



Why invest *ibis Styles* 2025

GLOBAL DEVELOPMENT
PREMIUM, MIDSCALE & ECONOMY DIVISION

WELCOME TO IBIS STYLES

At ibis Styles, we're all about fun and design-forward hospitality.

Express your unique style, unleash your creative mindset, and dive into a world of comfort.



IBIS STYLES AMBASSADOR SEOUL MYEONGDONG
SOUTH KOREA

WHY IBIS STYLES?

Star performing brand

ibis family powerful footprint of more than 2,800 hotels globally

Standing out from the crowd with unique design storytelling

Strong ibis brand awareness combined with ibis styles higher brand premium resulting in strong RGI vs compset (117 full year 2024)

On the pulse of contemporary culture

A global network of 680+ hotels offering inspiring places for curious travellers looking to connect with local creators

Leading experience vs competition in design, comfort and off-the-beat travel journeys

Powerful distribution eco-system

Leverage Accor's sales, marketing, distribution & loyalty platform from day 1, Connecting you with valuable global business & directly contributing 80% of your room revenue.

Star performing brand

Chapter

01



*Topline
Investment
EBITDA*



TOPLINE

With a global footprint of nearly 860 hotels open and in the pipeline

9%

Americas



53

28



8,020

3,450

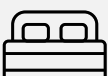
61%

Europe & North Africa



439

78



38,694

8,642

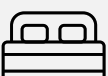
14%

MEAPAC



92

27



17,173

5,846

16%

China & Others



105

34



10,690

3,327

ibis Styles

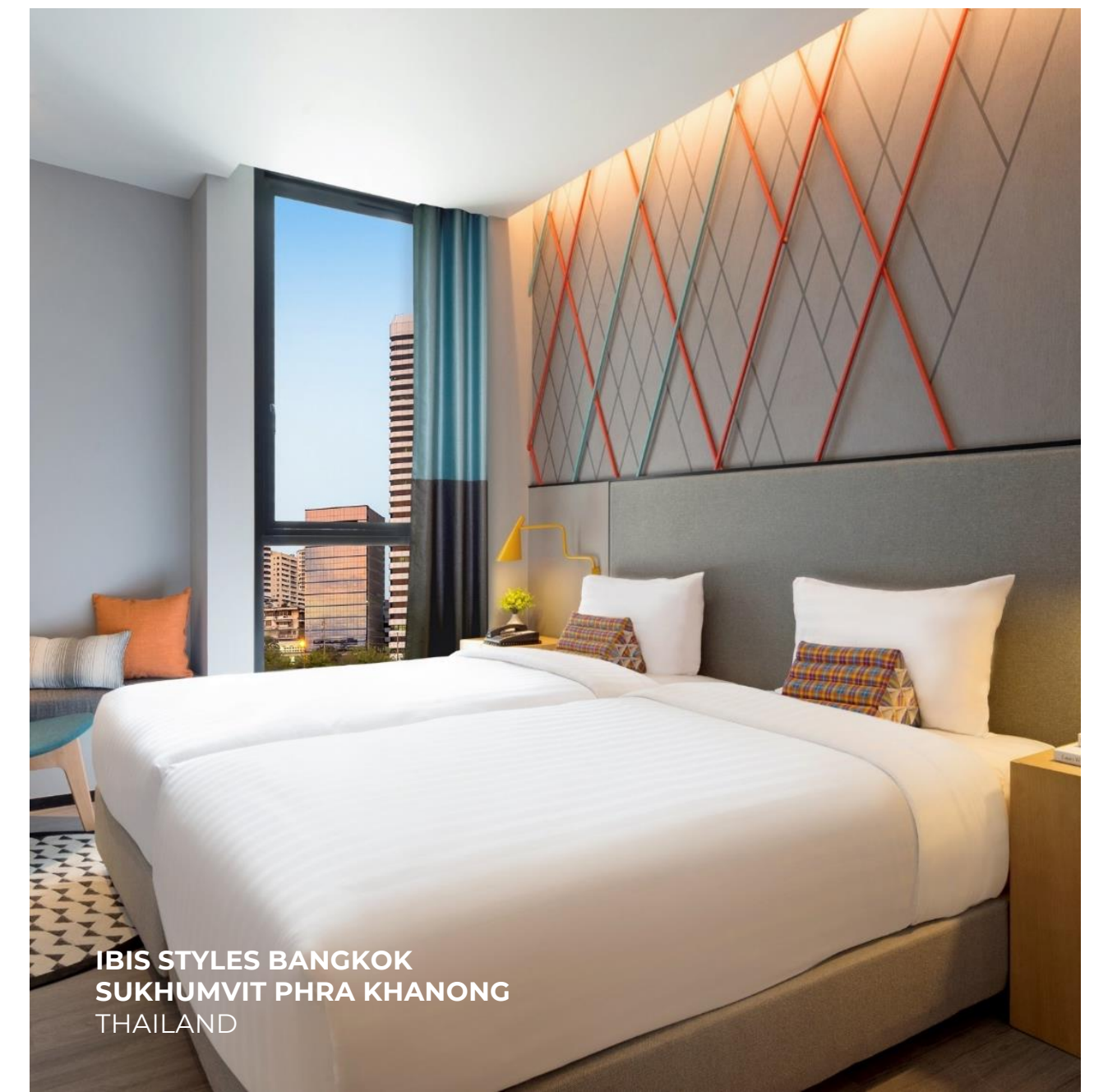
	NETWORK	PIPELINE
	689	167
	74,577	21,265

All figures as of end December 2024
Breakdown network + pipeline by region is calculated by number of rooms

TOPLINE

Unique storytelling through bespoke design

- No two ibis Styles hotels are the same – enabling a creative approach to hotel programming
- Market driven design programming in terms of space and facilities required, allowing adaptability to project specificities
- Soft brand standards backed up by ibis family reliable concepts & processes for easy implementation
- Making it a perfect brand for existing hotels conversion as much as new build projects



Contemporary culture

Chapter

02



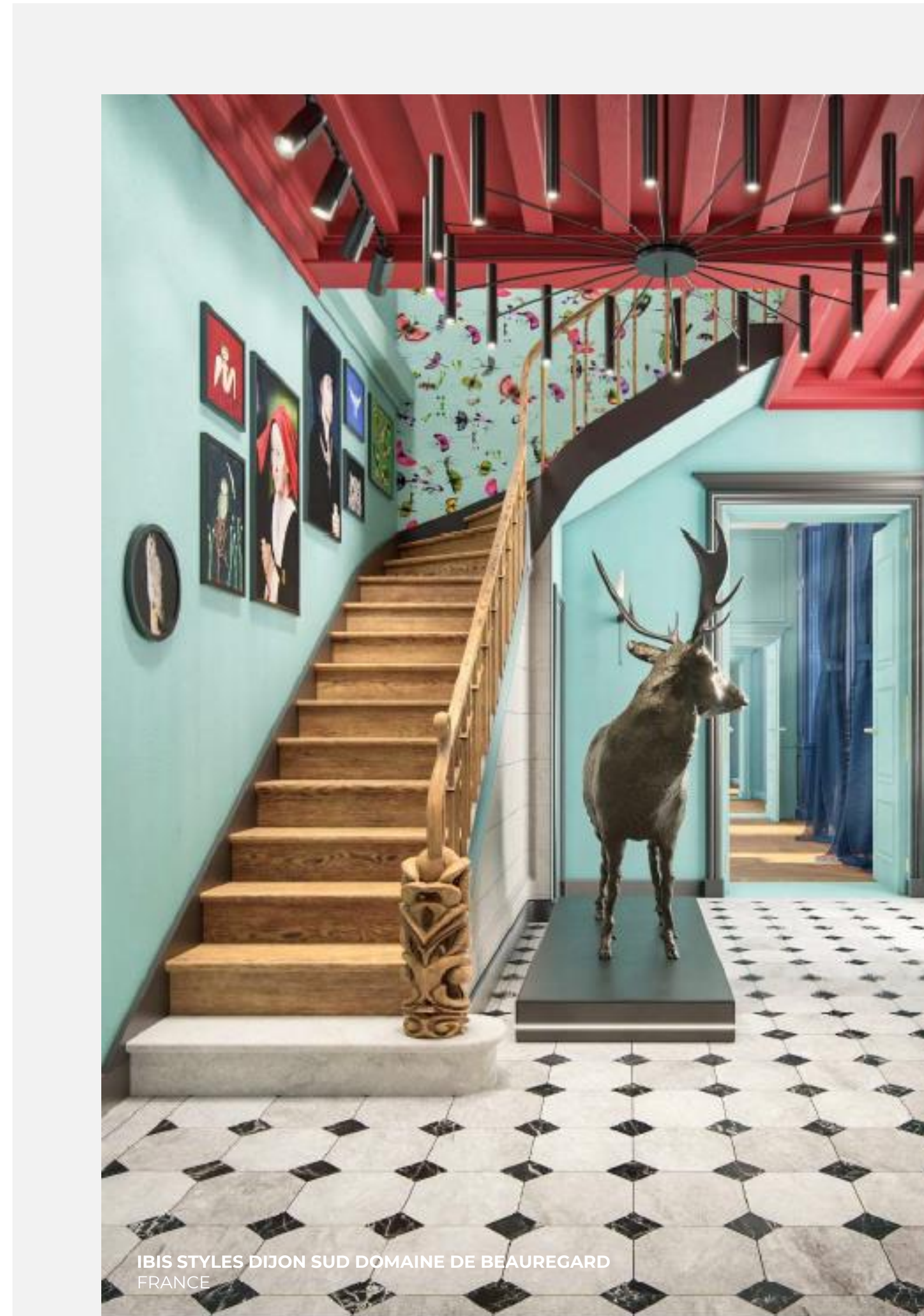
Brand positioning
Brand Movie
TOP 3 USPs



