

Why invest *ibis Styles*

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 Styles

With 700 hotels and 700 unique designs, ibis Styles combines the reliability of the ibis brand with a design-forward, personality-rich guest experience. It stands out from the crowd with unique design storytelling, easy conversion solutions and strong occupancy, delivering long-term value for investors.



IBIS STYLES AMBASSADOR SEOUL MYEONGDONG
SOUTH KOREA

WHY IBIS STYLES?

Top performing brand

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

Strong ibis brand awareness combined with ibis Styles higher brand premium resulting in strong RGI vs compset

Standing out from the crowd with unique design storytelling and easy conversion solutions

Break the mold, Build on trust

A global network of 700+ uniquely designed hotels offering inspiring places for inspired people

Consistently delivering comfort, quality, and great value, to offer a reliable and reassuring guest experience in every hotel across our network

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 room revenue

Top performing brand

Chapter



01

*Topline
Investment
EBITDA*



TOPLINE

With a global footprint of 869 hotels open and in the pipeline

12%

Americas

	51	31
	7,554	4,076

50%

Europe & North Africa

	452	88
	40,045	9,914

25%

MEAPAC

	97	27
	17,832	7,096

13%

China & Others

	101	22
	10,146	2,269

ibis Styles

	NETWORK	PIPELINE
	701	168
	75,577	23,355

All figures as of end 2025

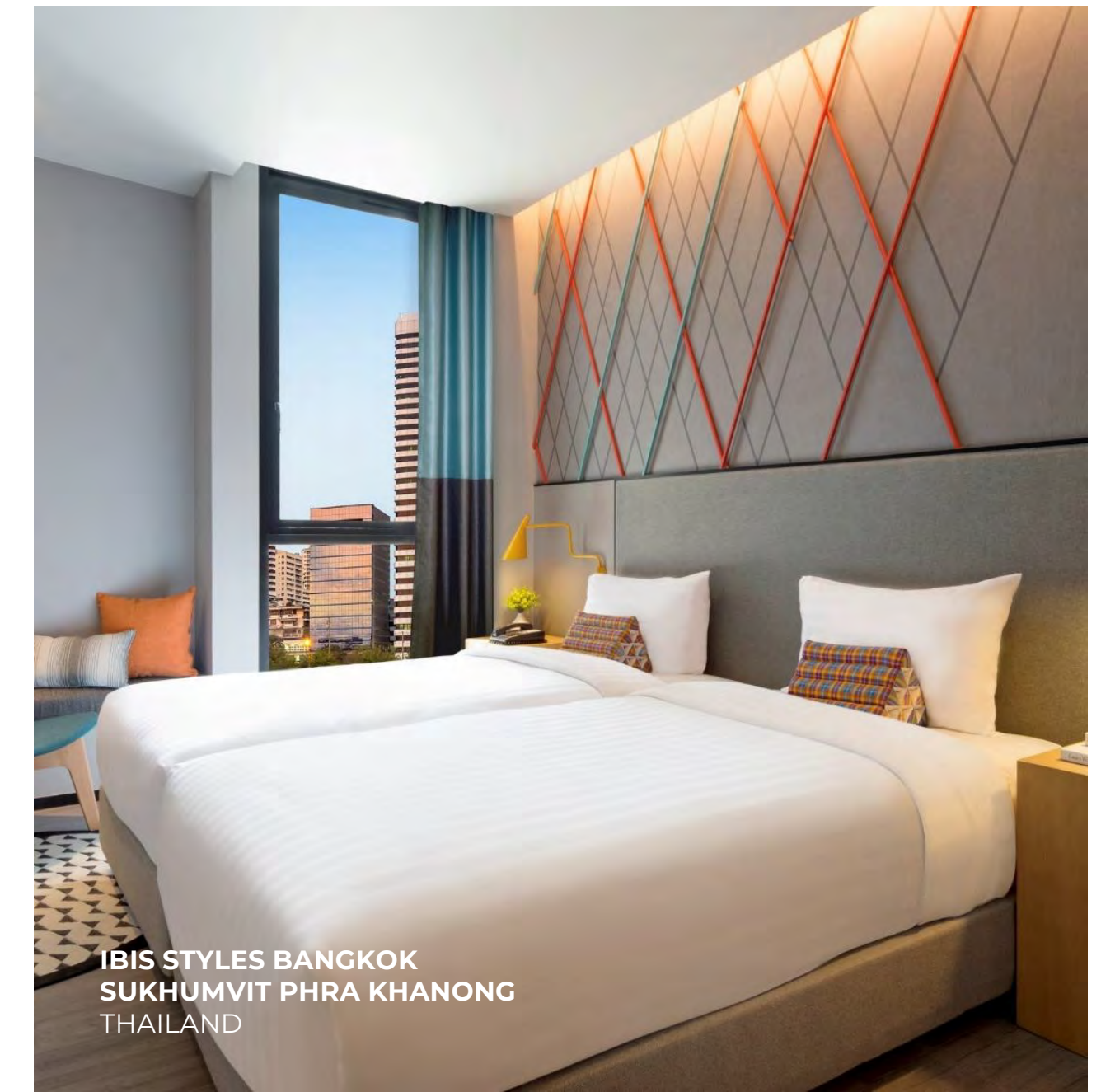
Breakdown network + pipeline by region is calculated by number of rooms



INVESTMENT

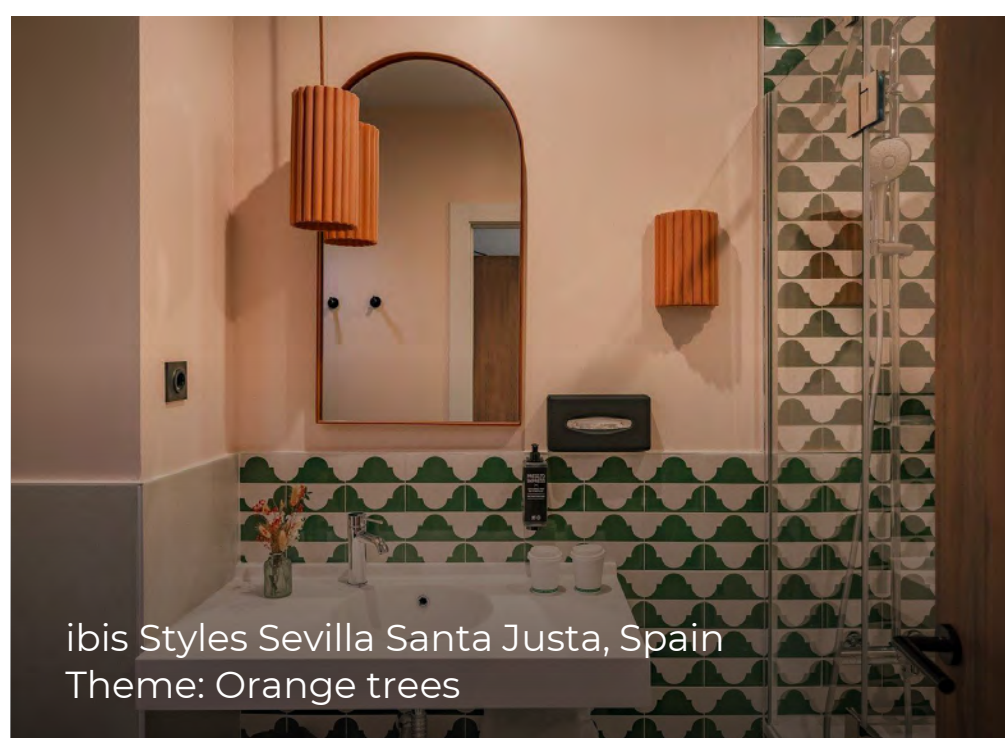
Unique storytelling through bespoke and adaptable design

- 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 megabrand reliable concepts & processes for easy implementation
- Making it a perfect brand for existing hotels conversion as much as new build projects



INVESTMENT

Adaptable to every investment level



ibis Styles Sevilla Santa Justa, Spain
Theme: Orange trees

1. HIGH INTENSITY (NEW BUILD, FLAGSHIP, FULL RENOVATION)

A fully themed hotel, deeply integrated into the design – High CAPEX

Depending on the hotel's location and your investment capacity, ibis Styles can fully adapt.

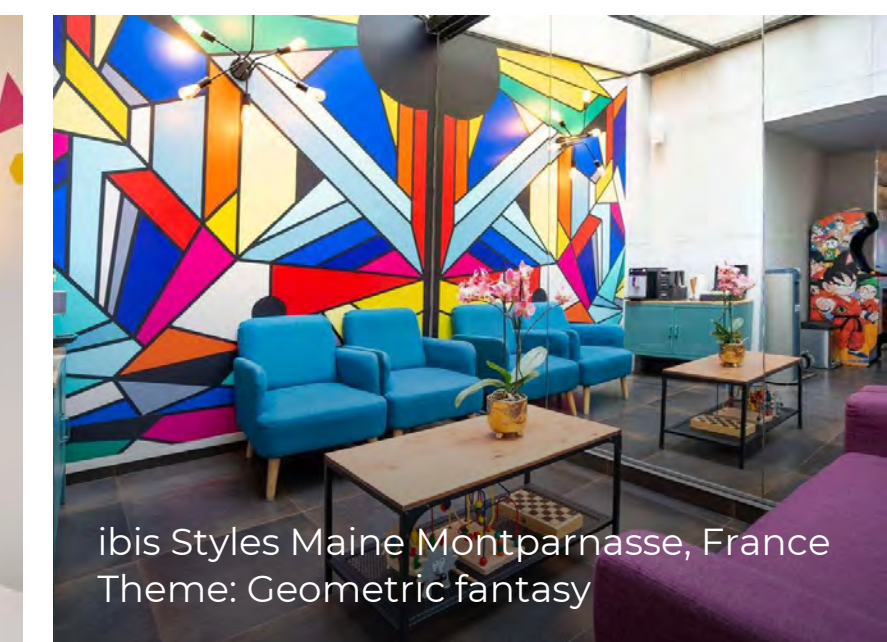
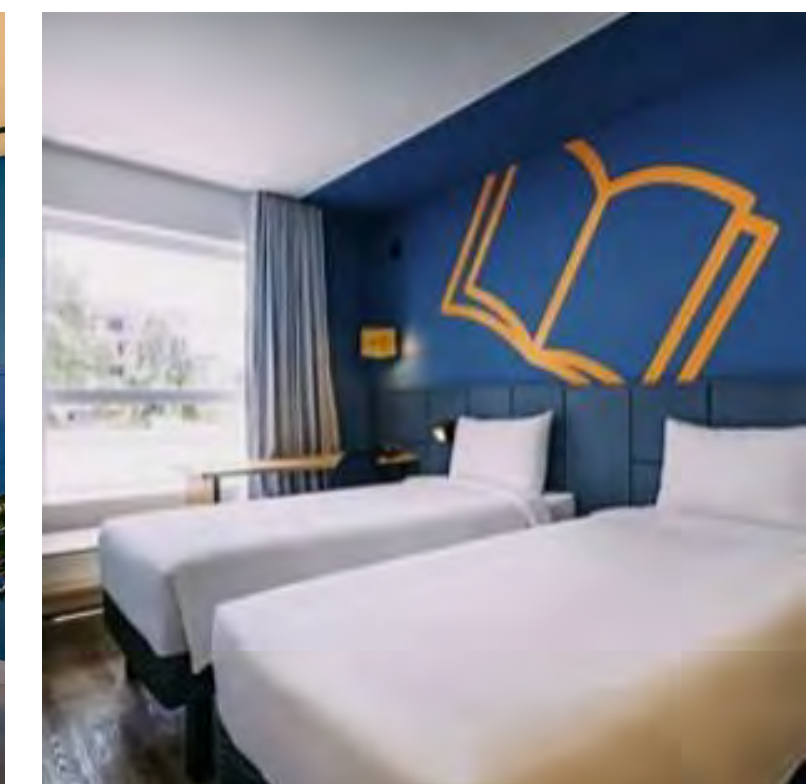
Themed design is achievable at every investment level— from high intensity to simple staging.

2. MEDIUM INTENSITY (LIGHT RENOVATION, CONVERSION)

Theme expressed through a combination of soft and some hard elements, primarily decor – Medium to low CAPEX



ibis Styles Poços de Caldas, Spain
Theme: Literature



ibis Styles Maine Montparnasse, France
Theme: Geometric fantasy

3. STAGING (LIGHT RENOVATION, EASY-TO-IMPLEMENT PROJECT)

Theme conveyed mainly through soft elements, focusing on OPEX – Low to no CAPEX

INVESTMENT

Example of a quick and easy conversion

Our D&TS Team supported ibis Styles Gueret (France) in transforming a modern yet ordinary hotel into a bespoke, creative and stylish hotel. Only simple staging ideas to express the theme “Forest”, easy to implement, at a low cost but with a great impact on clients’ perception and price premium.



Before

Hide column with a creative solution
New colors, new mood — a coat of paint can work miracles!



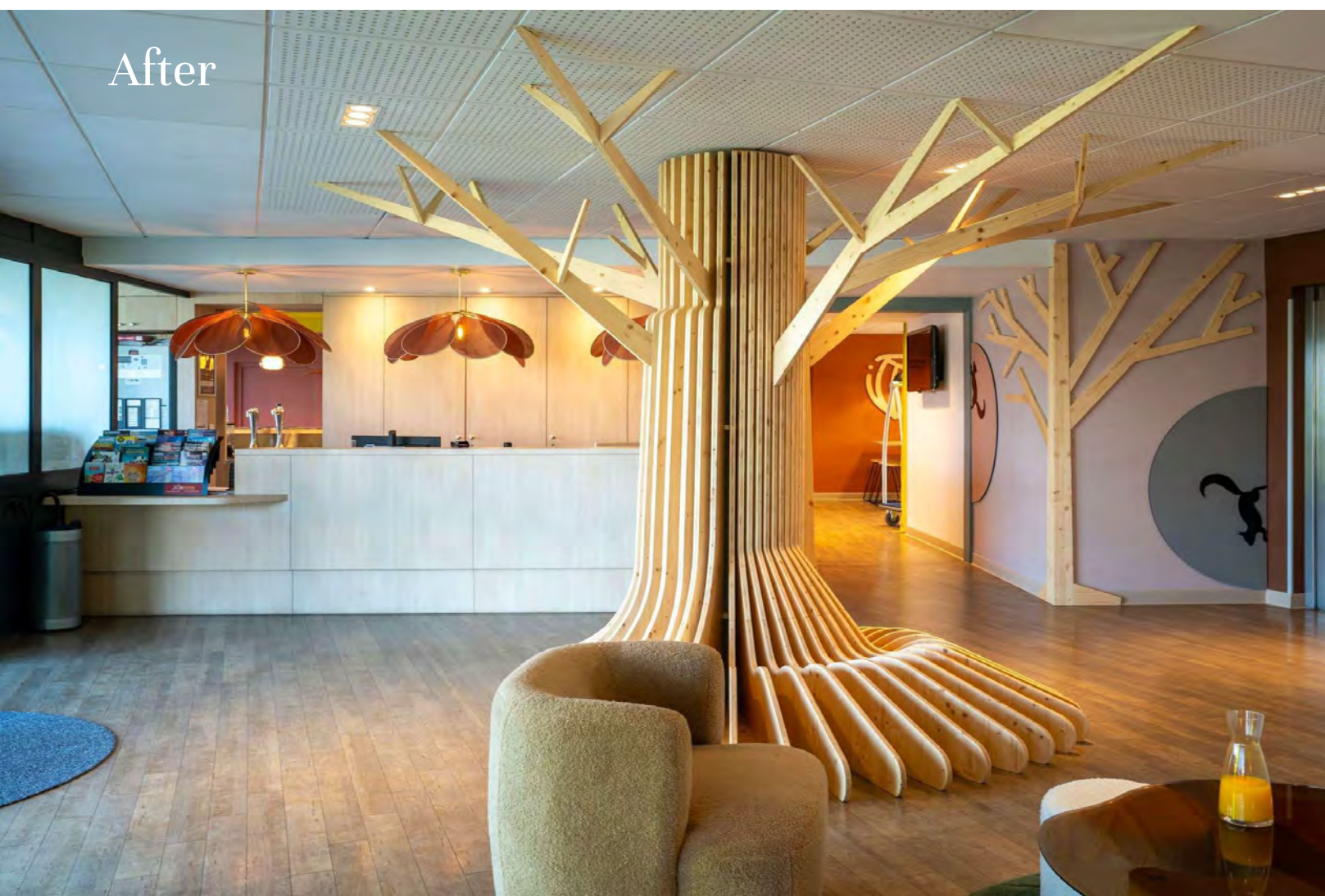
Before

Keep bar furniture
Replace heavy seats for colorful & light-weights chairs



Before

Keep shelves, desk & light appliances
New carpet with earthy tones
New wallpaper



After



After

One brand.
700+ styles.
Trusted
worldwide.

