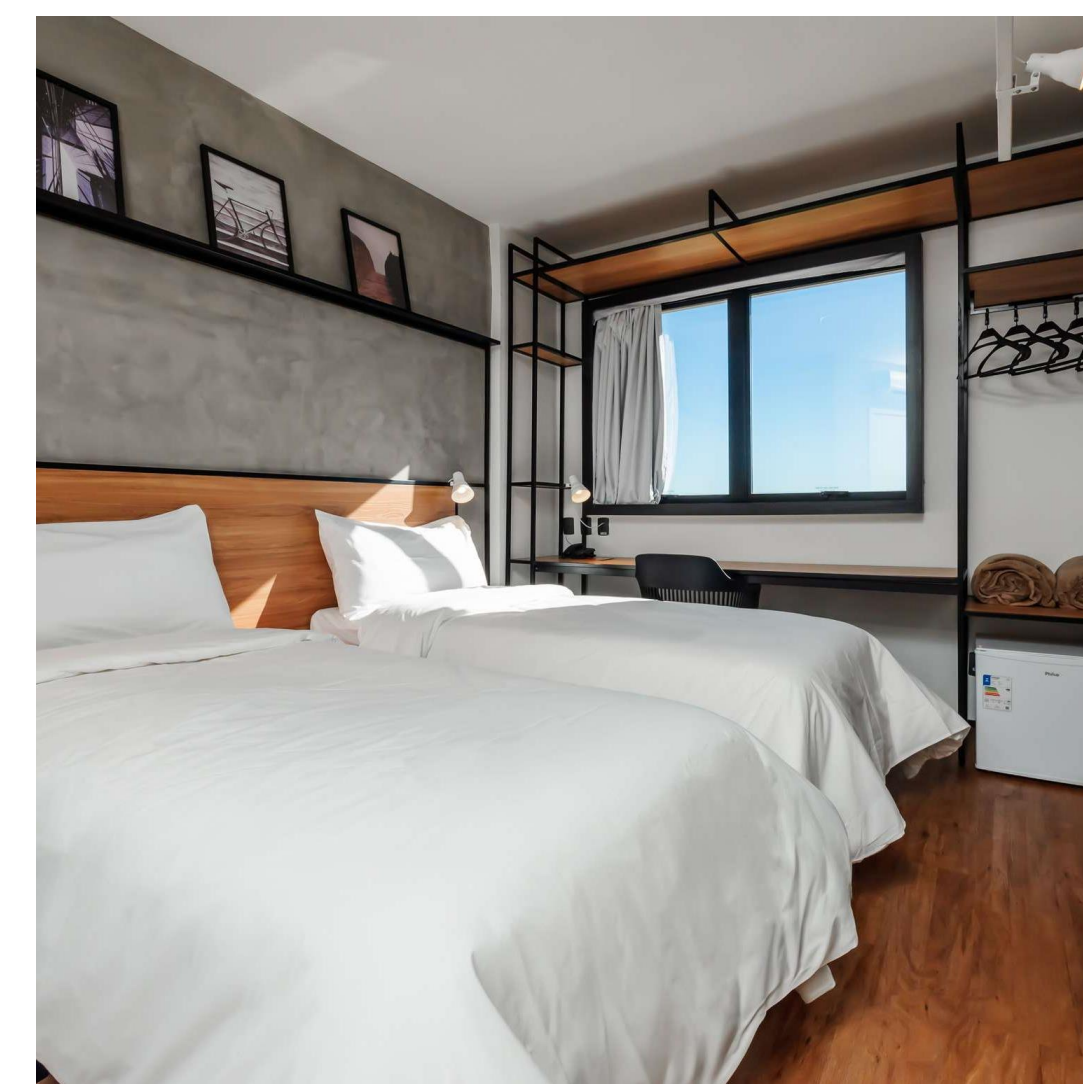


## LEISURE & RESORTS

### ibis Lavras, *Brazil*



 110 rooms







Why invest - ibis

URBAN



 126 rooms

ibis Istanbul Sisli, *Turkey*







# Thank

# *you*