BRAND POSITIONING

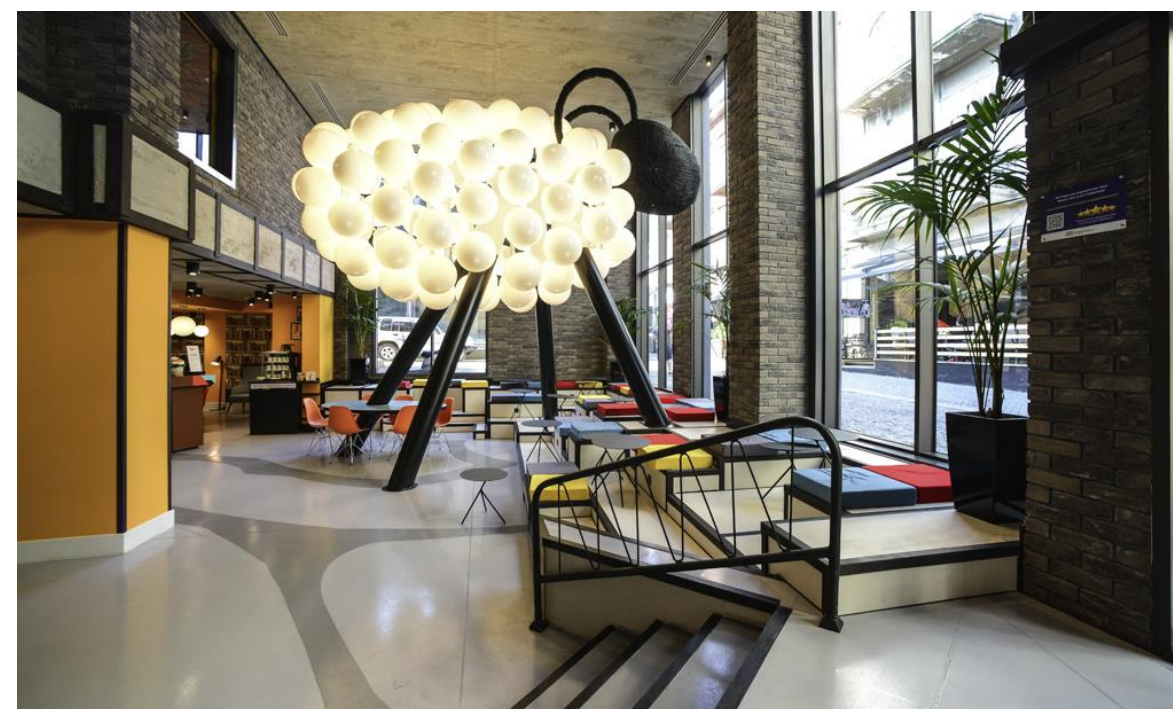
TRENDY
PLAYFUL
SURPRISING
JOYFUL

Inspiring places for
inspired people

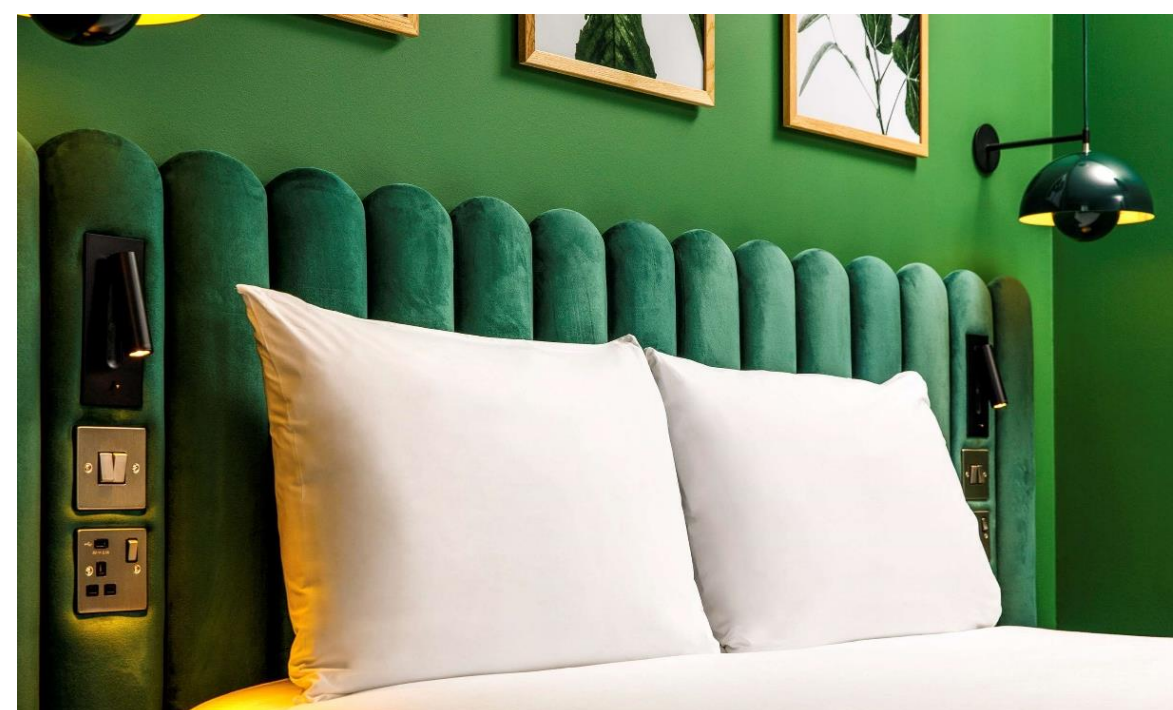


TOP 3 USPs

Our promise to curious travellers & guests



1 ibis Styles are uniquely designed venues, highly inspirational & instagrammable



2 ibis Styles is the trustworthy choice for curious minds



3 ibis Styles is offering a surprising experience by connecting cultural explorers with local creators



USP #1

ibis Styles are



uniquely designed venues,
highly inspirational &
instagrammable

Each hotel enriches a creative collection of intensely designed venues through its own bold and surprising design.

A personalised inspiration around a purposeful theme is brought to life as active urban hotspots to inspire our guests, locals & digital communities.

70% of guests

think that ibis Styles are surprising hotels, inspiring them to express their creativity

80% of guests

think ibis Styles are perfect photo spots for Instagram pictures



Why invest – ibis Styles

USP #1



On the pulse of contemporary culture

P11





USP #2

ibis Styles is the
trustworthy choice



for curious minds

Product & service offers above segment standards,
at an economic price (Ultimate comfort in room
with Sweet Bed by ibis Styles & Creative F&B
starting with fun breakfast)

#1 in Service Professionalism

Sentiment score* at 93.06
Vs competitors between 88.52 and 91.25**

* Sentiment Score

**Competitors include: Best Western, Mama Shelter and Moxy

Source: Trust You 2024



USP #3

ibis Styles is offering a
surprising experience



by connecting cultural
explorers with local creators

Opening up the hotel to the local
community to drive revenues 24/7 and
attract both neighbours and travellers.