Chapter

02



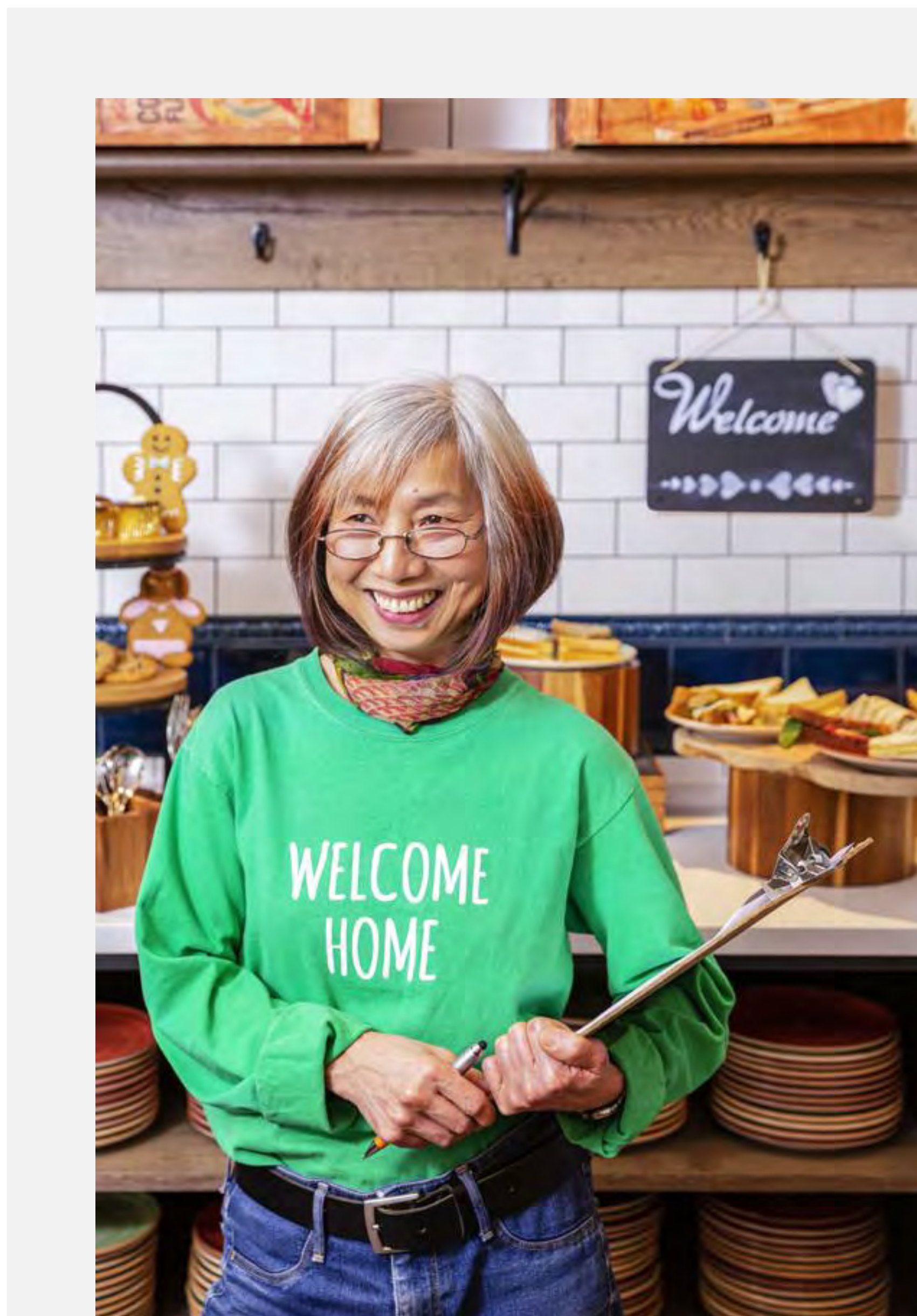
Brand positioning
TOP 3 USPs



BRAND POSITIONING

Reliability everywhere

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



IBIS STYLES ROTTERDAM AHOY
NETHERLANDS

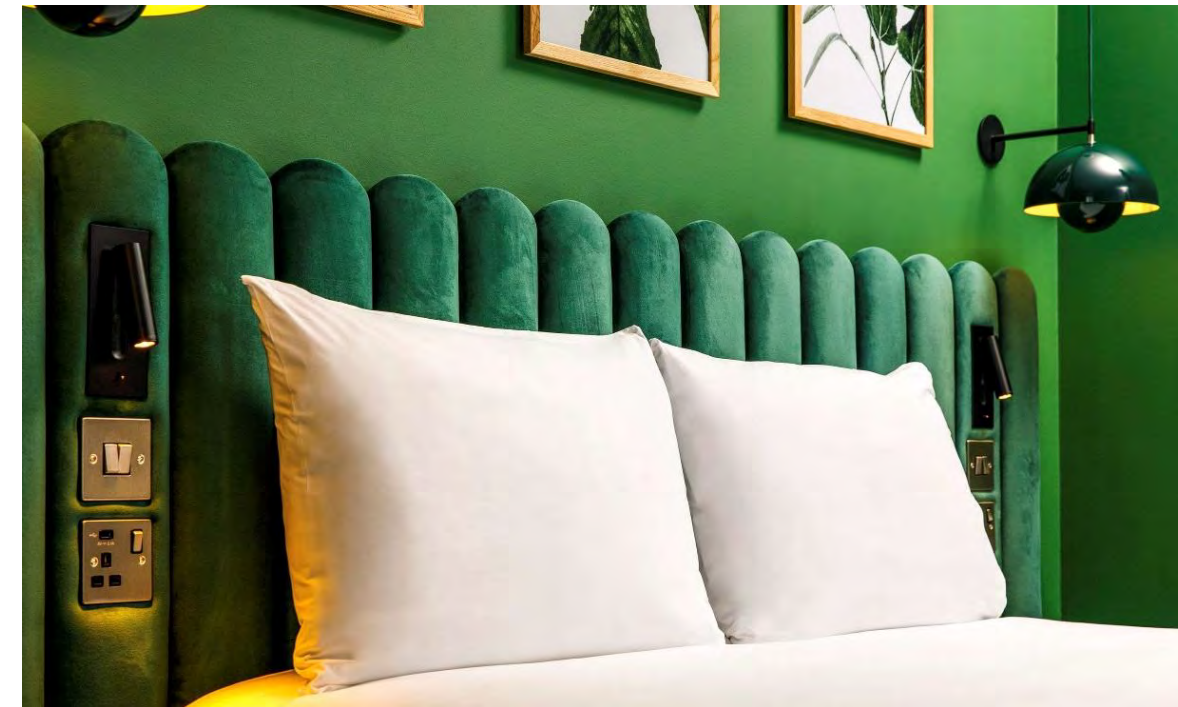


TOP 3 USPs

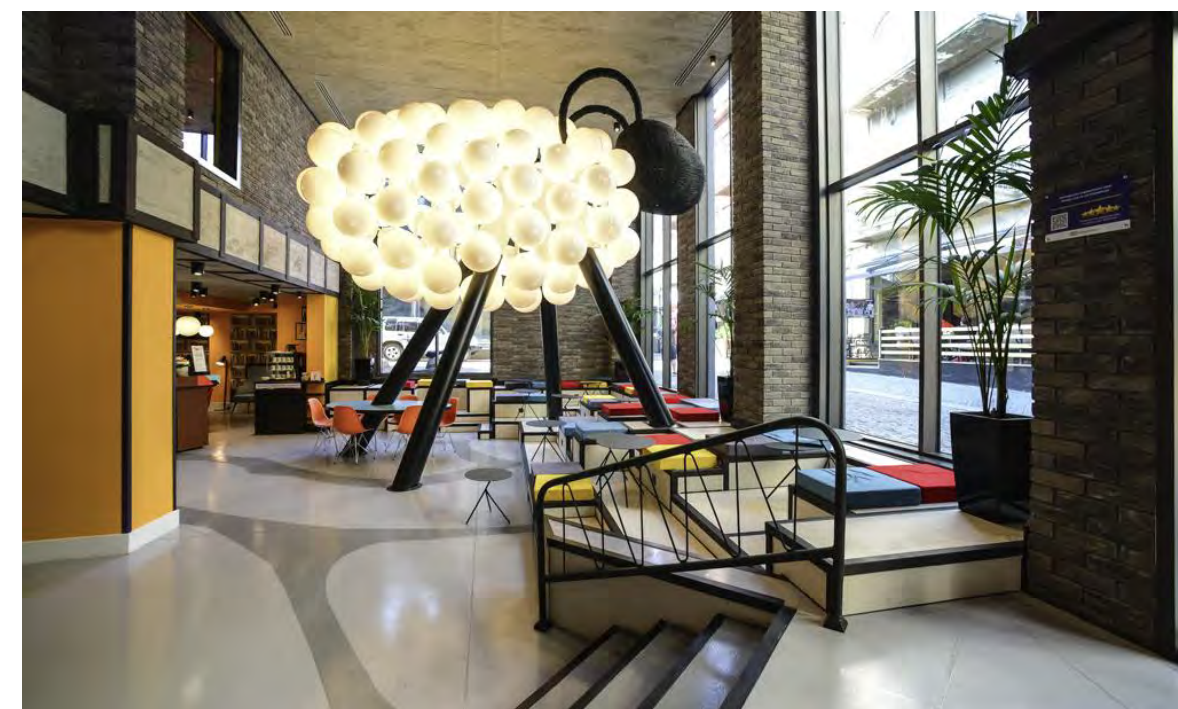
Our promise to guests all over the world



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



2 ibis Styles is the hassle-free & convenient choice for travellers around the world



3 ibis Styles are uniquely designed venues, playful & inspired by a distinctive theme



USP #1

Eat, work & sleep



in a lively atmosphere

Comfortable beds, high cleanliness requirements & an above segment standard breakfast

#1 in breakfast

Sentiment score* at 80.85
Vs competitors between 66.00 and 78.00**

* Sentiment Score

**Competitors include: Hampton, Holiday Inn Express, Moxy, Motel One

Source: Trust You 2025



Sweet Bed™ by ibis Styles

Specifically designed for the comfort of our guests



Breakfast of champions

Customizable & playful breakfast with topping stations, classic recipes revisited with an original twist...

Favoring local & fresh products.

Mandatory buffet from 6.30 to 10 AM



High cleanliness standards

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





USP #2

ibis Styles is the
reliable choice



for all travellers
around the world

Hassel-free & convenient, at an economic price (24/7 F&B and key locations, friendly staff, Service 15...)

#1 in Staff/Service

Sentiment score* at 83.42
Vs competitors between 76 and 82**

* Sentiment Score

**Competitors include: Hampton, Holiday Inn Express, Motel One

Source: Trust You 2025

Warm and friendly service

At ibis Styles, 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.

Service 15

We believe great service starts with showing ability to solve quickly and efficiently problems that may happen. That is why we have created Service 15, a strong and differentiating service promise to wow and reassure guests and engage Heartists.

Social F&B concepts

F&B spaces that are designed to be social, with sharing plates and lively bar settings.



IBIS STYLES MANILA ARANETA CITY
PHILIPPINES



IBIS STYLES SEVILLA CITY SANTA JUSTA
SPAIN



USP #1

ibis Styles are



uniquely designed venues,
playful & inspired by a
distinctive theme

ibis Styles brings creativity into the economy hotel segment to enhance guest experience. Each ibis Styles is a unique expression lively and playful design.

A unique inspiration around a purposeful theme is brought to life to transform every hotel into a one-of-a-kind experience.

#1 Unique design

Between 70 and 90% of hotel users (according to countries) agree that ibis Styles offer a strong and unique theme inspiring design and in-hotel experience*

* Source: BES 2025



Theme inspiration comes from current trends, nature, everyday moments like sunsets, or more abstract elements such as colors and emotions like joy.



ibis Styles Sevilla City Santa Justa, *Spain*



ibis Styles Le Touquet, *France*

ibis Styles Lausanne Madhouse, *Switzerland*



A unique artwork inspired by the hotel theme

Create

- Unique artwork reflecting the city's creative scene and culture.
- Collaborative Process: Designed with local artists or using advanced AI tools like MidJourney.
- Exclusive and Bespoke: Each piece is custom-made to align with the hotel's unique theme and design.

Showcase

- In hotel: in the living social spaces, on lobby and room screens, on collaterals (ex: room key), merchandising in the boutique, etc...
- On digital: owned & earned media (web site, hotel sheet, social media...)





TOP 3 USPS

Guest journey & experience

KEY STANDARDS AT A GLANCE

Arrival & departure

24/7 Reception
Staff dress code

Living social spaces & stay

Contact staff
24/7
Service 15
Hotel Artwork

Guest room

Sweet Bed™
by ibis Styles
Branded
amenities

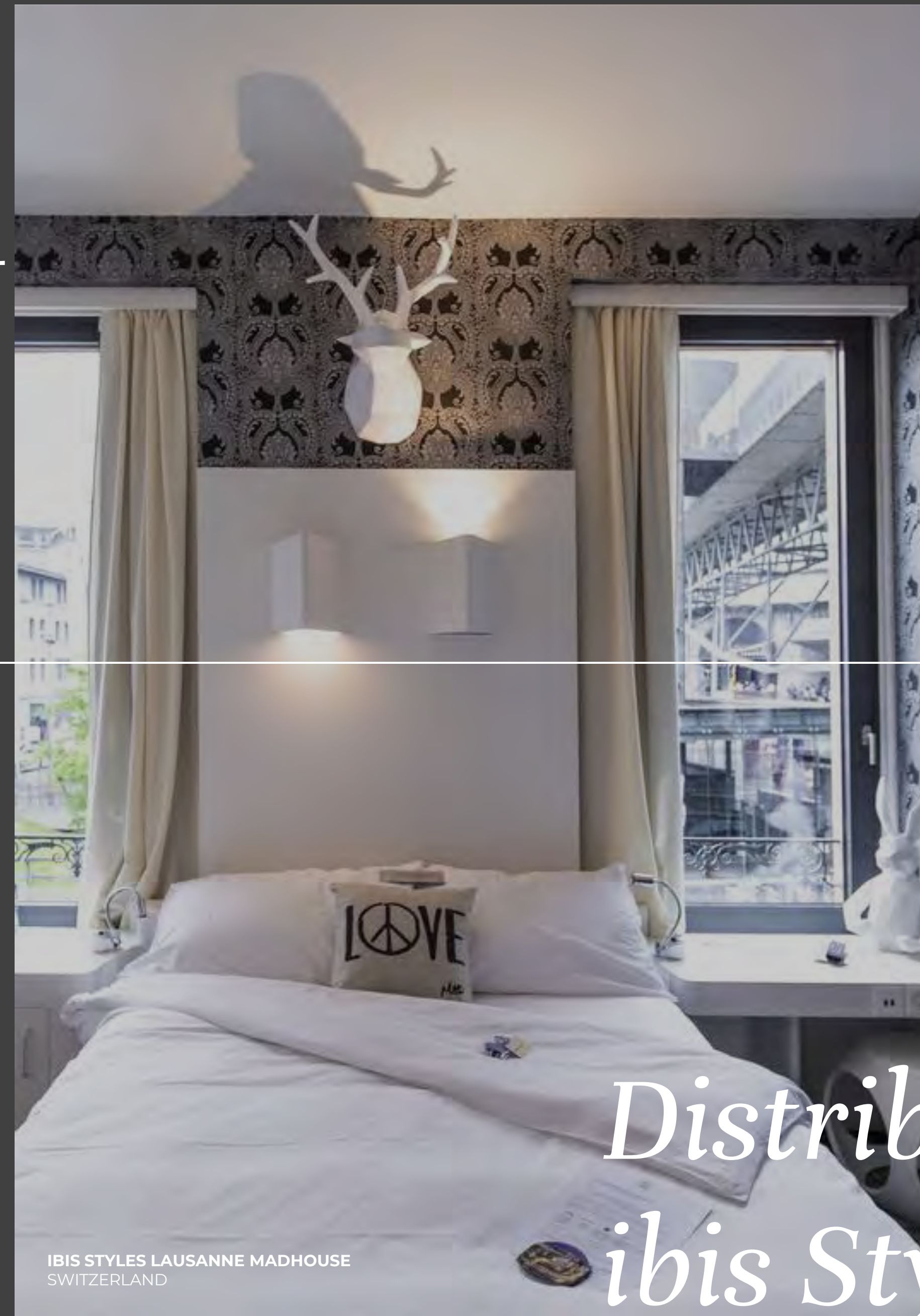
F&B

24/7 F&B
Fresh and
creative buffet
breakfast
Hero drink at the
bar

Powerful distribution eco-system

Chapter

03



*Accor Sales,
Distribution & Loyalty
ibis Styles 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

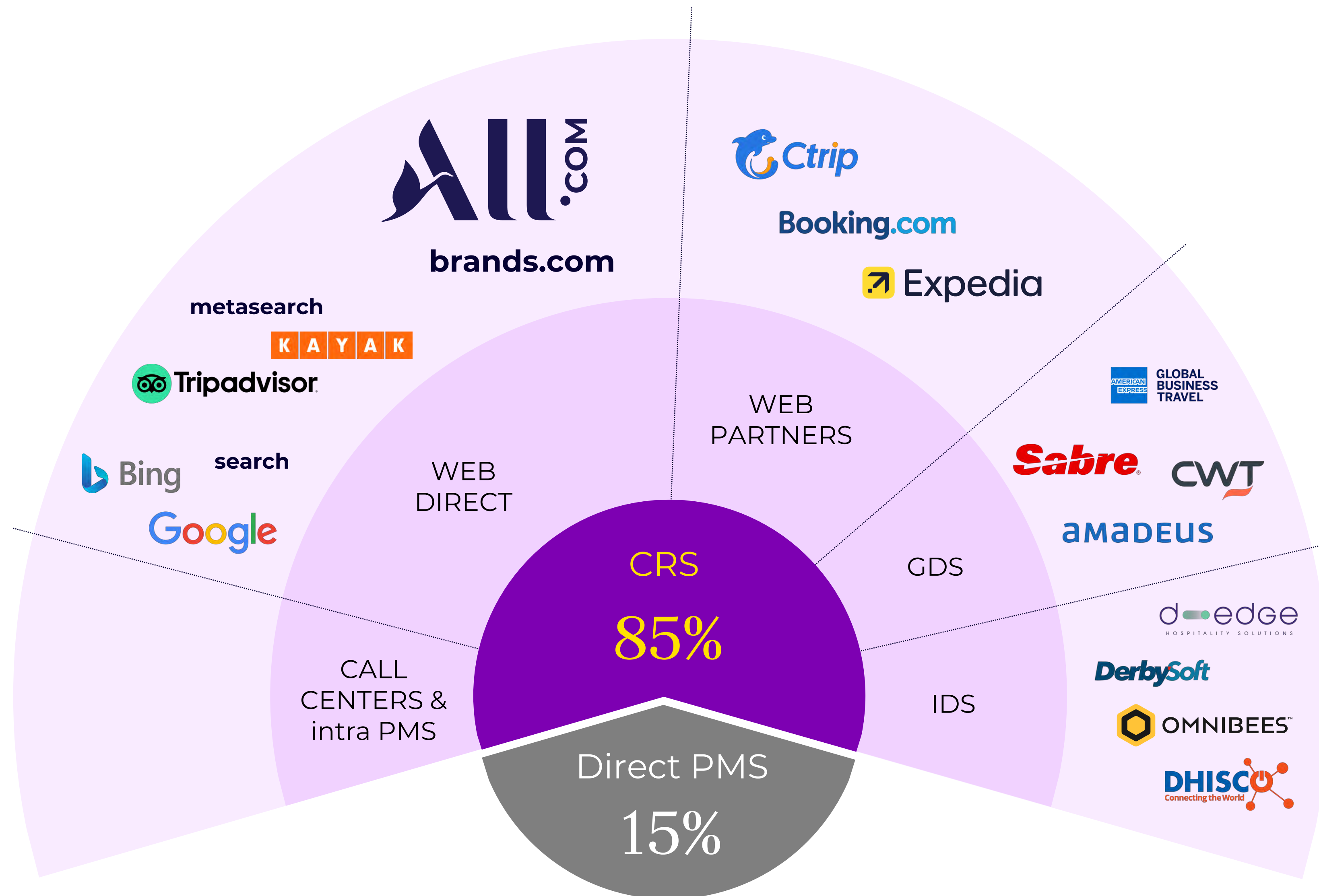
34

COUNTRIES

Covering

80%

OF THE GLOBE



Including best OTA discounted rates

BENEFIT FROM

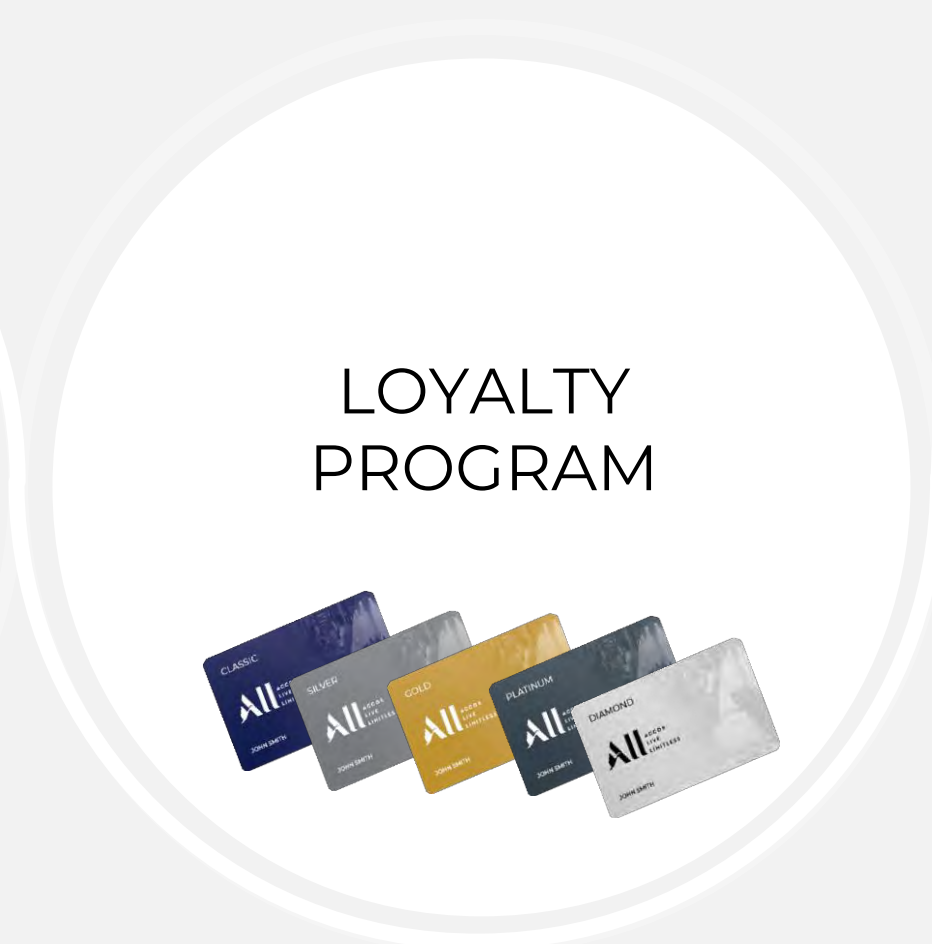
A solid web direct and best loyalty program ALL Accor



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 STYLES PLATFORM

Boost direct sales with ibis Styles digital scale

IBIS.COM

6.3M

Sessions

15

Languages

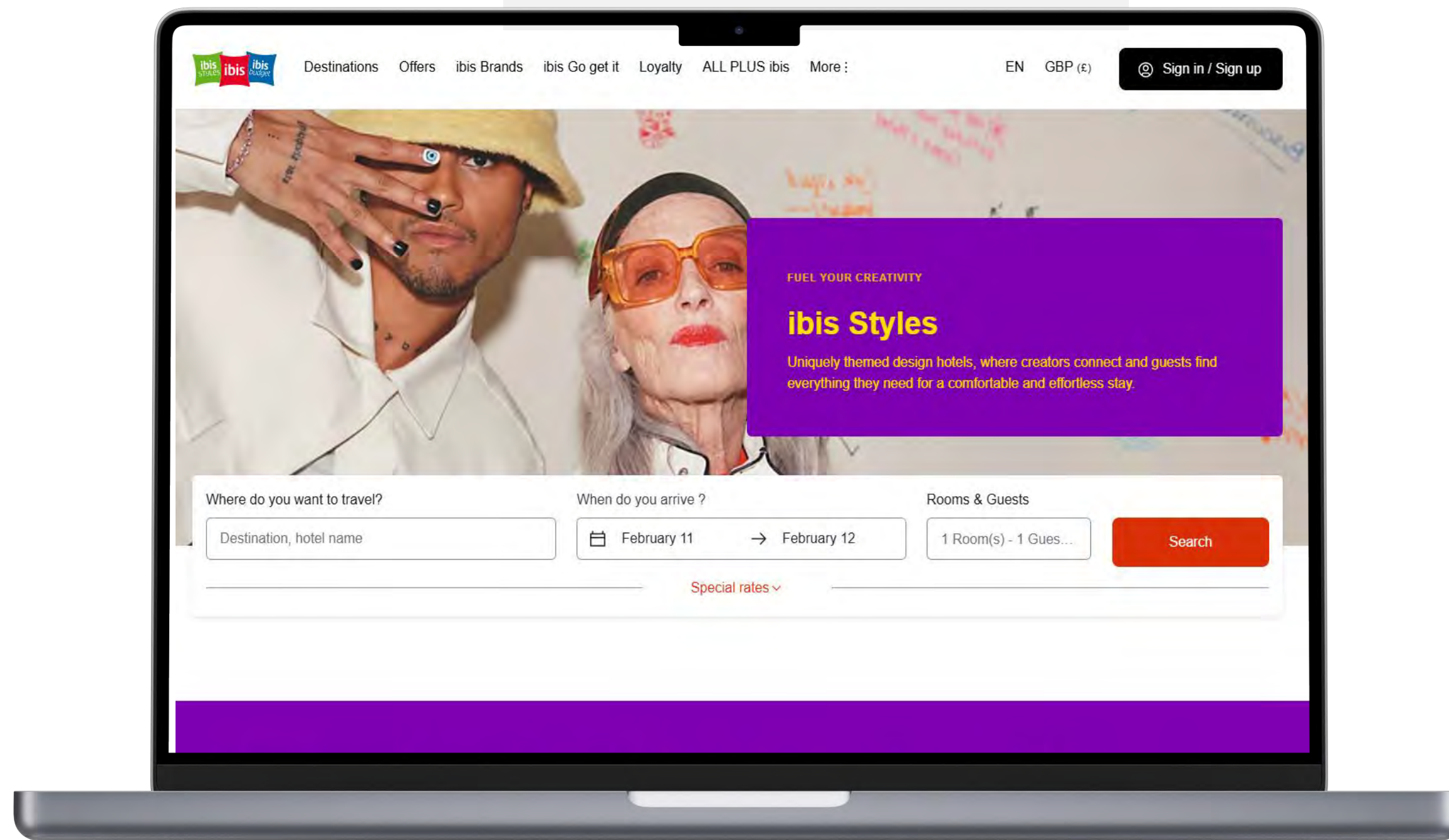
4.5%

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 STYLES LONDON GLOUCESTER ROAD
UK

*Hotels
Leisure & Resorts
Combos*



IBIS STYLES COPENHAGEN ORESTAD DENMARK

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

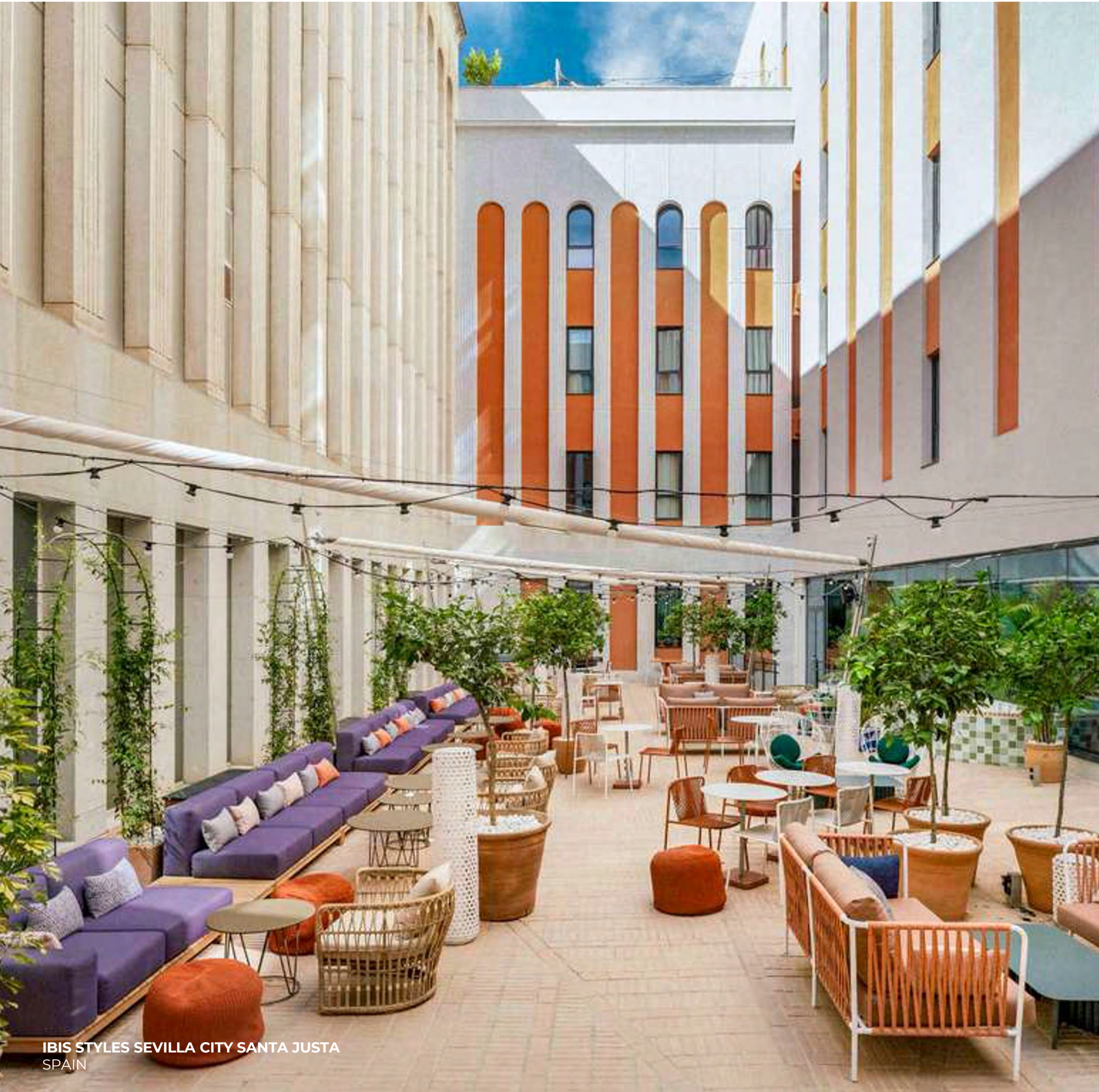
(1) Incl. AAA ultra city center + historic conversion WW

MUST-HAVES

- Breakfast offer
- Lobby bar
- Work in the lobby

NICE-TO-HAVES

- Restaurant offer
- Co-working dedicated area
- Meeting Room
- Laundry Room
- Car Park
- 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

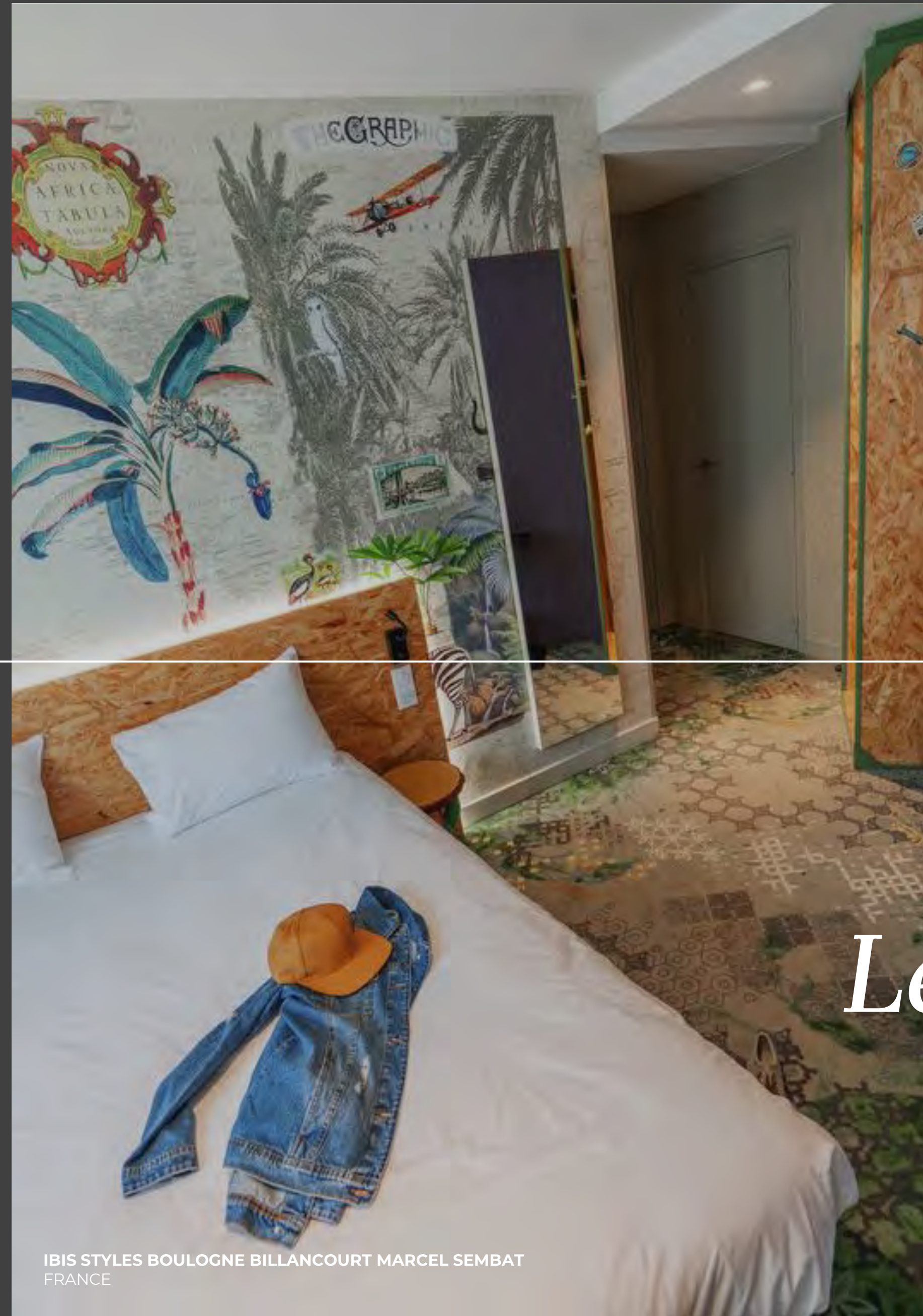
- Breakfast offer
- Restaurant offer
- Lobby bar
- Outside Space
- Car Park

NICE-TO-HAVES

- Fitness
- Swimming Pool
- Work in the lobby
- Meeting Room
- Laundry Room
- Kids & Family & Friends Corner / Room
- Entertainment Facilities