#1 in F&B

Sentiment score* at 74.17
Vs competitors between 60.20 and 73.15**

* Sentiment Score

**Competitors include: Best Western, Mama Shelter and Motel One

Source: Trust You 2024



ORANGE TREES
ibis Styles Sevilla Santa Justa
Spain



MADRID ENERGY
ibis Styles Madrid City Las Ventas
Spain



DISCO
ibis Styles Muenchen Perlach
Germany



TOP 3 USPS

Guest journey & experience

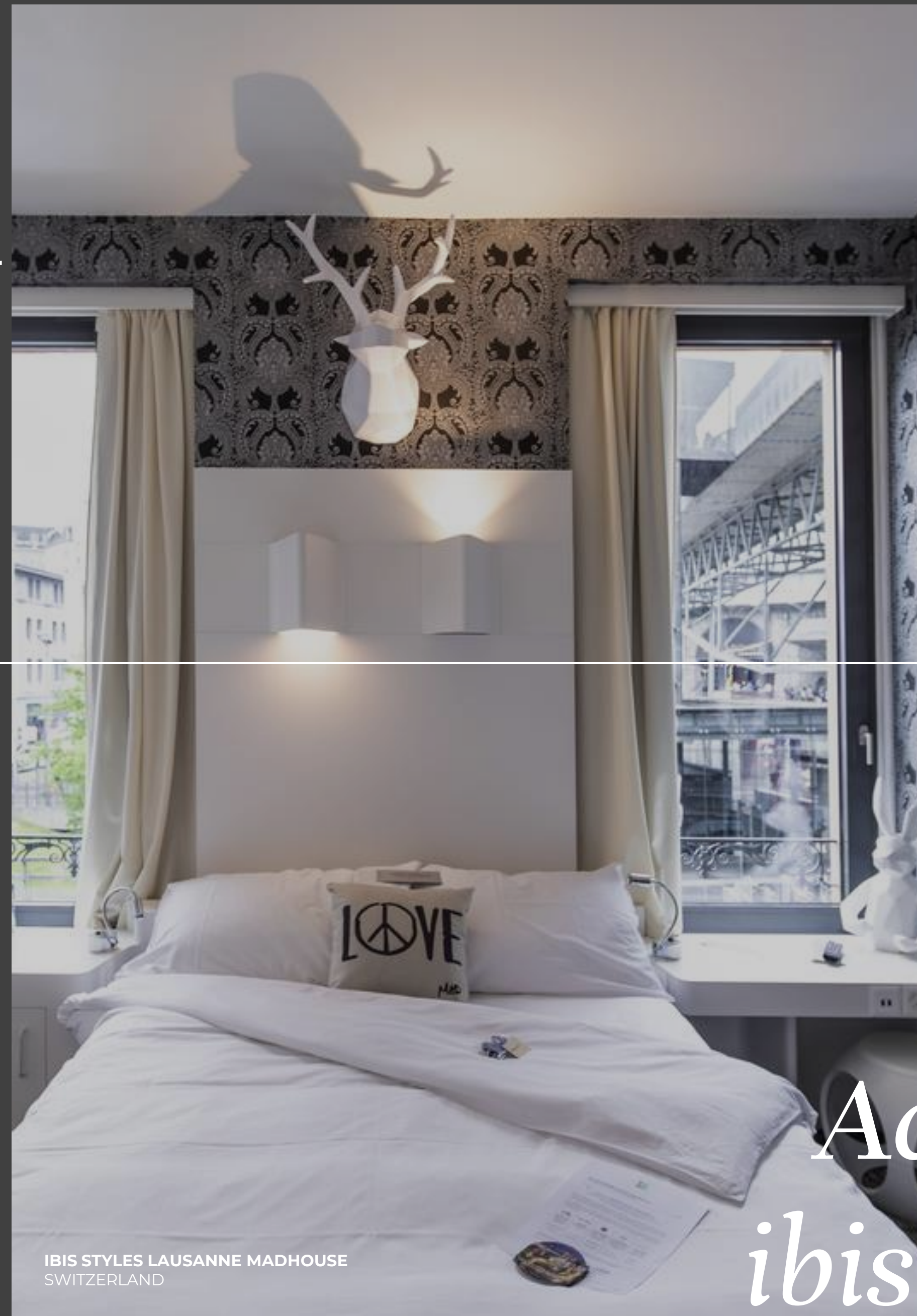
KEY STANDARDS AT A GLANCE

Arrival & departure	Social hub	Guest room	F&B
Dress code Mobile welcome NFT Welcome gift	Perfect photo spot Boutique Hotel Artwork	Sweet Bed™ by ibis Styles Branded amenities	24/7 F&B Buffet breakfast In-hotel creative animations