ibis Styles Network

Chapter



05

*Urban
Leisure & Resorts
Airport, MICE
Combo*



URBAN

ibis Styles Maragogi, *Brazil*



 270 rooms



Why invest – ibis Styles

URBAN



ibis Styles network



 120 rooms

ibis Styles Fortaleza Giga Mall, *Brazil*





Why invest – ibis Styles

URBAN



ibis Styles network

P31



 198 rooms

ibis Styles Maceió Pajuçara, *Brazil*





Why invest – ibis Styles

URBAN

ibis Styles São Paulo Faria Lima, *Brazil*



 180 rooms

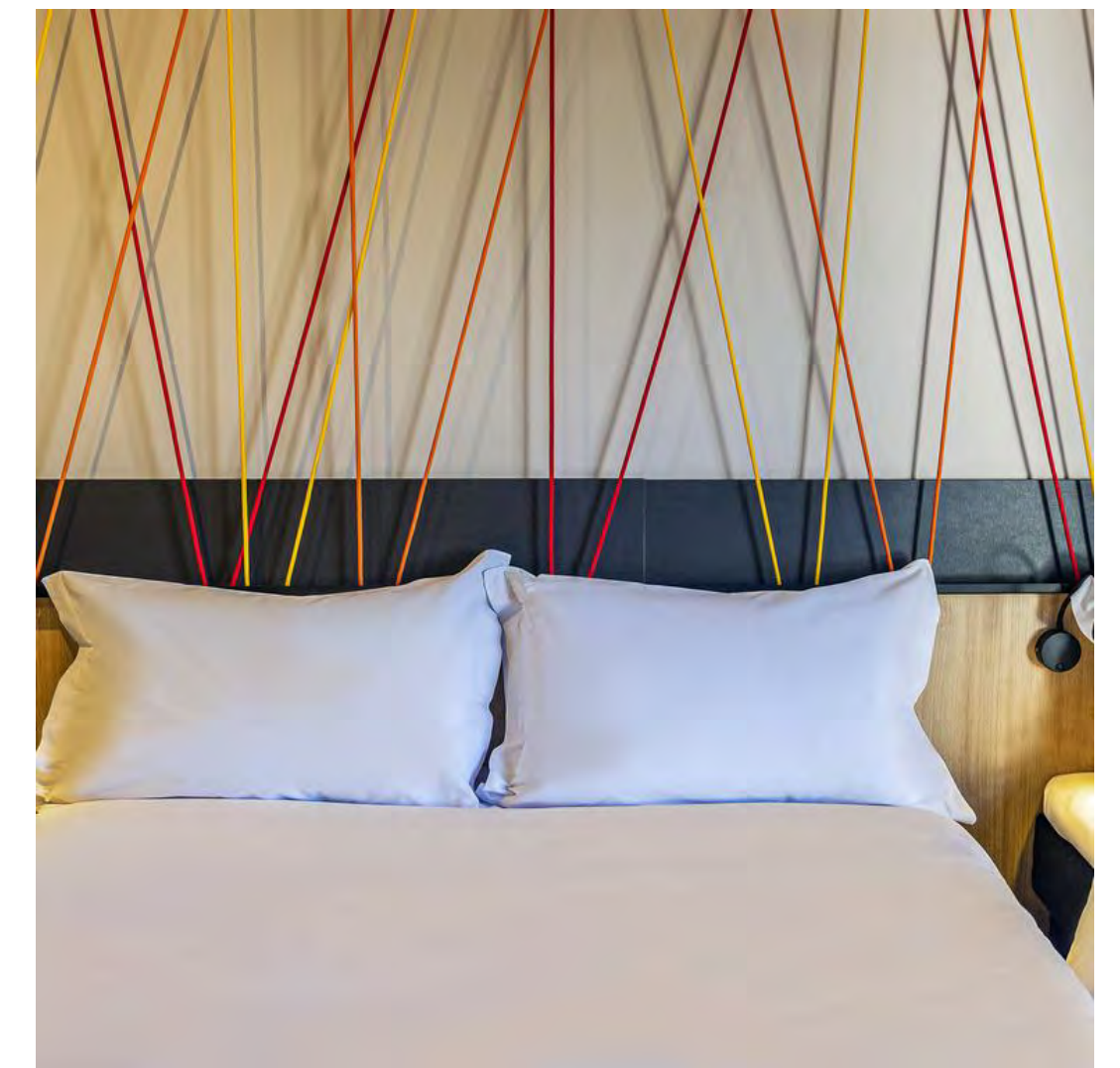


URBAN

ibis Styles Porto Alegre Moinhos de Vento, *Brazil*



 130 rooms





Why invest – ibis Styles

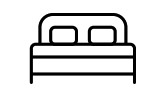
URBAN



ibis Styles network

P34



 184 rooms

ibis Styles Lima San Isidro, Peru





Why invest – ibis Styles

URBAN



ibis Styles network

P35



 311 rooms

ibis Styles East Perth, *Australia*




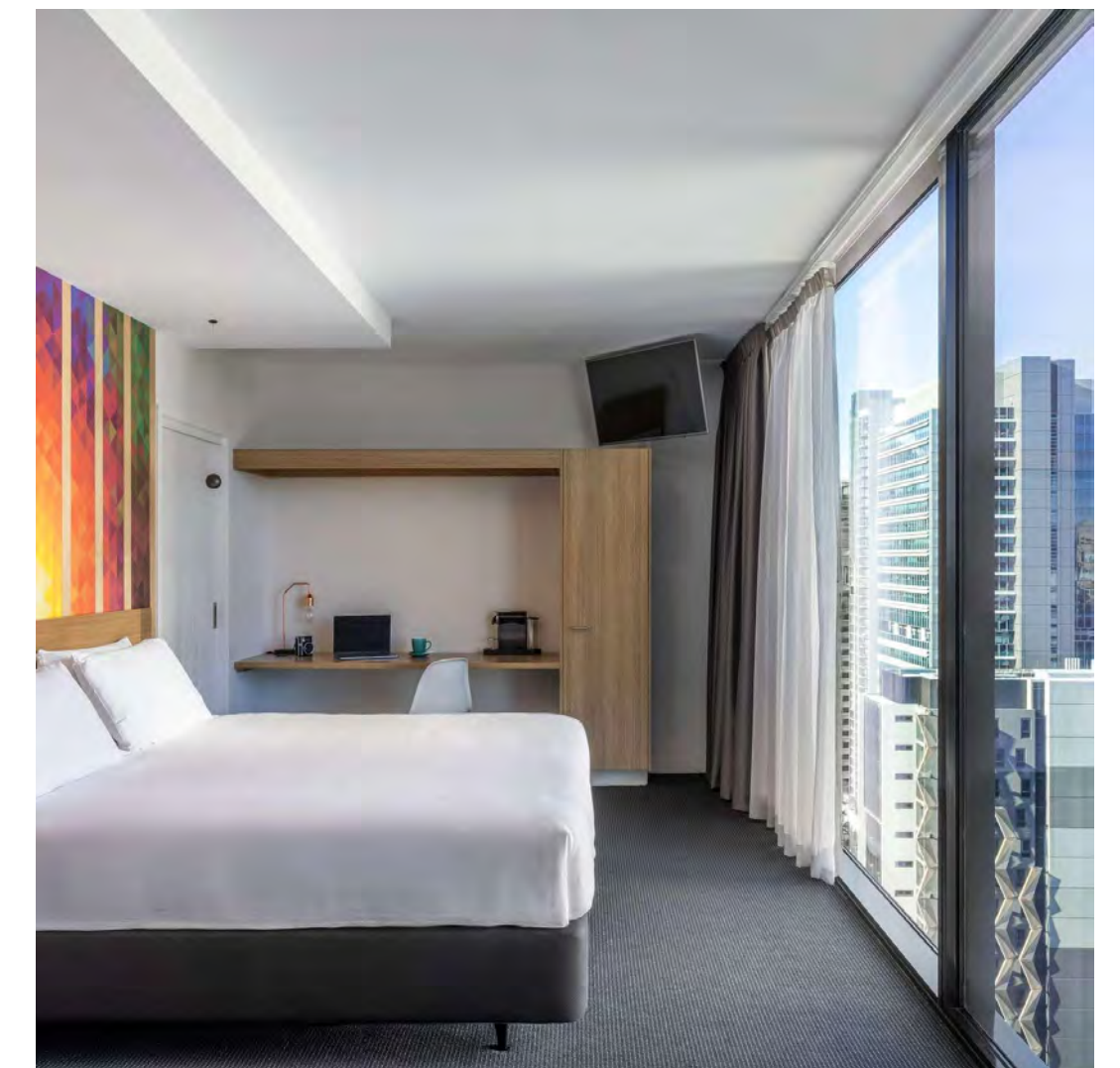


URBAN

ibis Styles Brisbane Elizabeth Street, *Australia*



 367 rooms



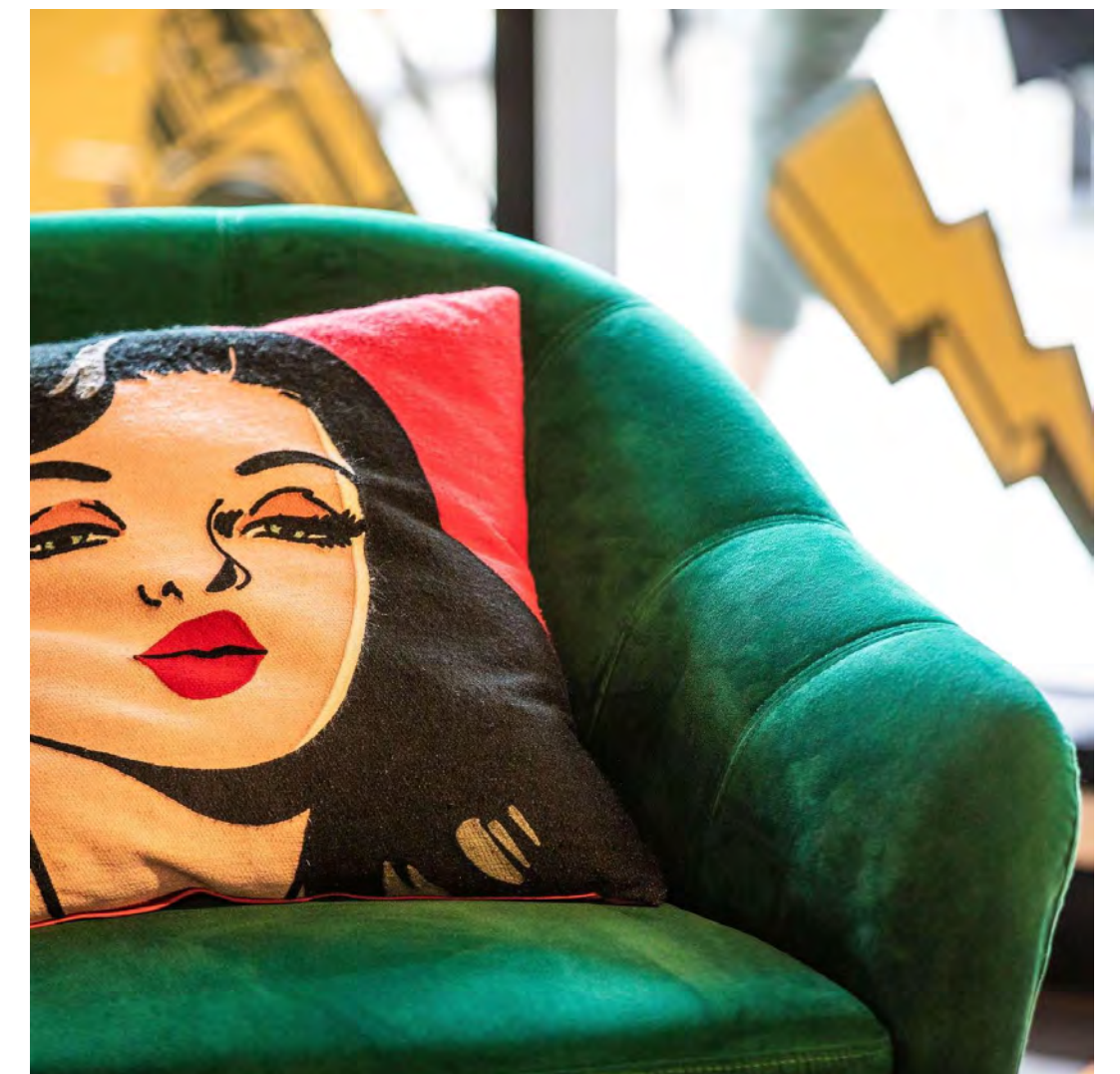


URBAN

ibis Styles Melbourne Southbank, *Australia*



162 rooms





Why invest – ibis Styles

URBAN



ibis Styles network

P38



 130 rooms


ibis Styles Mysuru, India



URBAN

ibis Styles Semarang Simpang Lima, *Indonesia*



 127 rooms



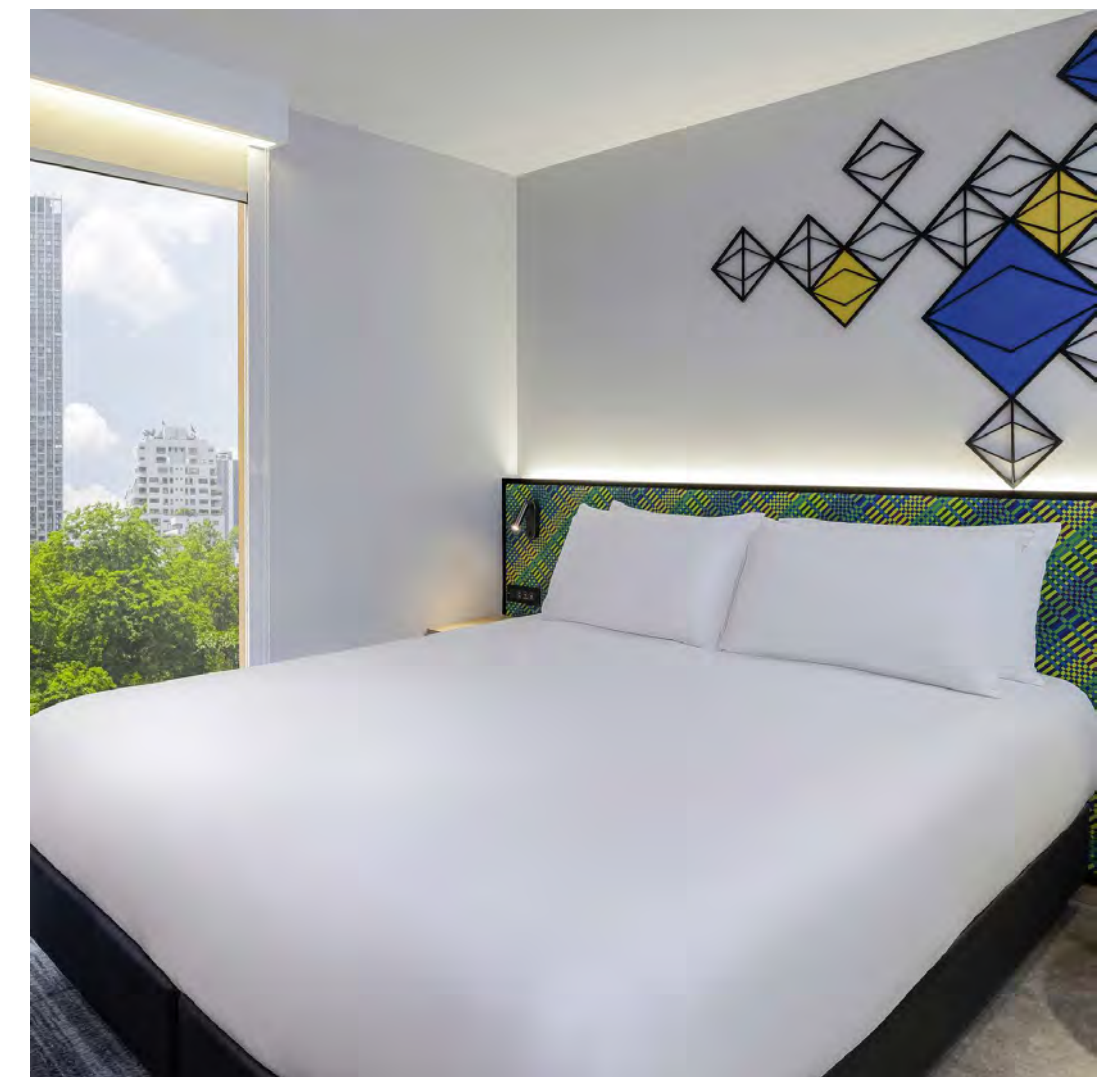


URBAN

ibis Styles Bangkok Silom, *Thailand*




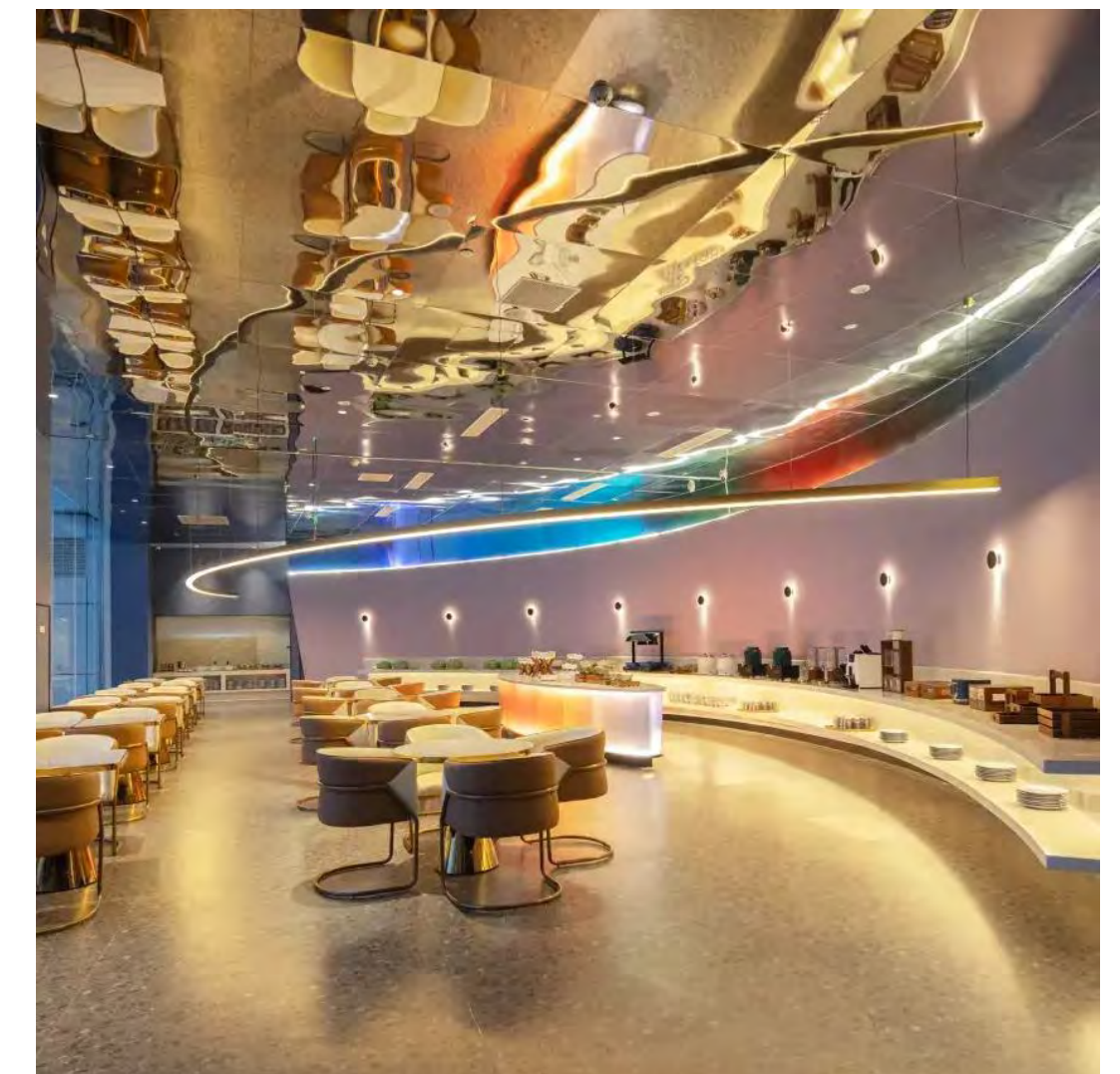
264 rooms



ibis Styles Rizhao Wanpingkou Lighthouse Scenic Area Hotel, *China*



 79 rooms





URBAN

ibis Styles Dalian Donggang International Conference Center Hotel, China



63 rooms





Why invest – ibis Styles

URBAN



ibis Styles network

P43



 98 rooms

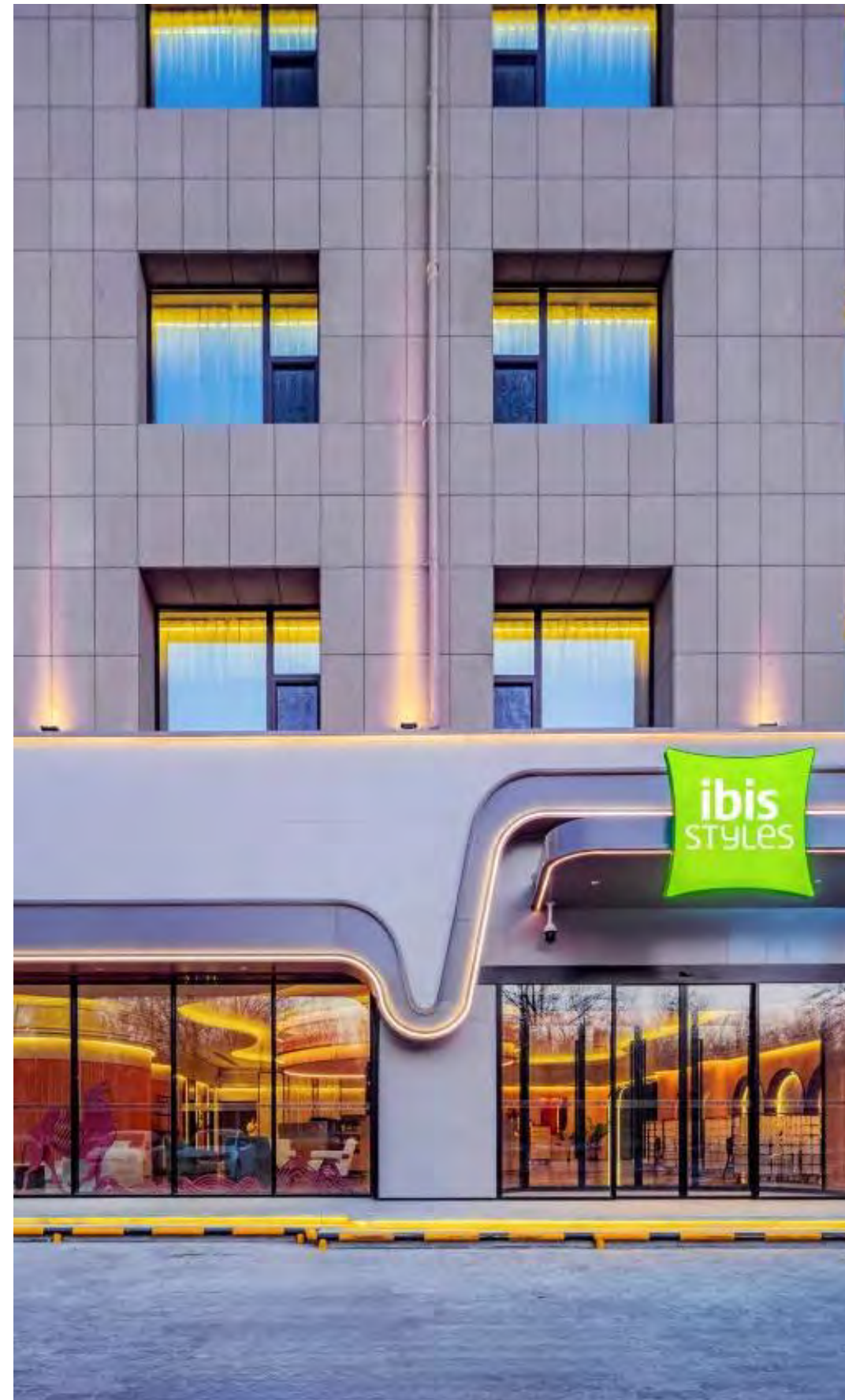
ibis Styles Nan'ao Sea View Hotel, *China*






URBAN

ibis Styles Xinhualian Plaza Hotel, *China*




 85 rooms

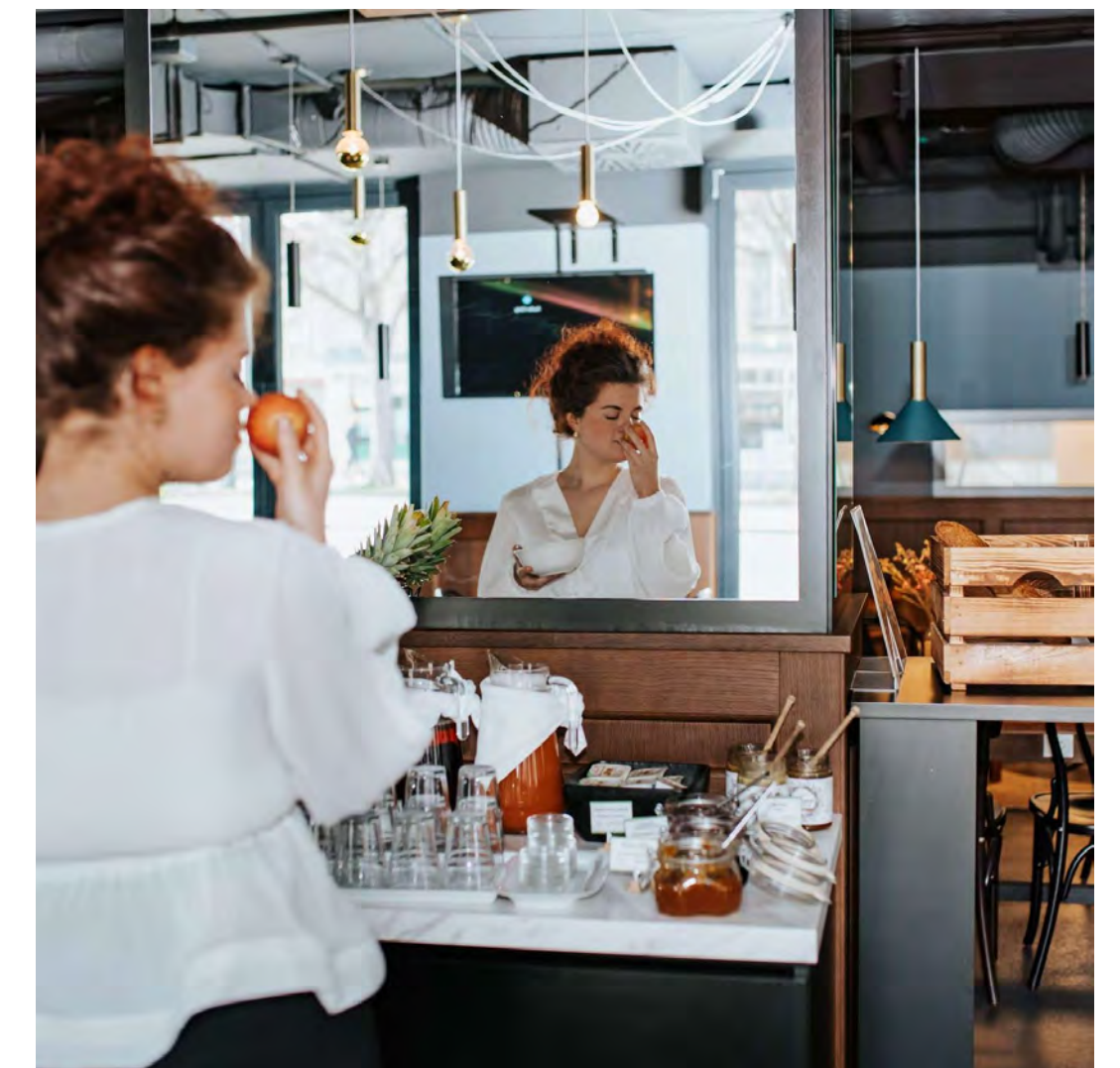


URBAN

ibis Styles Wien Messe Prater, *Austria*



 102 rooms





LEISURE

ibis Styles Roznov pod Radhostem, Czech Republic



 88 rooms



Why invest – ibis Styles

URBAN



ibis Styles network

P47



 186 rooms

ibis Styles Copenhagen Orestad, *Denmark*






URBAN

ibis Styles Tallinn, *Estonia*



 122 rooms



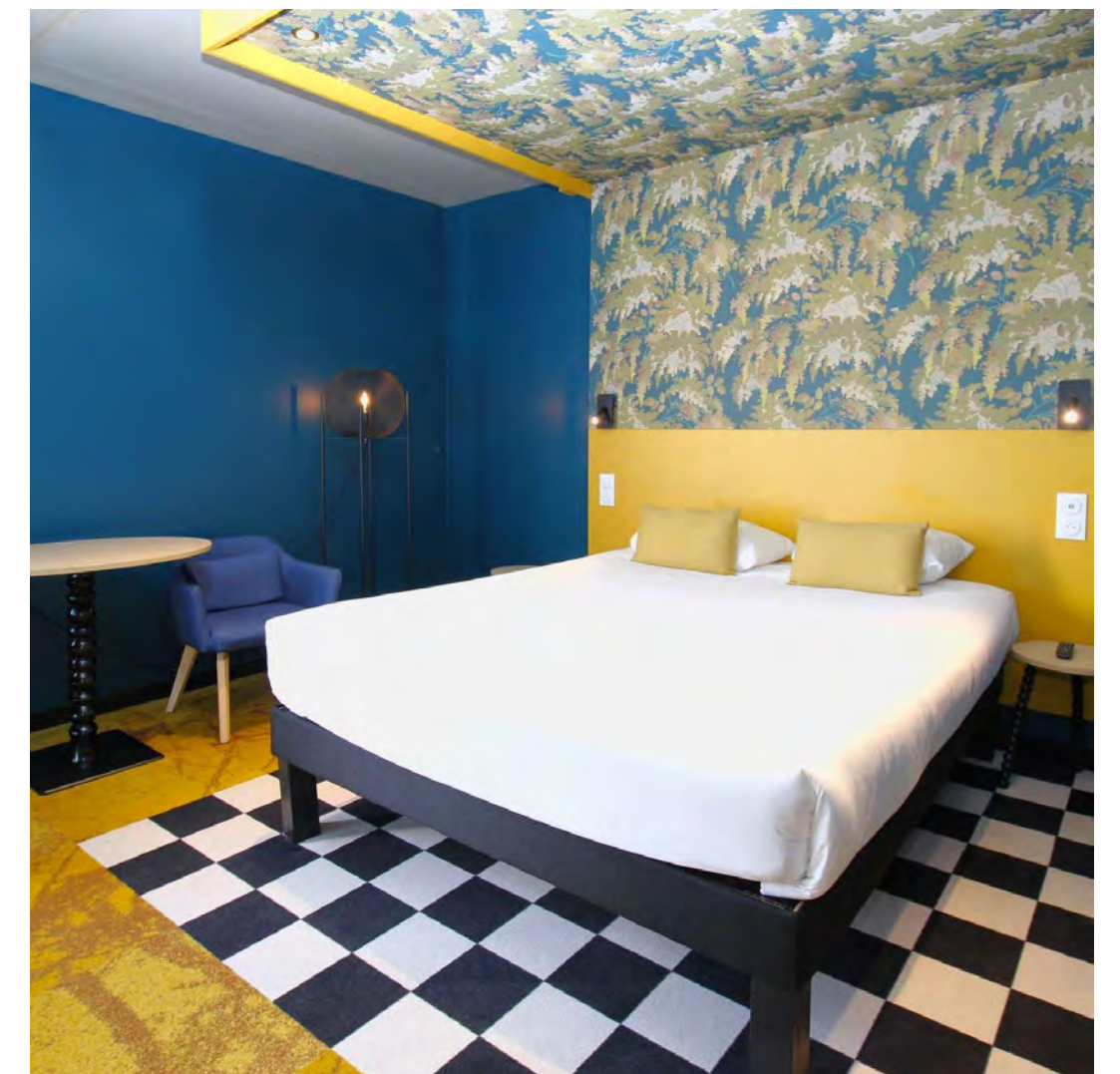


URBAN

ibis Styles Dijon Sud Domaine de Beauregard, *France*



 60 rooms





Why invest – ibis Styles

URBAN



ibis Styles network

P50



135 rooms

ibis Styles Nice Centre Gare, France






URBAN

ibis Styles Saint-Malo Centre Historique, *France*




 39 rooms

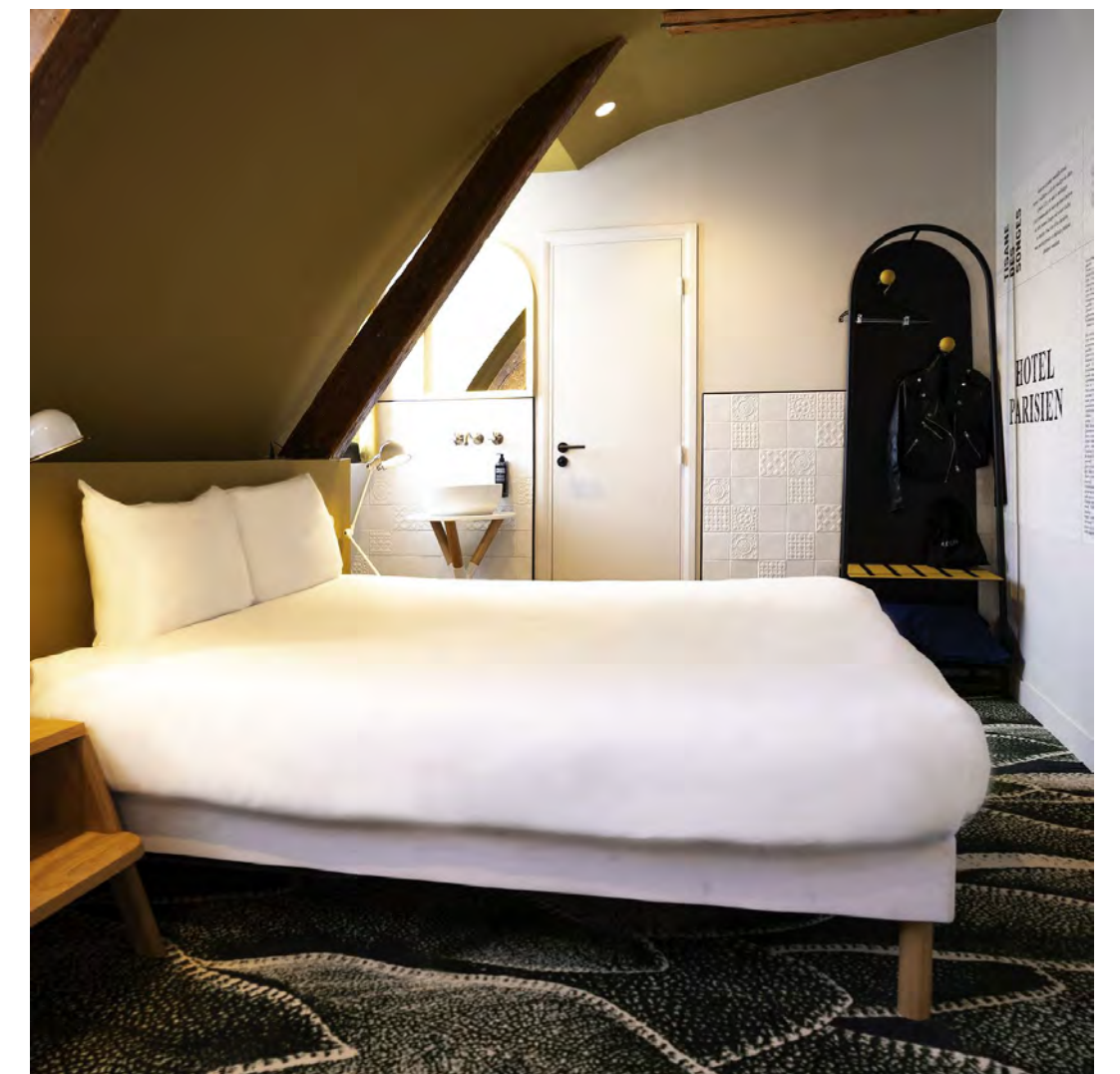


URBAN

ibis Styles Paris Gare De Lyon TGV, *France*



 44 rooms





Why invest – ibis Styles

LEISURE



ibis Styles network

P53



70 rooms

ibis Styles La Rochelle Thalasso Châtelailon, *France*





URBAN

ibis Styles Paris Gare De Lyon Bastille, *France*



49 rooms






URBAN

ibis Styles Montpellier Aeroport Parc Des Expos, *France*



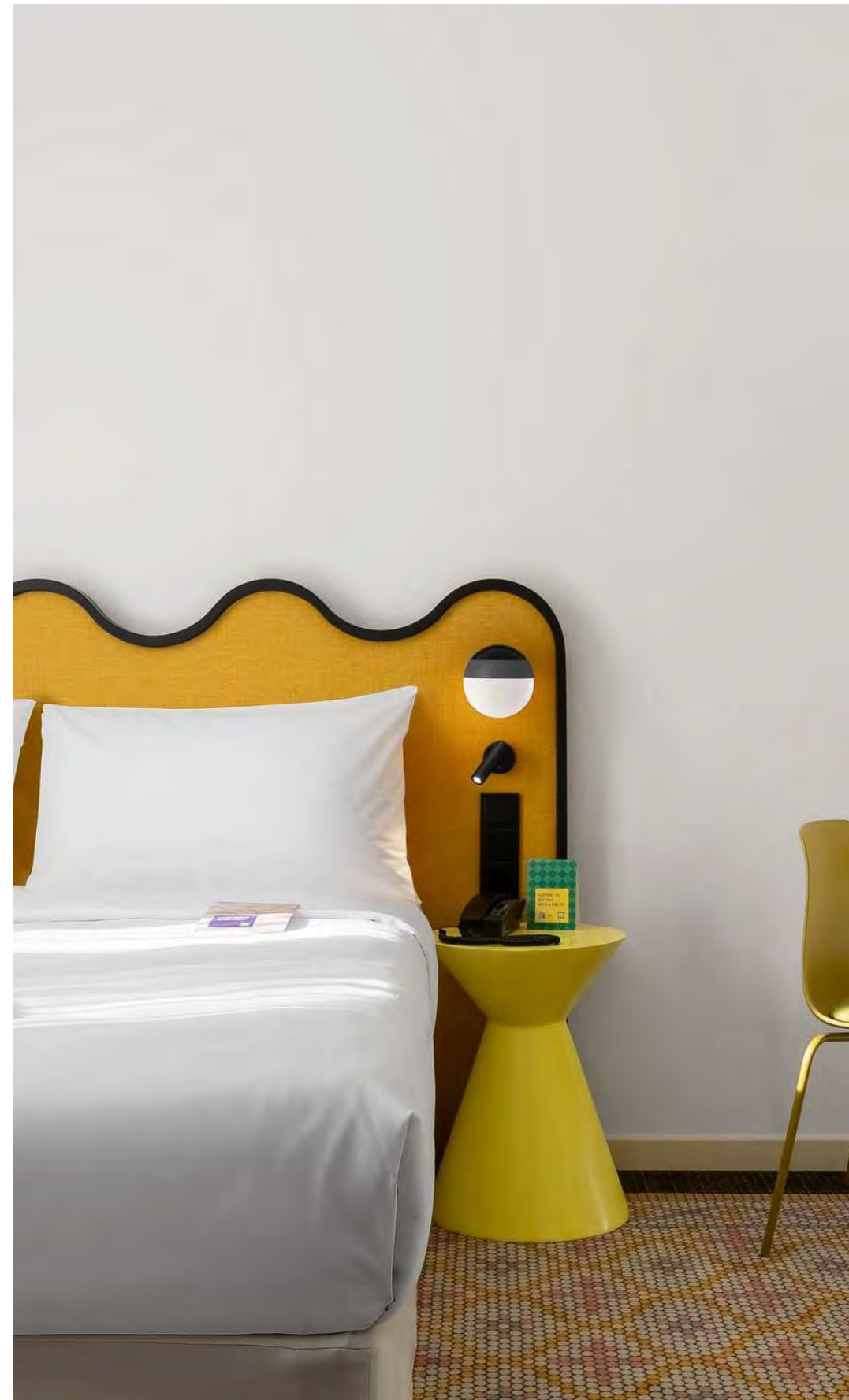
 74 rooms





URBAN

ibis Styles Old Tbilisi, *Georgia*



 67 rooms



URBAN