Powerful distribution eco-system

Chapter

03



*Accor eco-system,
ibis Styles Platform*

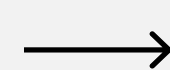


Connect your hotel with Accor 360° solutions from day 1

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

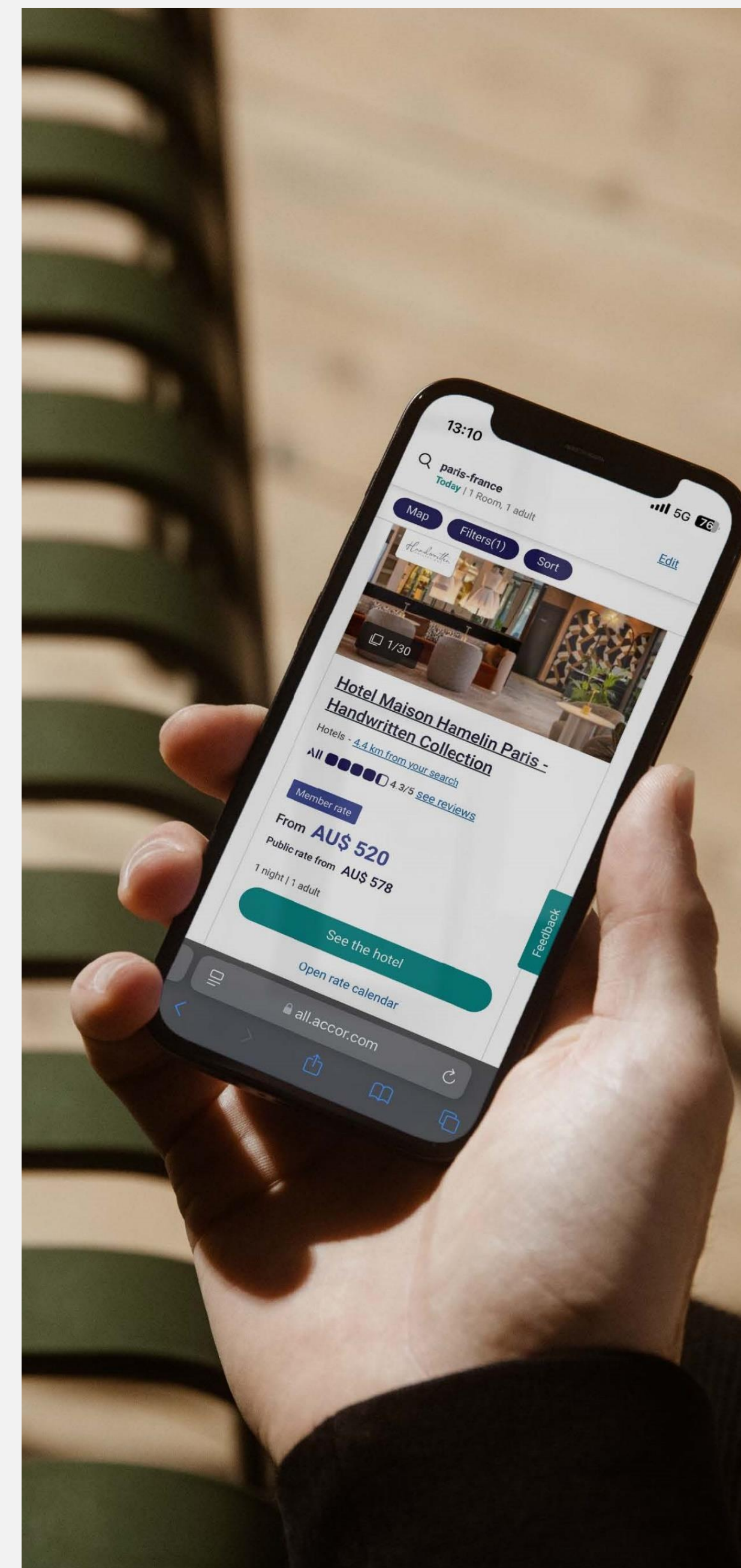
Robust and powerful distribution system

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 STYLES PLATFORM

Boost direct sales
with ibis Styles
digital scale

IBIS.COM

6.2M

Sessions

15

Languages

4.50%

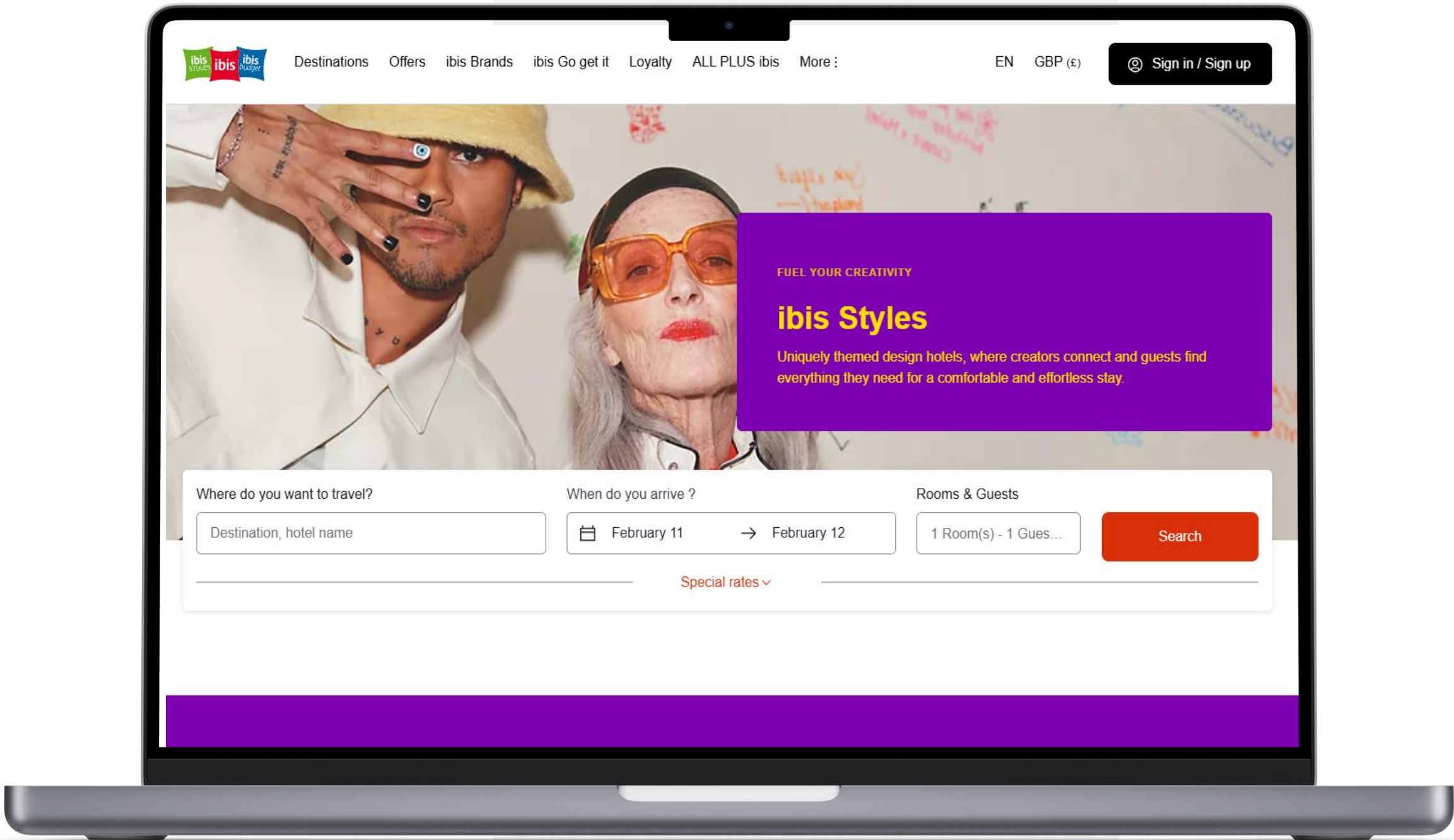
Conversion rate

(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



*Hotels
Leisure & Resorts
Combos*



HOTELS

Hotels Development

ibis Styles hotels fit equally new builds and conversions projects.

	EUROPE ⁽¹⁾	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
- Additional Bespoke Bar
- Fitness
- Swimming Pool
- Meeting Room
- Laundry Room
- Entertainment Facilities
- Car Park
- Retail Shop
- Co-working dedicated area
- Family Room



IBIS STYLES SEVILLA CITY SANTA JUSTA
SPAIN

LEISURE & RESORTS

Leisure & Resorts Development

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

	EUROPE ⁽¹⁾	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

- Lobby bar
- Buffet breakfast
- Kids Corner
- Outside Space
- Car Park

NICE-TO-HAVES

- Restaurant
- Additional Bespoke Bar
- Laundry Room
- Fitness
- Swimming Pool
- Work in the lobby
- Meeting Room
- Entertainment Facilities
- Retail Shop



IBIS STYLES & IBIS *BUDGET* ROUEN PARC EXPO ZENITH
FRANCE

COMBOS

Combos development

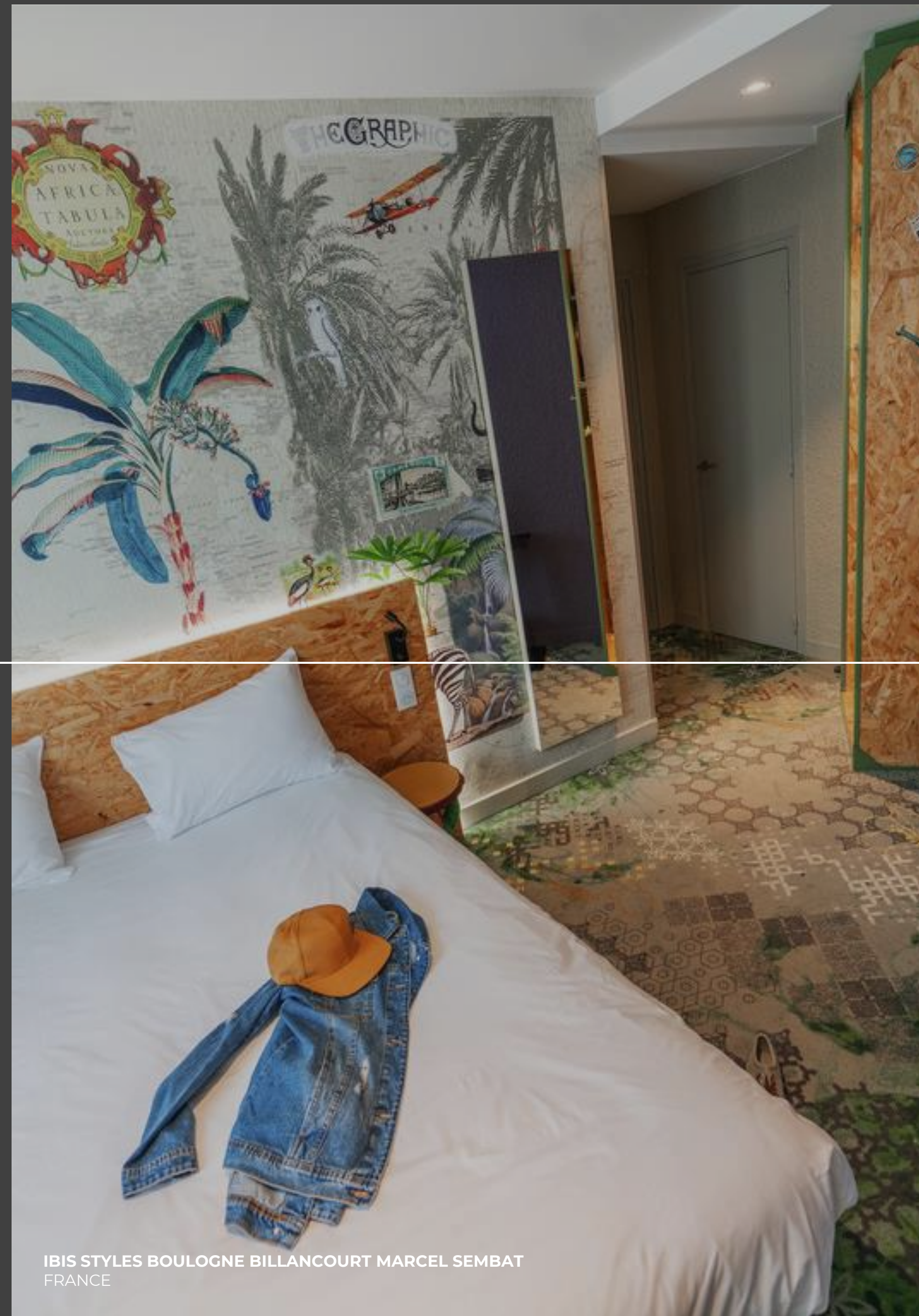
Strong ROI for projects
combining ibis Styles hotel with:

- EXTENDED STAY EX. **ADAGIO**
APARTHOTEL
- 2 STARS HOTELS EX. **ibis** *budget*
- 4 STARS HOTELS EX. **NOVOTEL**

ibis Styles Network

Chapter

05



*Urban,
Leisure,
Airport,
Combos*



URBAN

ibis Styles Copenhagen Orestad, *Denmark*



 186 rooms




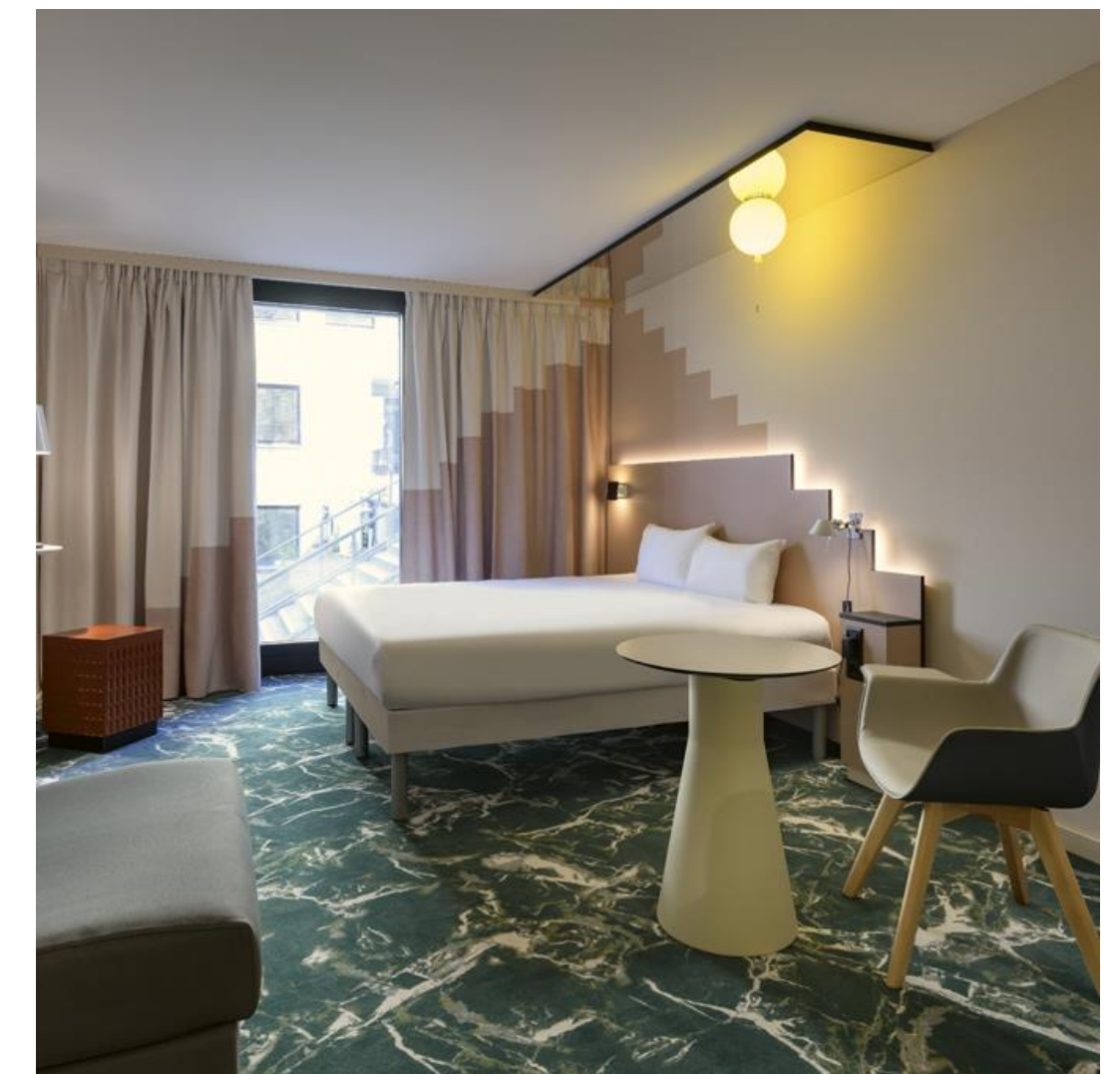


URBAN

ibis Styles Zurich City Centre, Switzerland



 202 rooms





URBAN

ibis Styles São Paulo Faria Lima, *Brazil*




 180 rooms



URBAN

ibis Styles Bangkok Silom, *Thailand*



 264 rooms





Why invest – ibis Styles

URBAN



ibis Styles network

P29



 143 rooms

ibis Styles Dubai Deira, *UAE*





Why invest – ibis Styles

URBAN



ibis Styles network

P30



 278 rooms

ibis Styles Nairobi Westlands, *Kenya*





URBAN

ibis Styles Semarang Simpang Lima, *Indonesia*



127 rooms





URBAN

ibis Styles Hobart, *Australia*



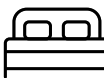
 296 rooms



URBAN

ibis Styles Beijing Capital Airport Hotel, *China*



 164 rooms





Why invest – ibis Styles

LEISURE



ibis Styles network

P34



 184 rooms

ibis Styles Lima San Isidro, *Peru*





LEISURE



198 rooms

ibis Styles Maceió Pajuçara, *Brazil*





LEISURE

ibis Styles Sevilla City Santa Justa, *Spain*



 218 rooms