ibis Styles network



 188 rooms

ibis Styles Hamburg-Barmbek, *Germany*





URBAN

ibis Styles Muenchen Perlach, *Germany*



172 rooms




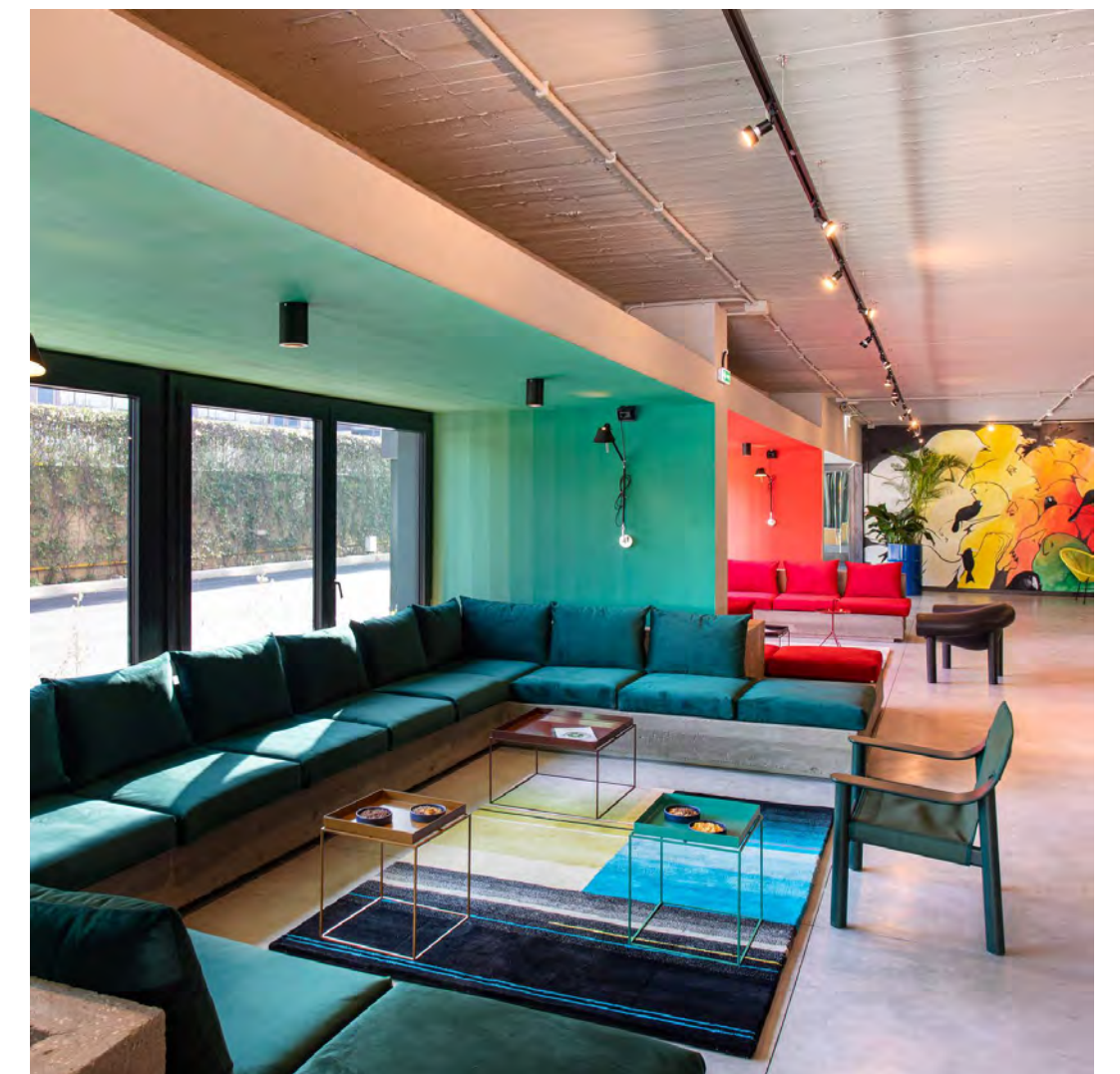


URBAN

ibis Styles Roma Aurelia, *Italy*



 229 rooms





Why invest – ibis Styles

URBAN



ibis Styles network

P60



65 rooms

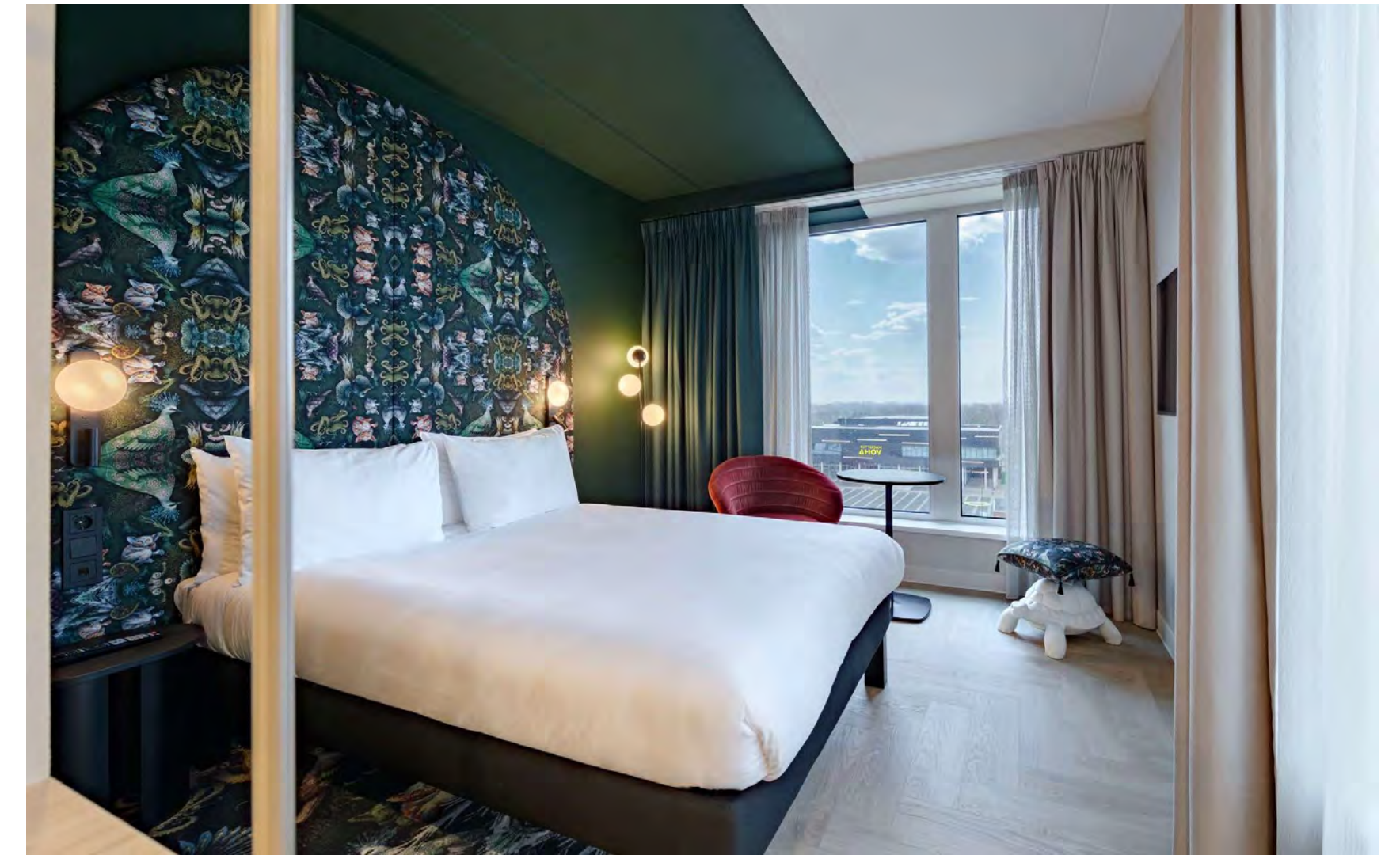
ibis Styles St Pauls Bay *Malta*





URBAN

ibis Styles Rotterdam Ahoy, *Netherlands*



250 rooms





URBAN

ibis Styles Krakow Centrum, *Poland*



 259 rooms





Why invest – ibis Styles


URBAN



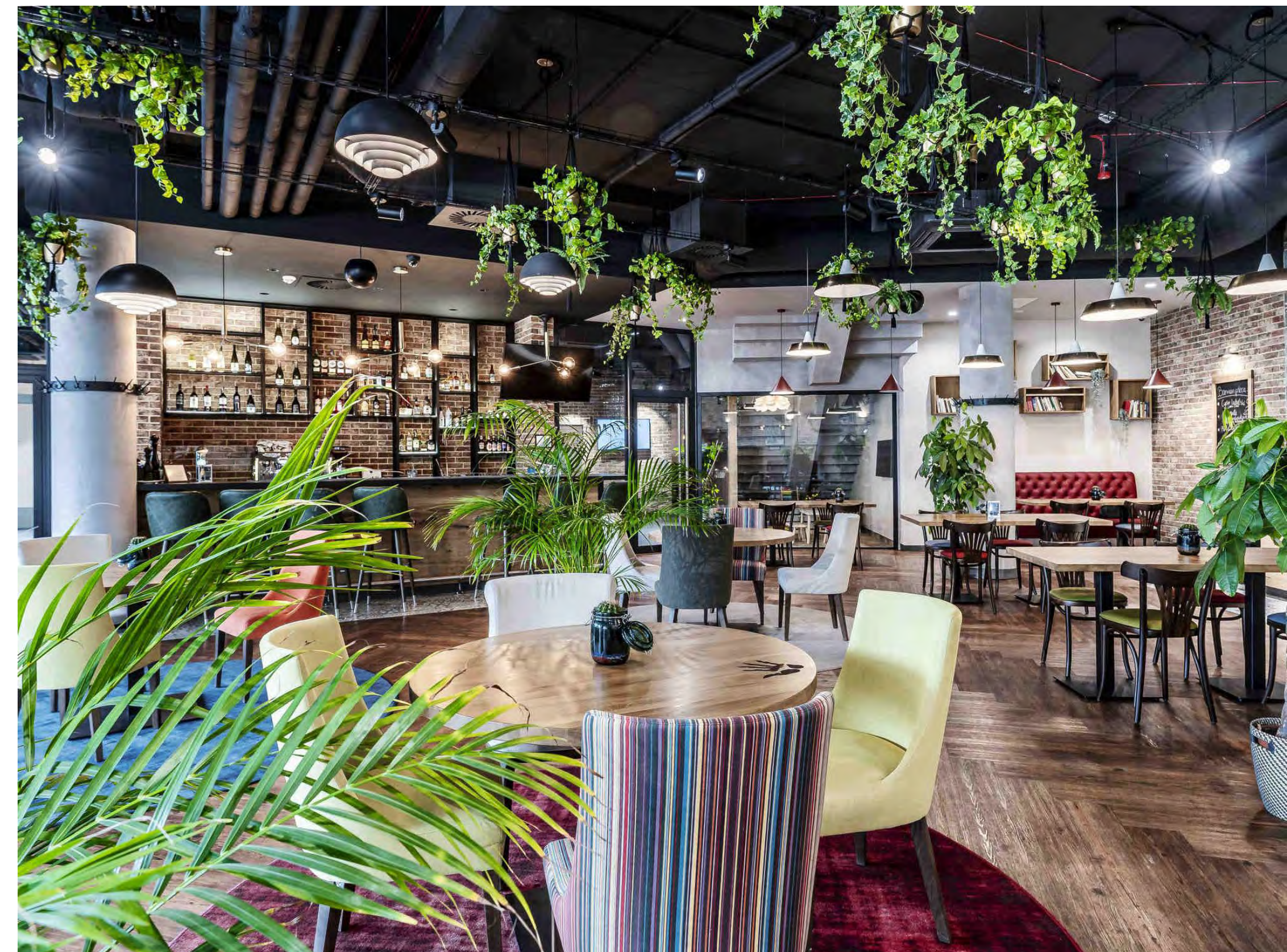
ibis Styles network

P63



 114 rooms

ibis Styles Lublin Stare Miasto, *Poland*





URBAN



161 rooms

ibis Styles Szczecin Stare Miasto (Old Town), *Poland*






URBAN

ibis Styles Warszawa Centrum, *Poland*



 179 rooms





URBAN

ibis Styles Madrid City Las Ventas, *Spain*



96 rooms





Why invest – ibis Styles

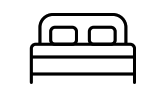
URBAN



ibis Styles network

P67



 213 rooms

ibis Styles Barcelona City Bogatell, Spain



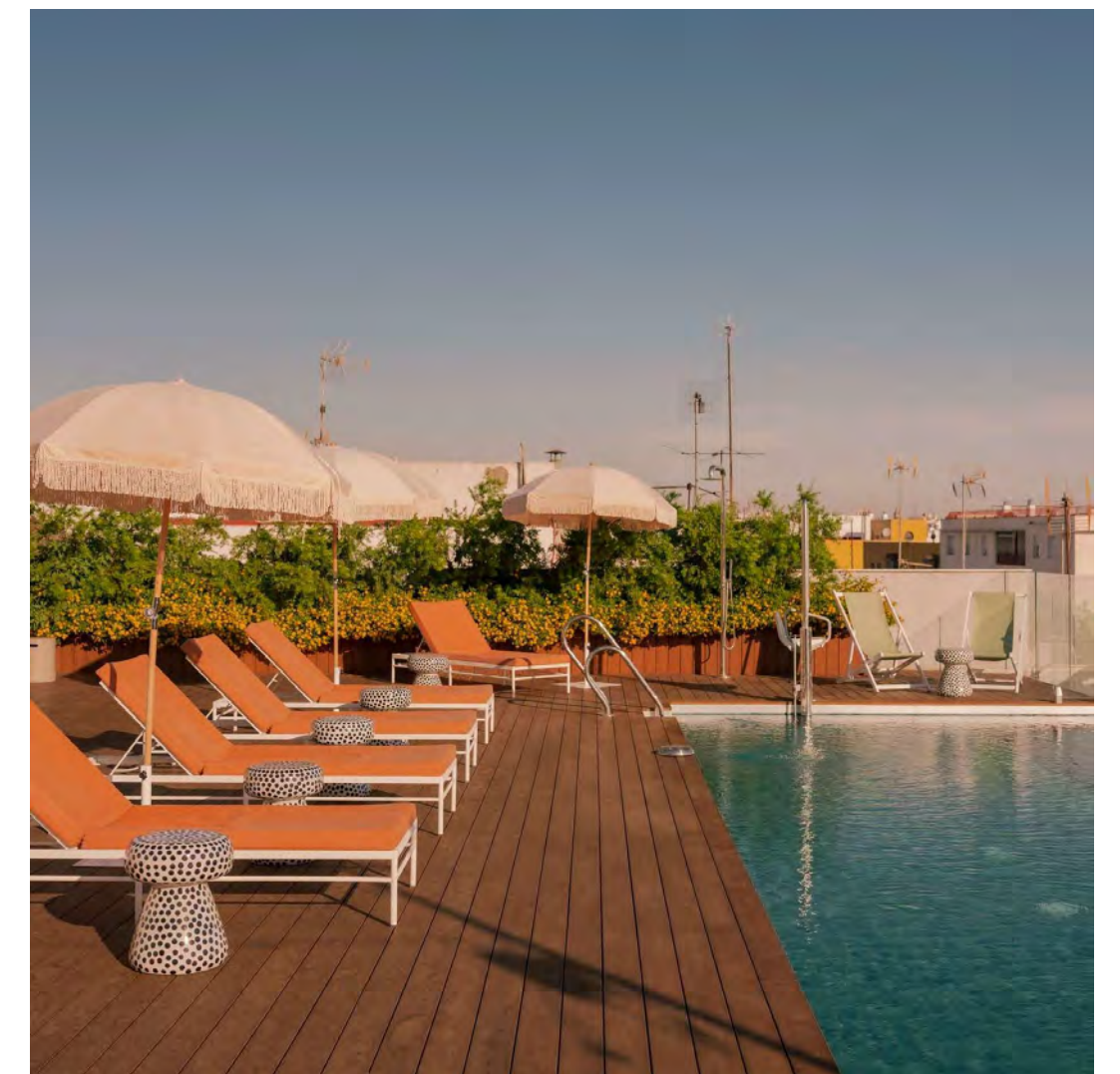


LEISURE

ibis Styles Sevilla City Santa Justa, *Spain*



 218 rooms




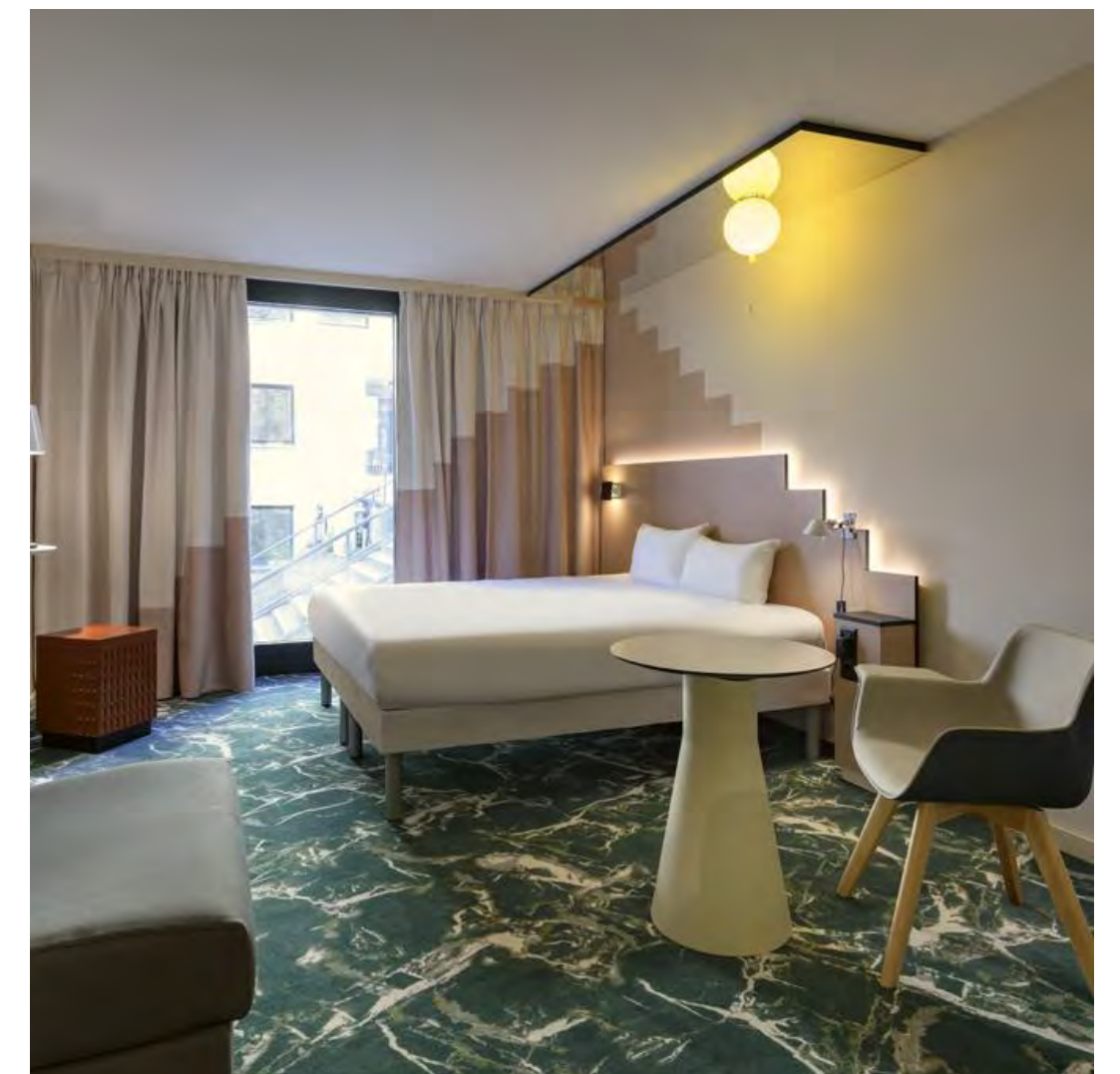


URBAN