LEISURE



206 rooms

ibis Styles Krabi Ao Nang, *Thailand*





Why invest – ibis Styles

AIRPORT



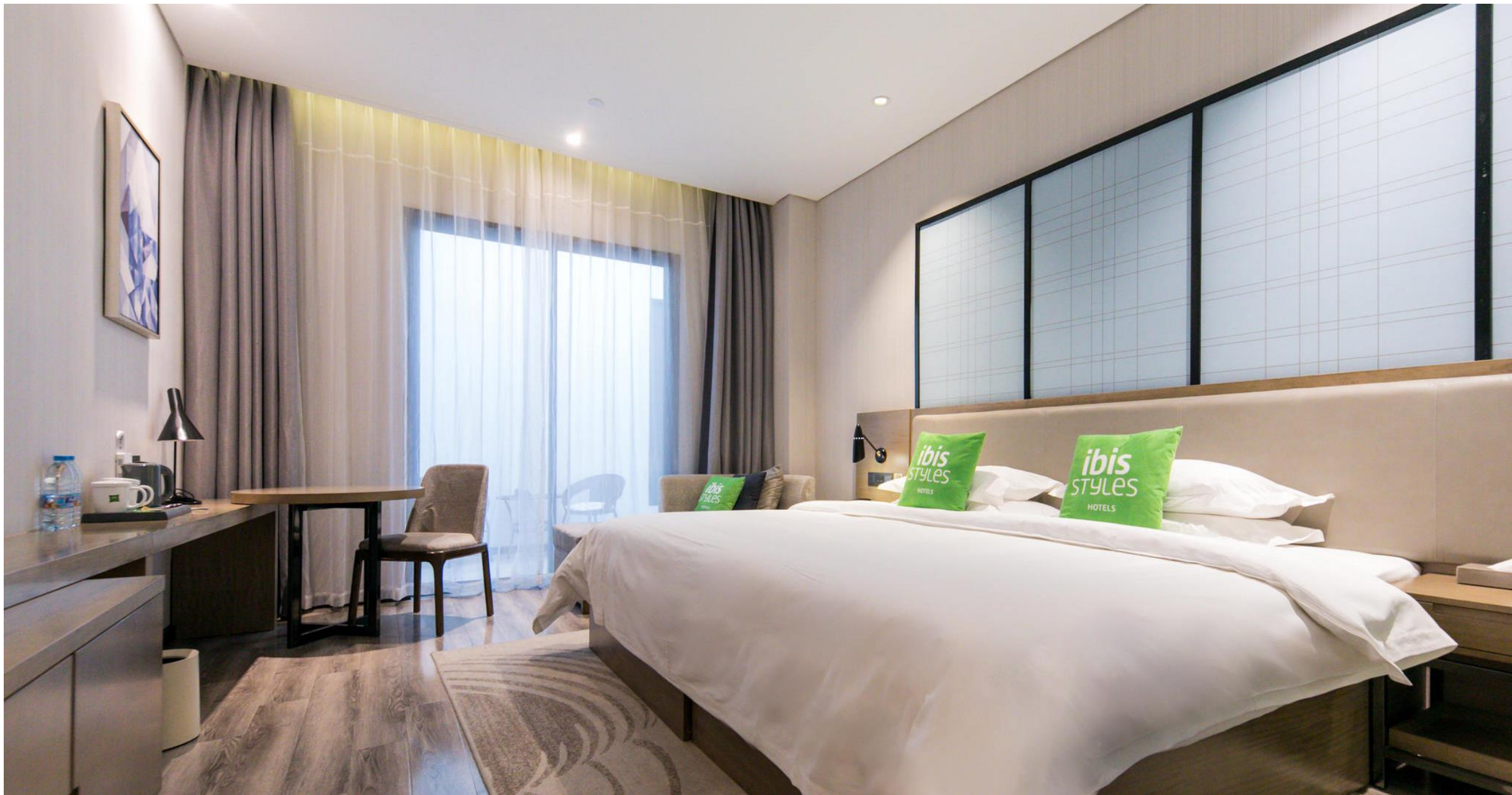
ibis Styles network

P38



 130 rooms

ibis Styles Shanghai Hongqiao Airport Huqingping Highway Hot, *Greater China*

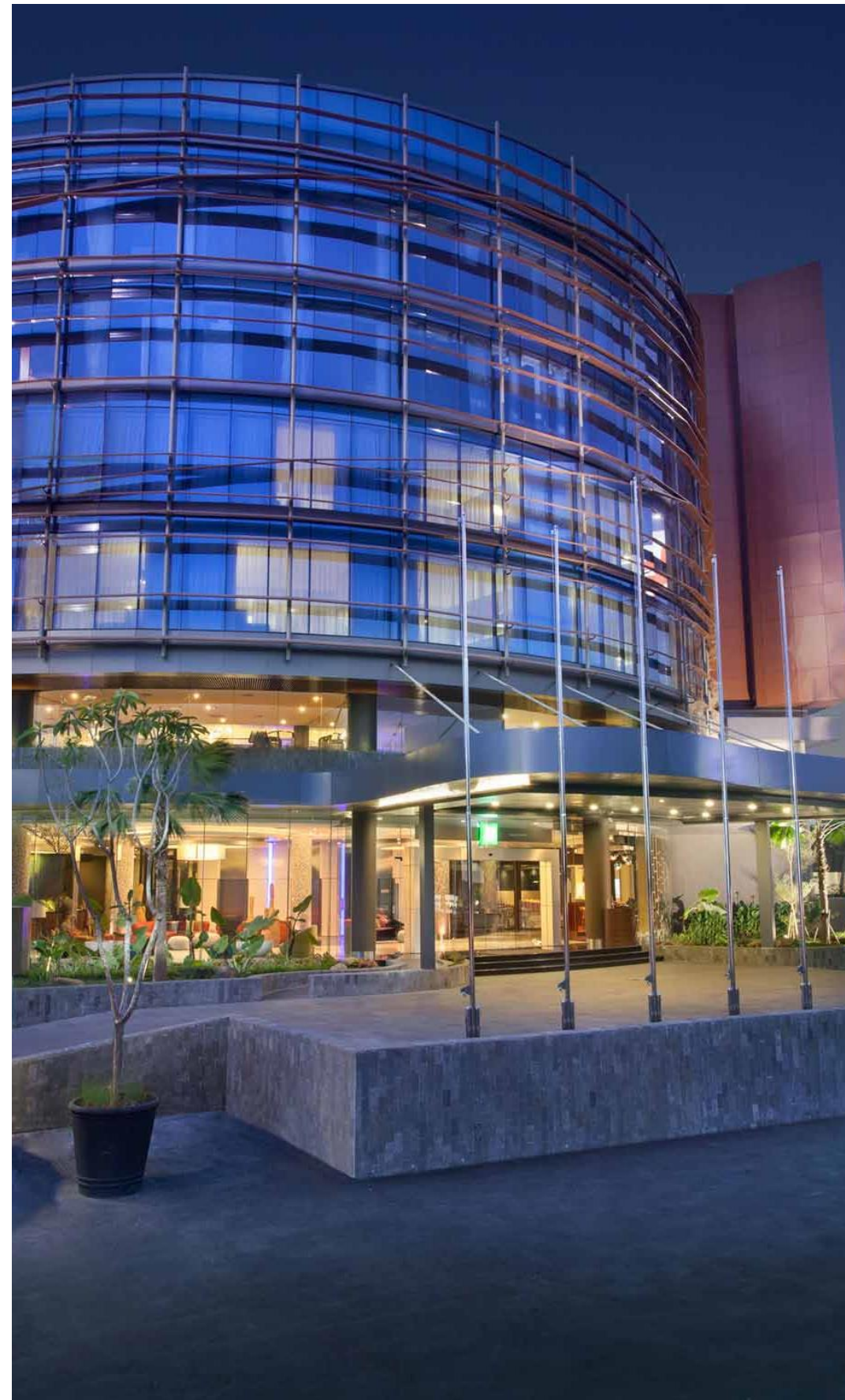




Why invest – ibis Styles

AIRPORT

ibis Styles Jakarta Airport, *Indonesia*



 251 rooms



AIRPORT

ibis Styles Dubai Airport, *United Arab Emirates*



 351 rooms





MICE

ibis Styles Wroclaw Centrum, *Poland*



 133 rooms

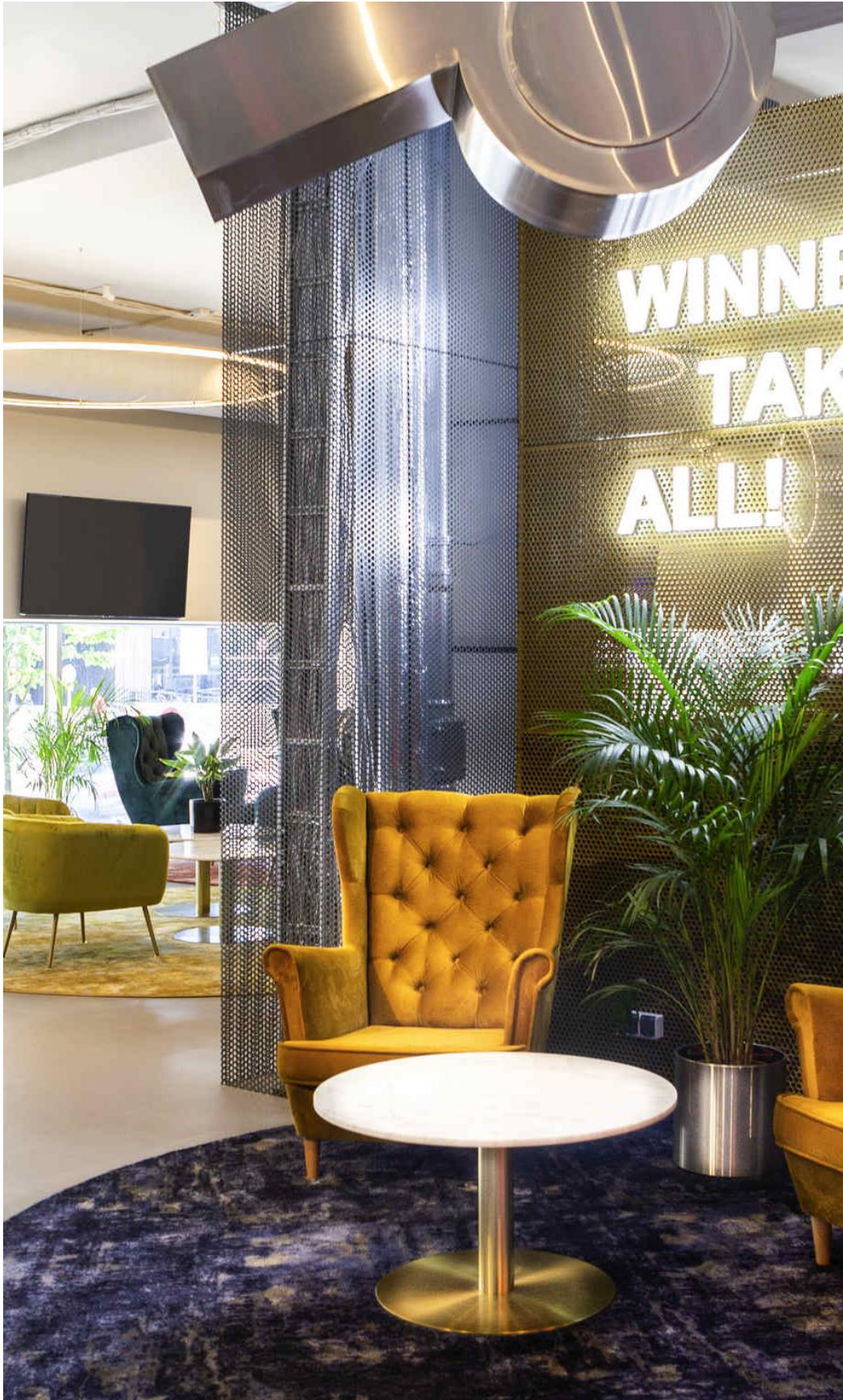


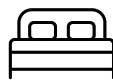


Why invest – ibis Styles

MICE

ibis Styles Kaunas Centre, *Lithuania*



 125 rooms



Why invest – ibis Styles

MICE



ibis Styles network

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 184 rooms

ibis Styles Kota Kinabalu Inanam, *Malaysia*





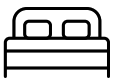
Why invest – ibis Styles

MICE



ibis Styles network

P44



150 rooms

ibis Styles Malang, *Indonesia*





COMBO

Combination projects



ibis Styles Rouen Centre Rive Gauche, *France* | **72 rooms**

Combination with ibis *budget*
90 rooms



ibis Styles Melbourne Airport, *Australia* (Opening 2024)