ibis Styles Zurich City Centre, Switzerland



 202 rooms






URBAN

ibis Styles London Southwark, UK



 154 rooms






URBAN

ibis Styles Paignton, *United Kingdom*



 113 rooms





Why invest – ibis Styles

URBAN



ibis Styles network

P72



 190 rooms

ibis Styles Abidjan Plateau, *Ivory Coast*





Why invest – ibis Styles

URBAN



ibis Styles network

P73



 266 rooms

ibis Styles Nairobi Westlands, Kenya





URBAN

ibis Styles Ankara, *Turkey*



 61 rooms





Why invest – ibis Styles

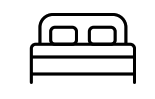
URBAN



ibis Styles network

P75



 164 rooms

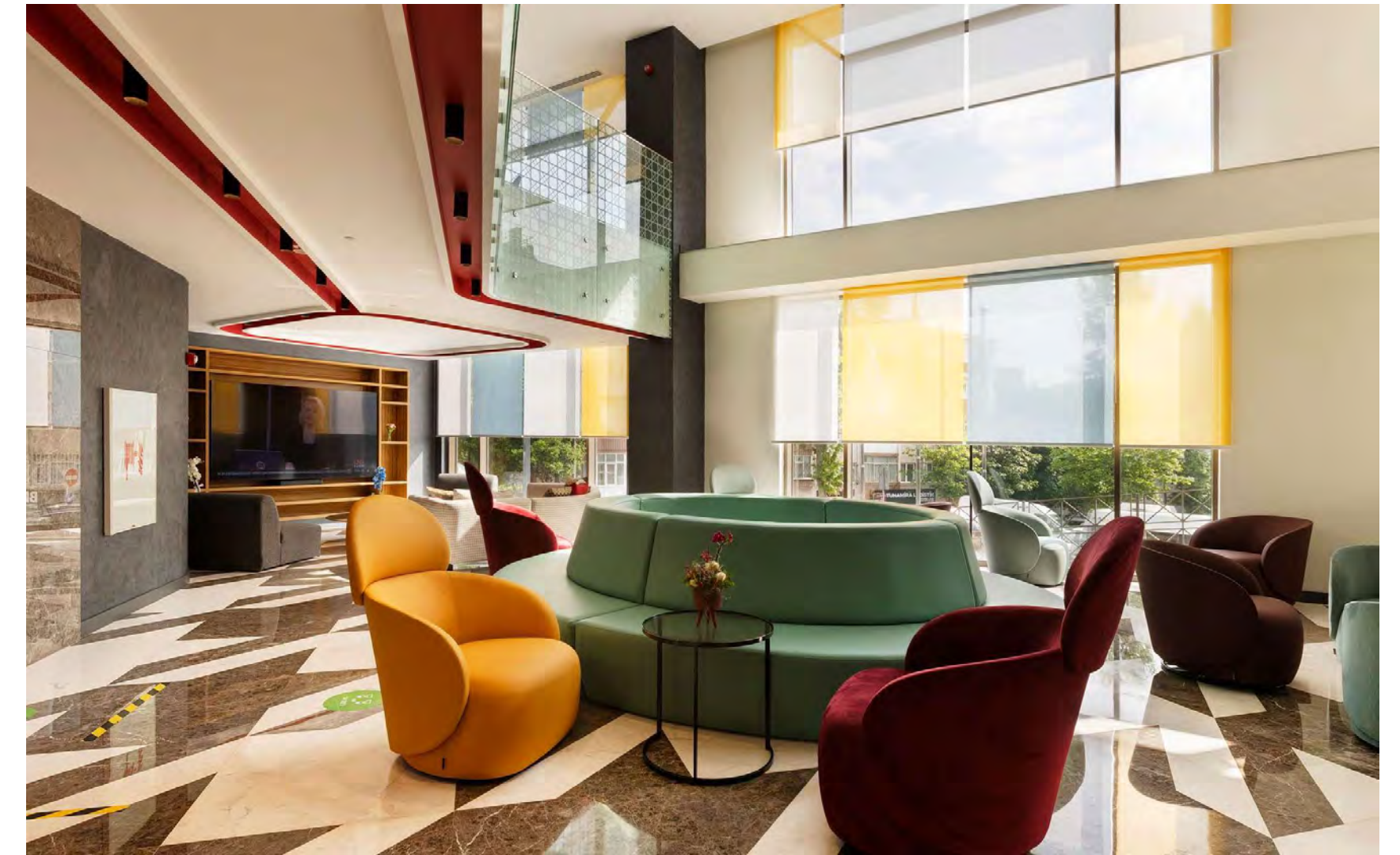
ibis Styles Istanbul Kurtkoy, *Turkey*



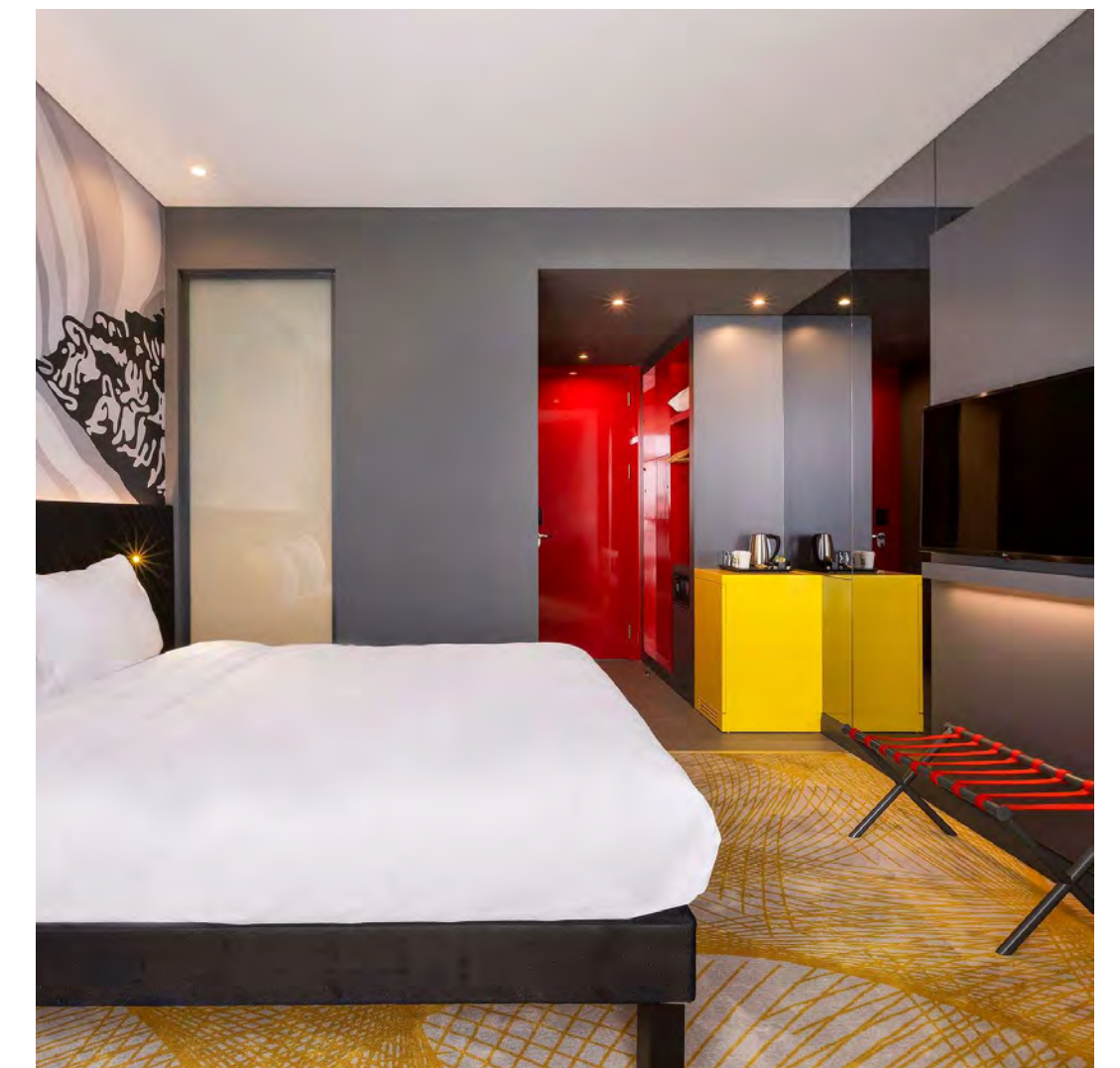


URBAN

ibis Styles Istanbul Merter, *Turkey*



 211 rooms





Why invest – ibis Styles

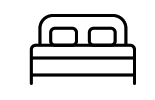
URBAN



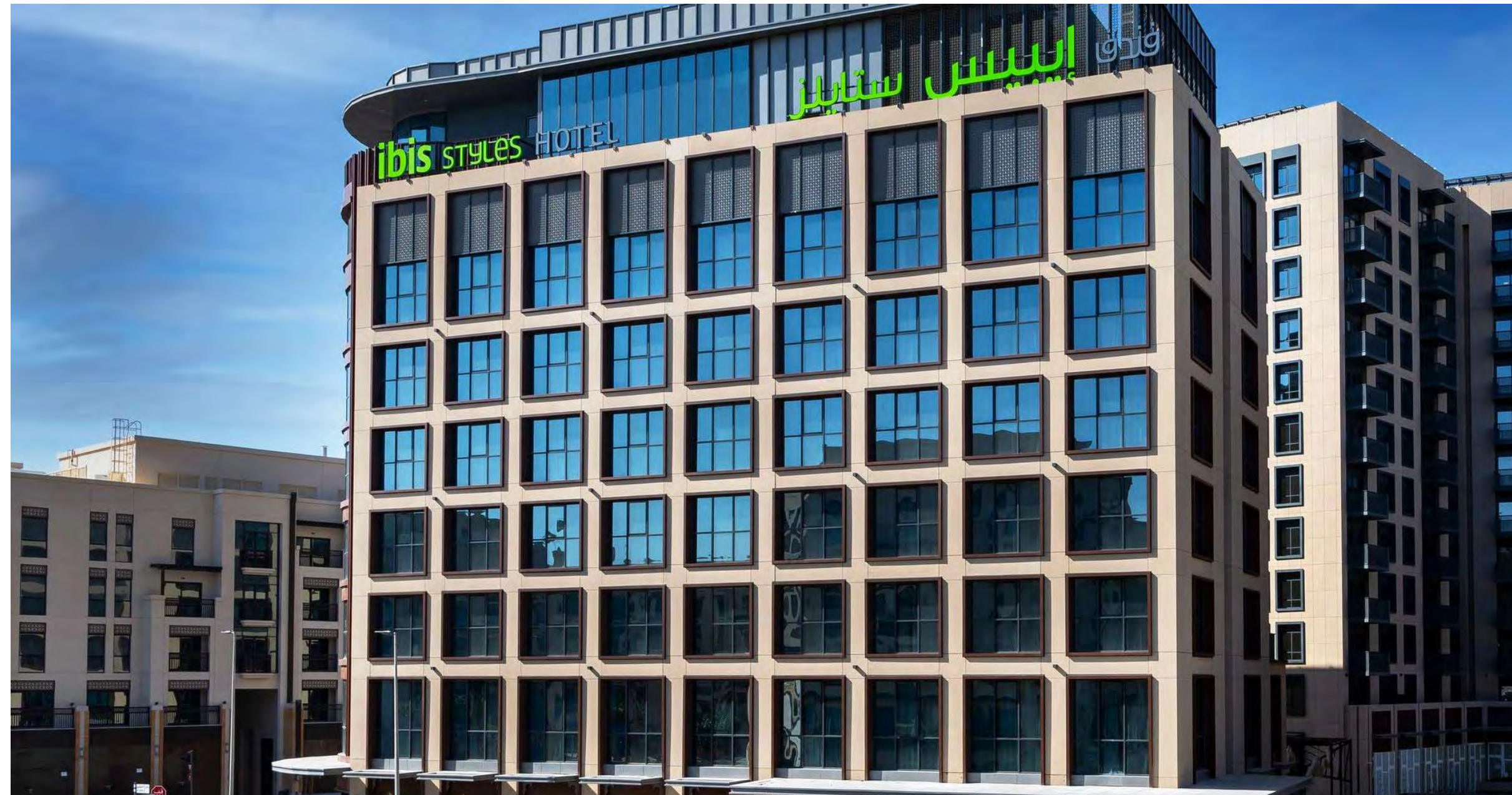
ibis Styles network

P77



 143 rooms

ibis Styles Dubai Deira Waterfront, UAE





Why invest – ibis Styles


URBAN



ibis Styles network

P78



 94 rooms

ibis Styles Dubai Gold Souk District, UAE





LEISURE & RESORTS



ibis Styles network



 206 rooms

ibis Styles Krabi Ao Nang, *Thailand*






LEISURE & RESORTS

ibis Styles Bali Legian, *Indonesia*