Combination with Novotel
(464 rooms total)



ibis Styles Zurich City Centre, *Switzerland* | **202 rooms**

Combination with Adagio
64 apartments



ibis Styles Bangkok Sukhumvit, *Thailand* | **133 rooms**


Combination with Novotel
185 rooms

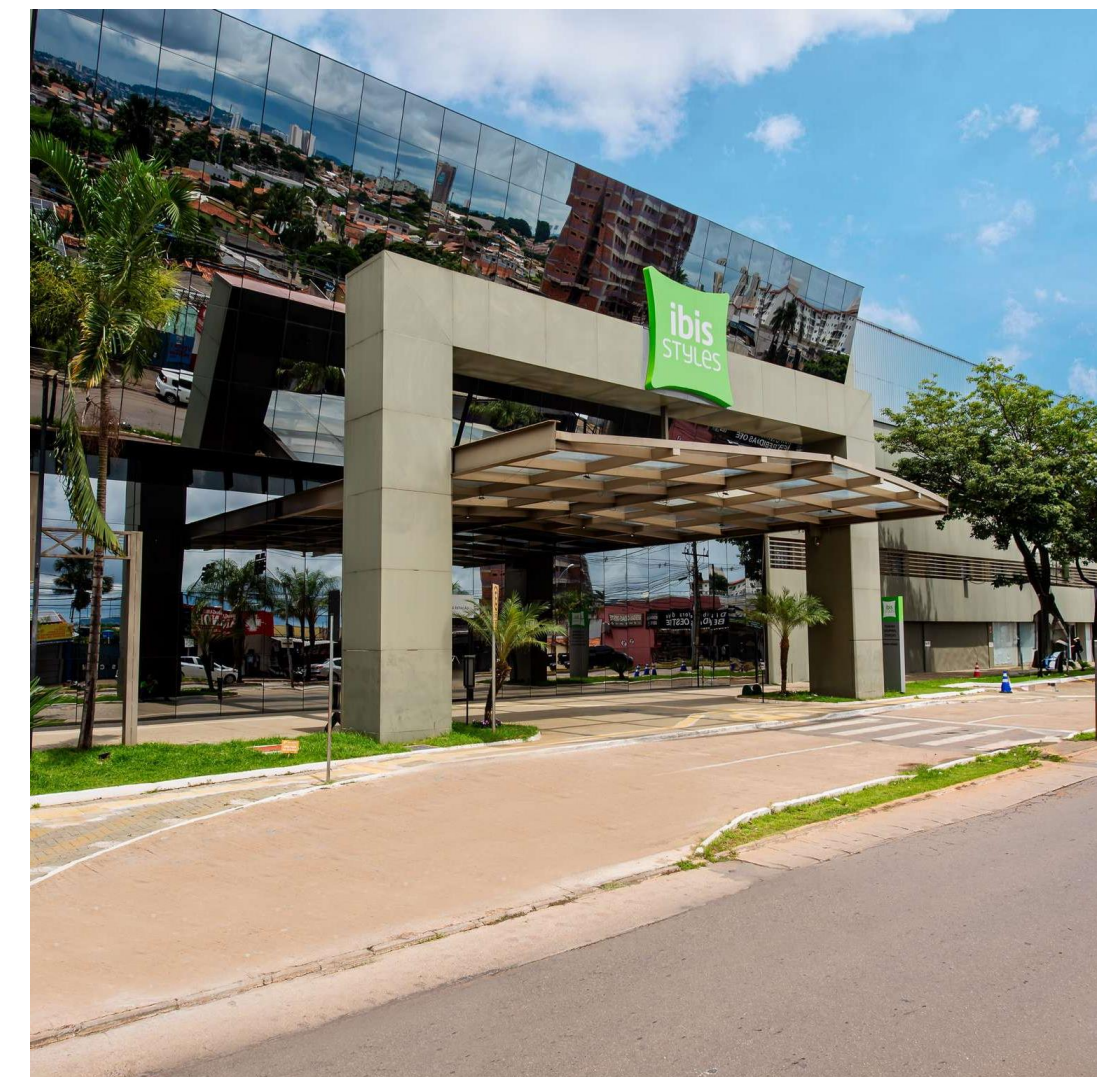


URBAN

ibis Styles Goiânia Station Mall, *Brazil*



 226 rooms

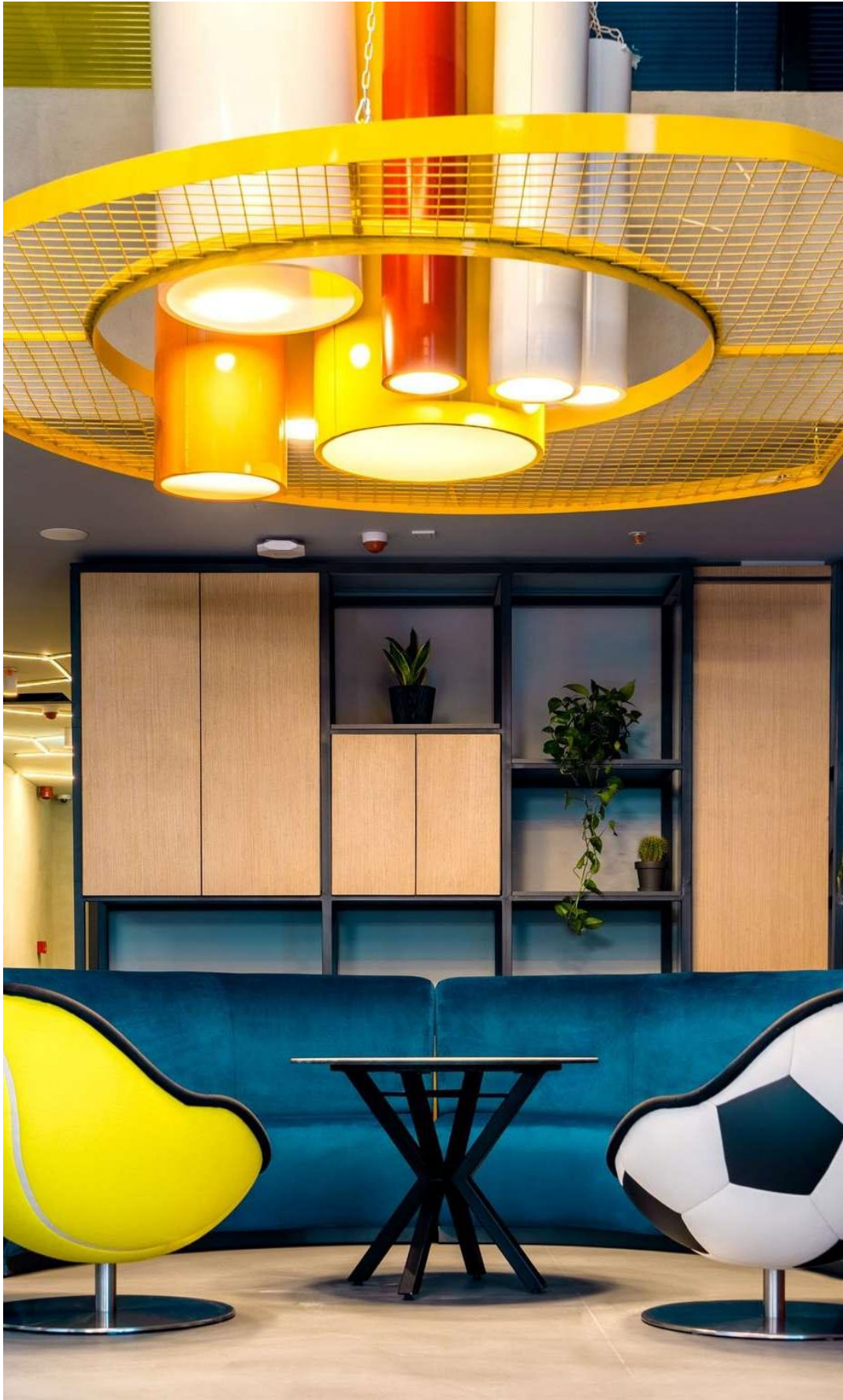




Why invest – ibis Styles

MICE

Ibis Styles Batumi, Georgia



 120 rooms



Why invest – ibis Styles

URBAN



ibis Styles network

P48



 113 rooms

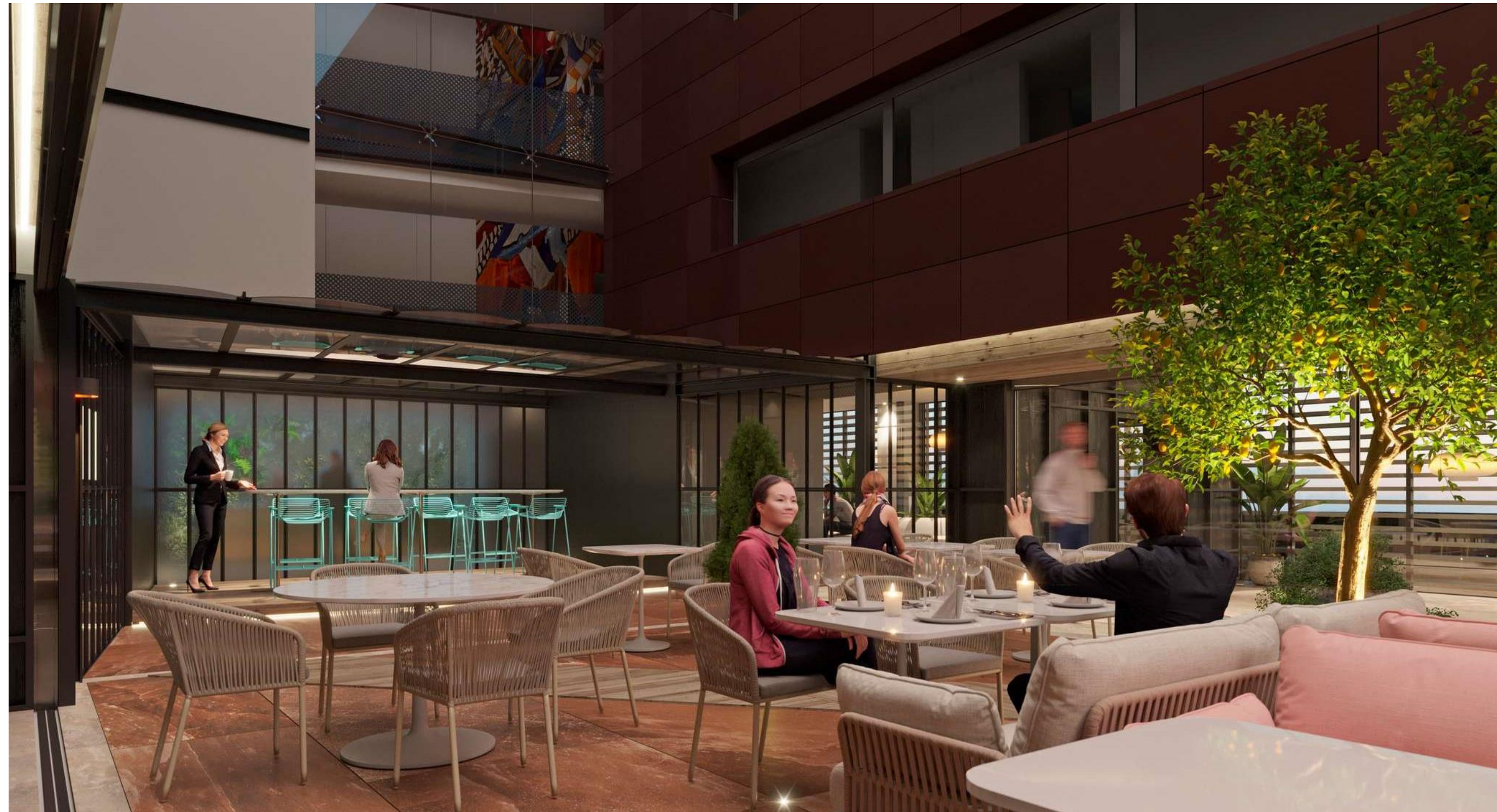
ibis Styles Paignton, *United Kingdom*




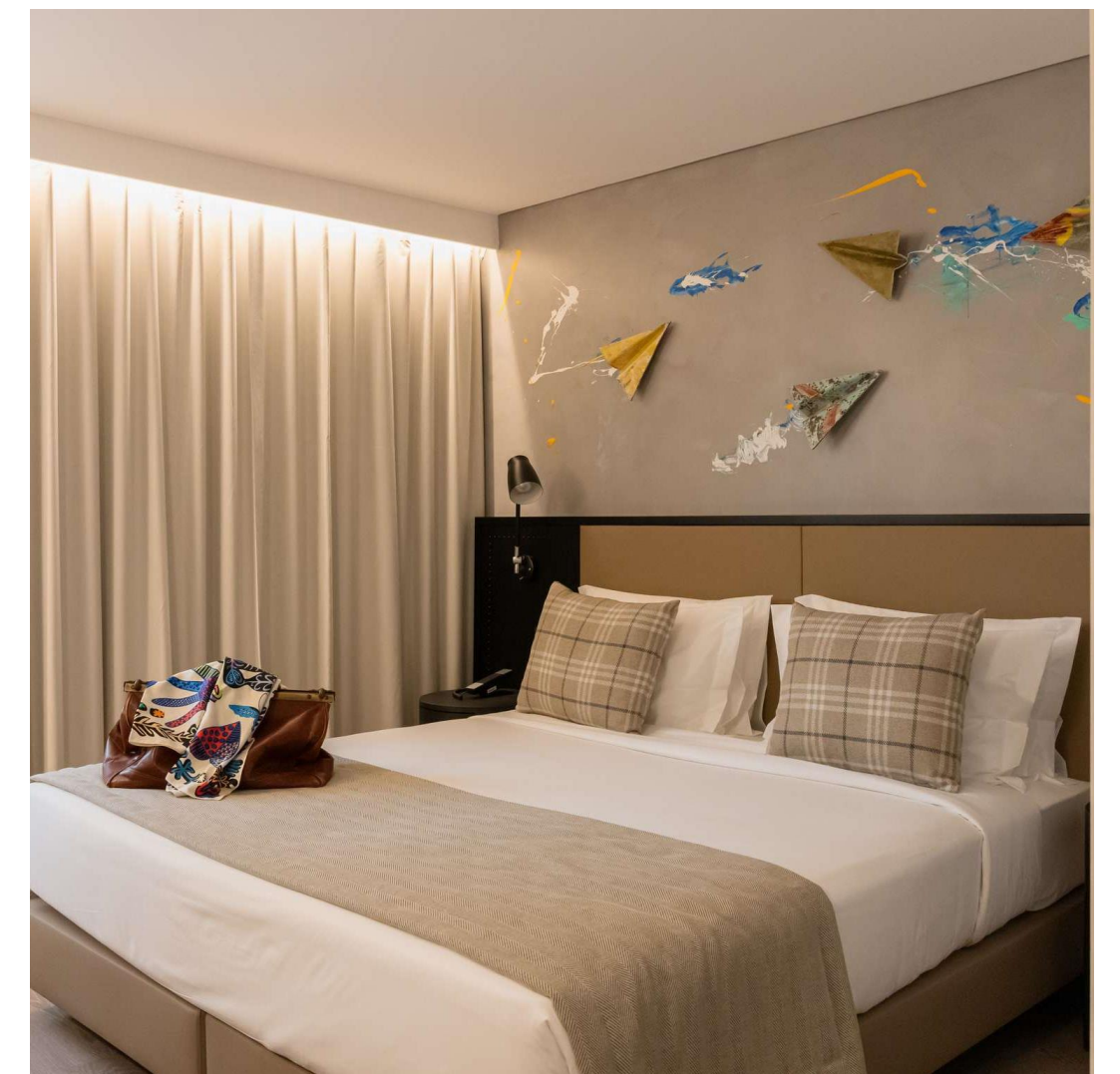


AIRPORT

ibis Styles Lisboa Aeroporto, *Portugal*



 126 rooms





Why invest – ibis Styles

LEISURE



ibis Styles network

P50



 130 rooms

ibis Styles Mysuru, *India*





Thank
you