 113 rooms

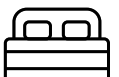




LEISURE & RESORTS

ibis Styles Goa Vagator, *India*



 142 rooms



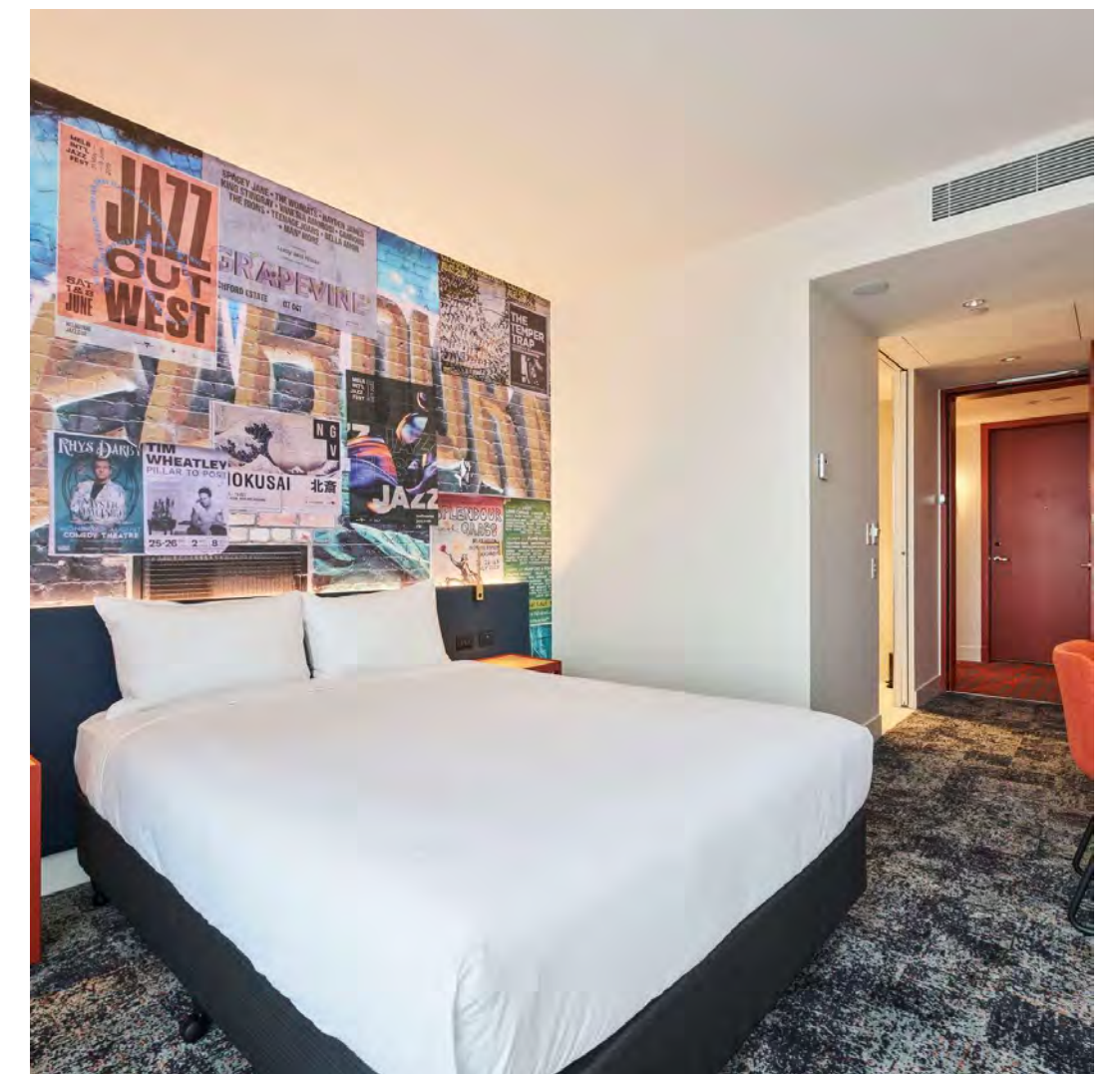


AIRPORT

ibis Styles Melbourne Airport, *Australia*



 216 rooms





Why invest – ibis Styles

AIRPORT

ibis Styles Jakarta Airport, *Indonesia*



 251 rooms



Why invest – ibis Styles

AIRPORT



ibis Styles network

P84



 130 rooms

ibis Styles Shanghai Hongqiao Airport Huqingping Highway Hot, China




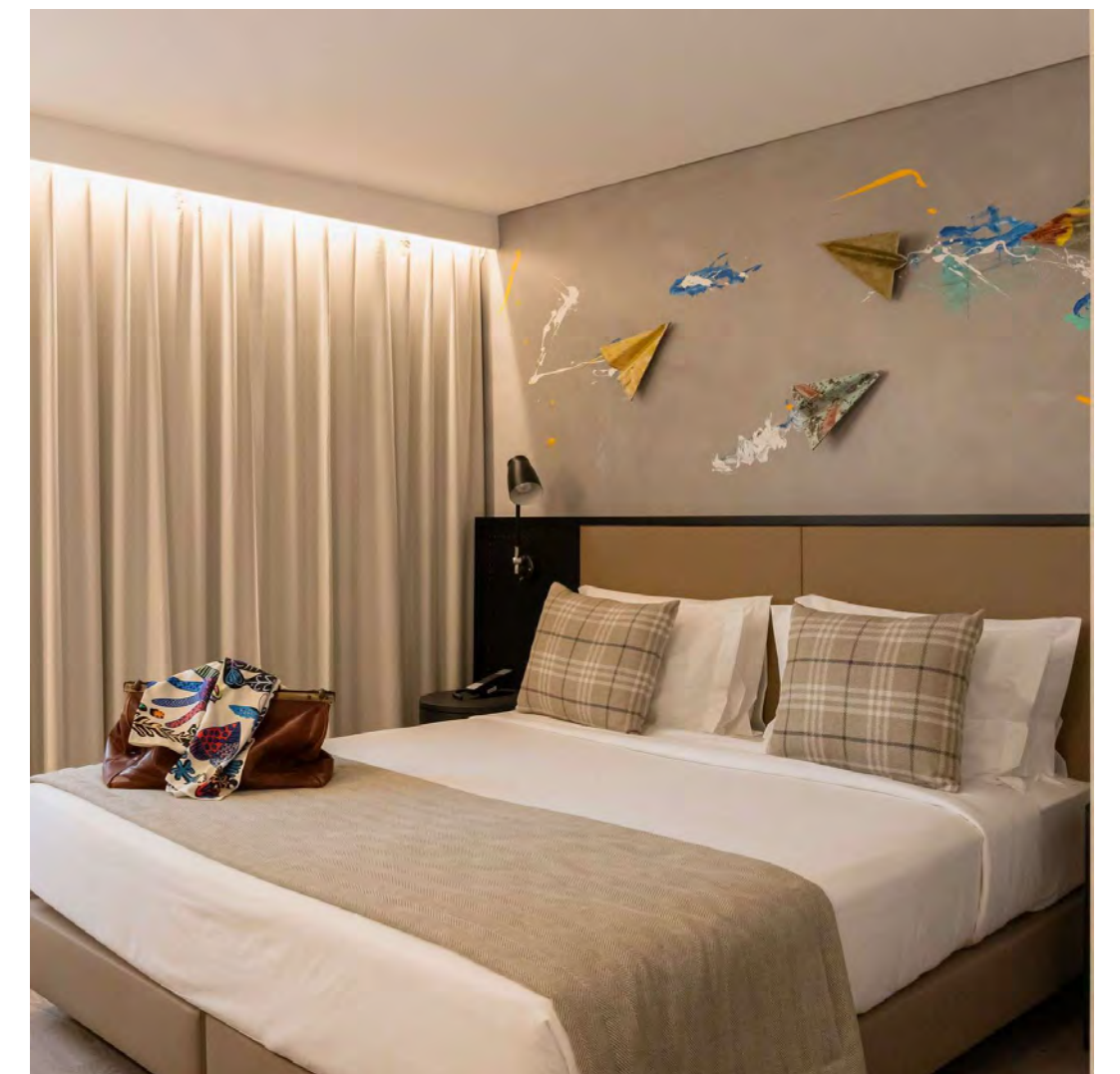


AIRPORT

ibis Styles Lisboa Aeroporto, Portugal



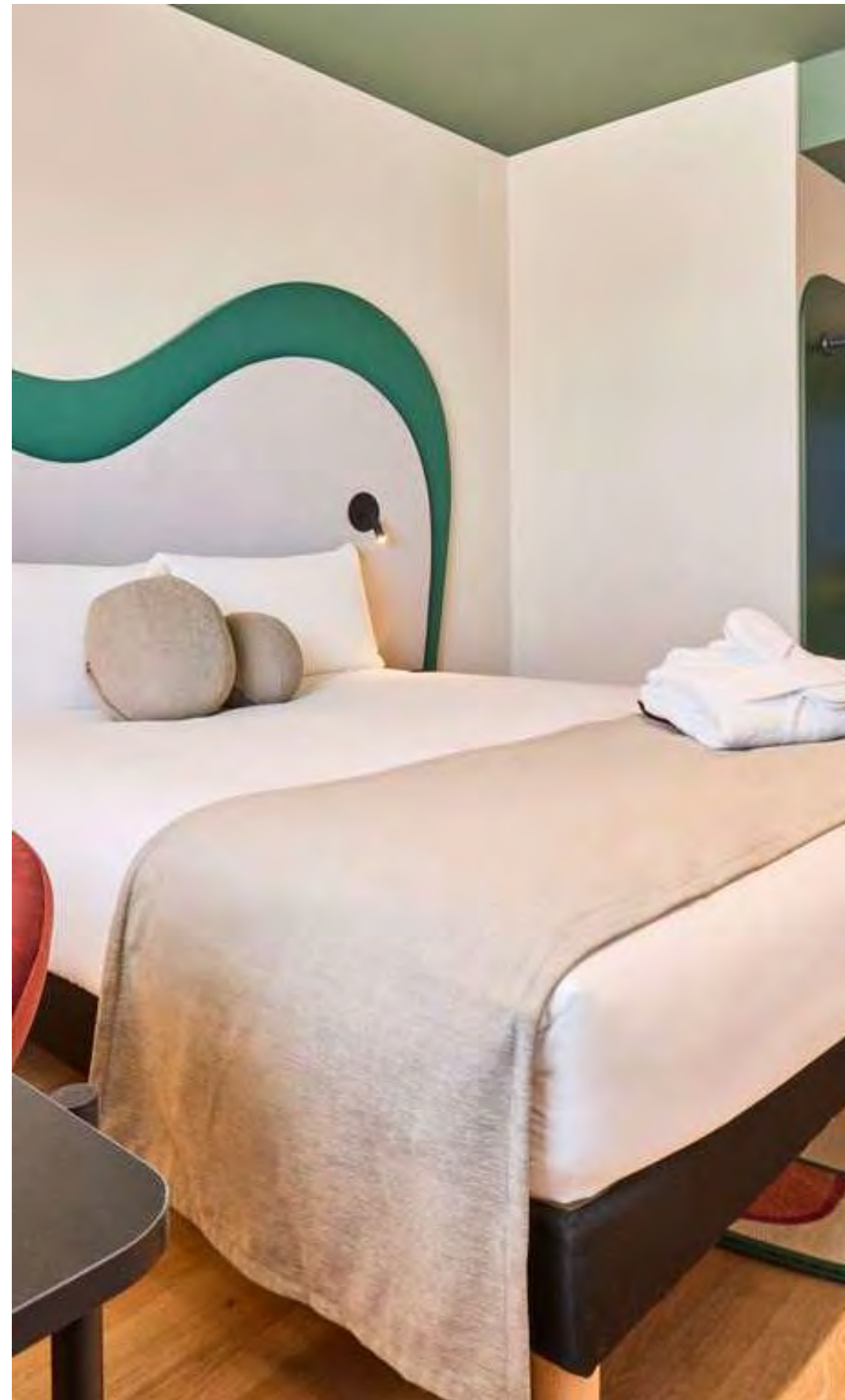
 126 rooms





AIRPORT

ibis Styles Madrid Airport Valdebebas, Spain

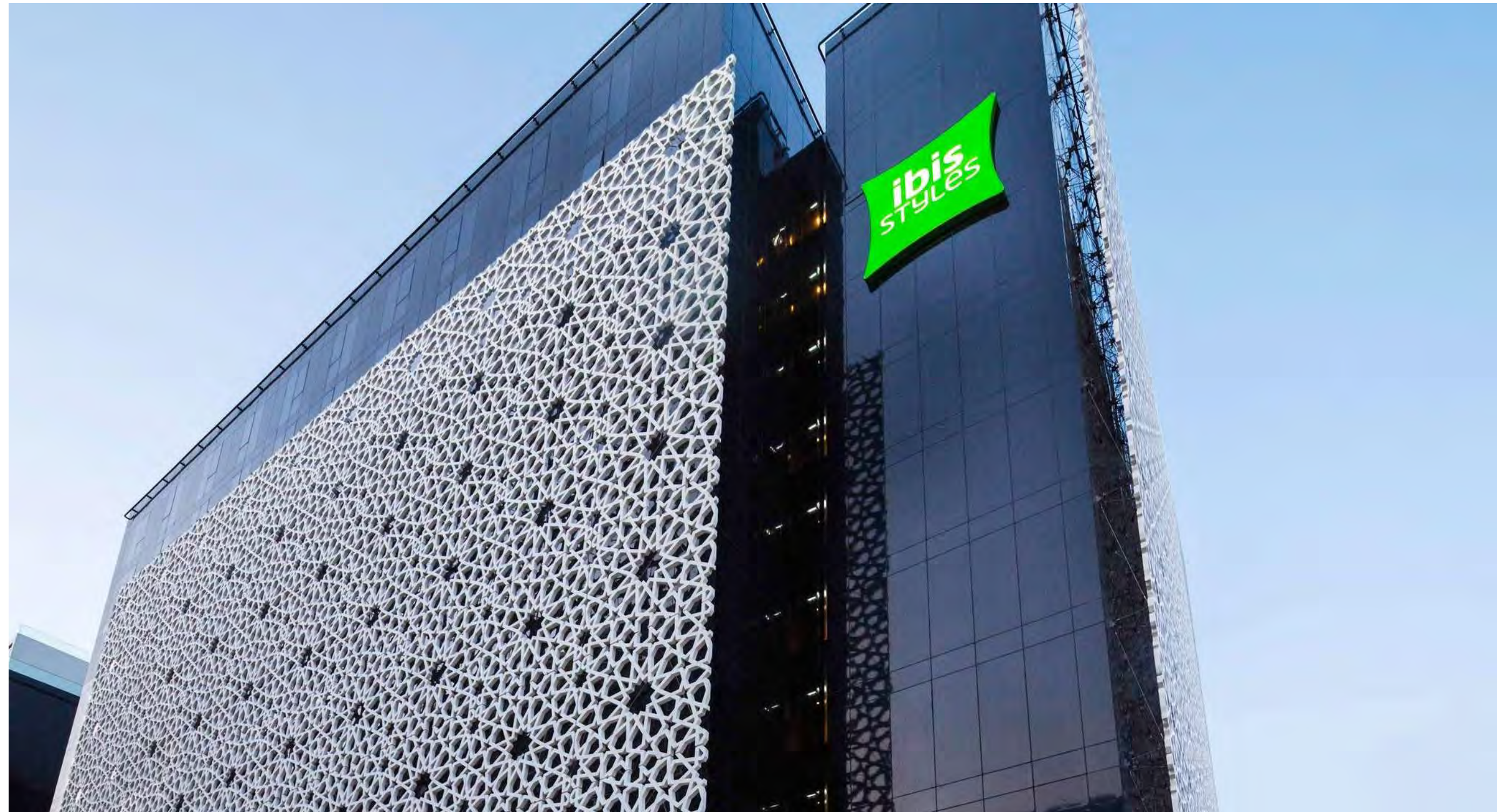


 260 rooms

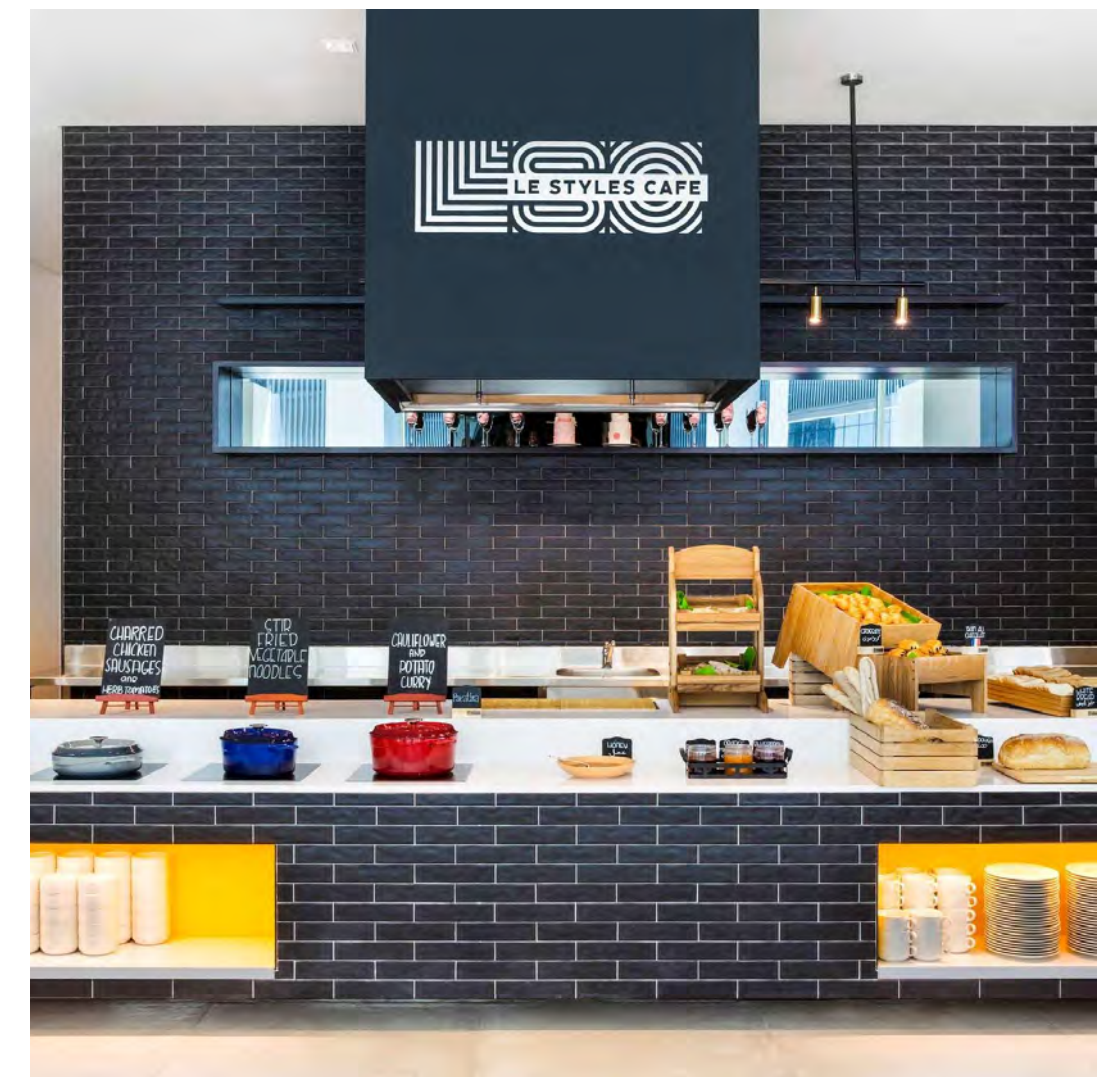


AIRPORT

ibis Styles Dubai Airport, *United Arab Emirates*



 351 rooms





Why invest – ibis Styles

MICE



ibis Styles network

P88



 150 rooms

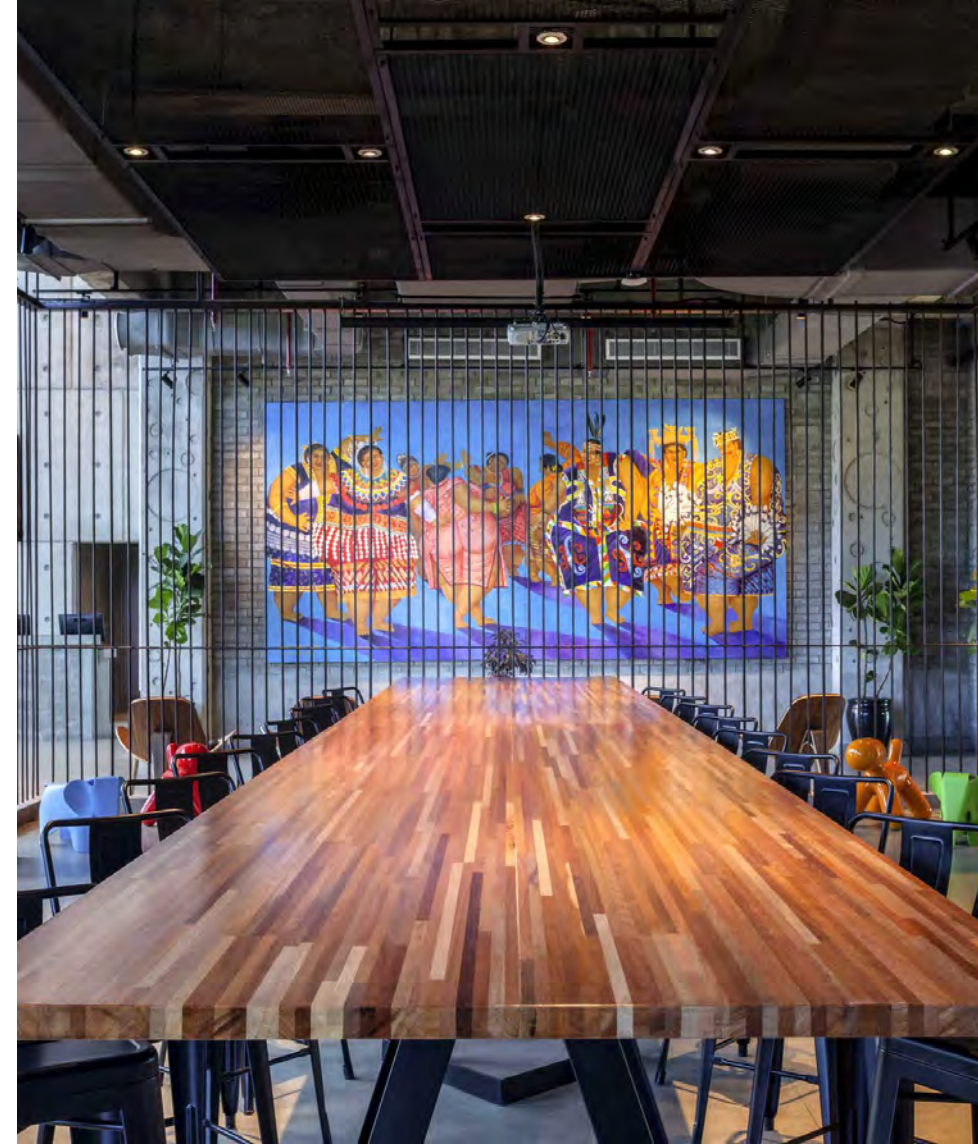
ibis Styles Malang, *Indonesia*





Why invest – ibis Styles


MICE



ibis Styles network

P89



 184 rooms

ibis Styles Kota Kinabalu Inanam, *Malaysia*

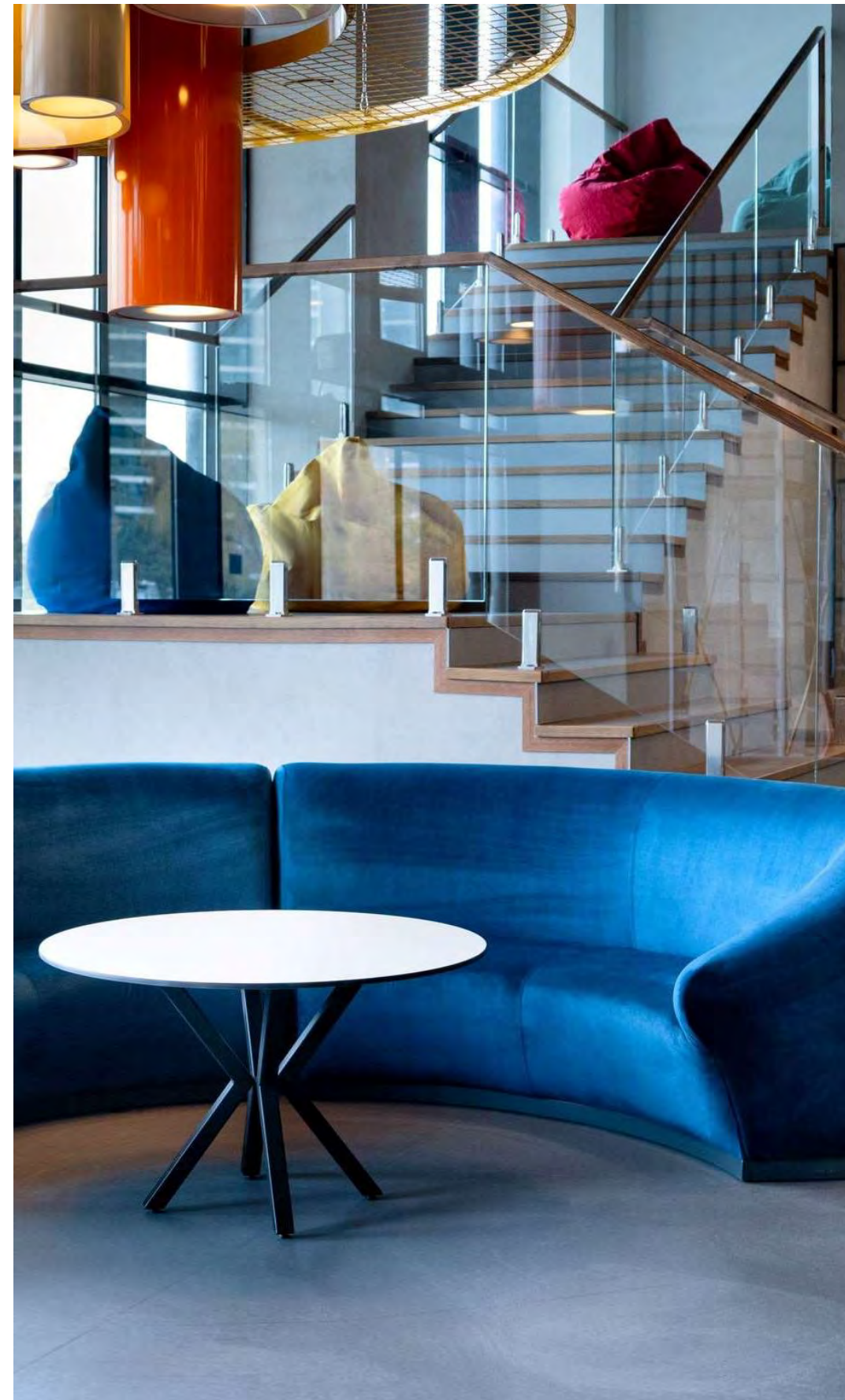




Why invest – ibis Styles

MICE

ibis Styles Batumi, *Georgia*



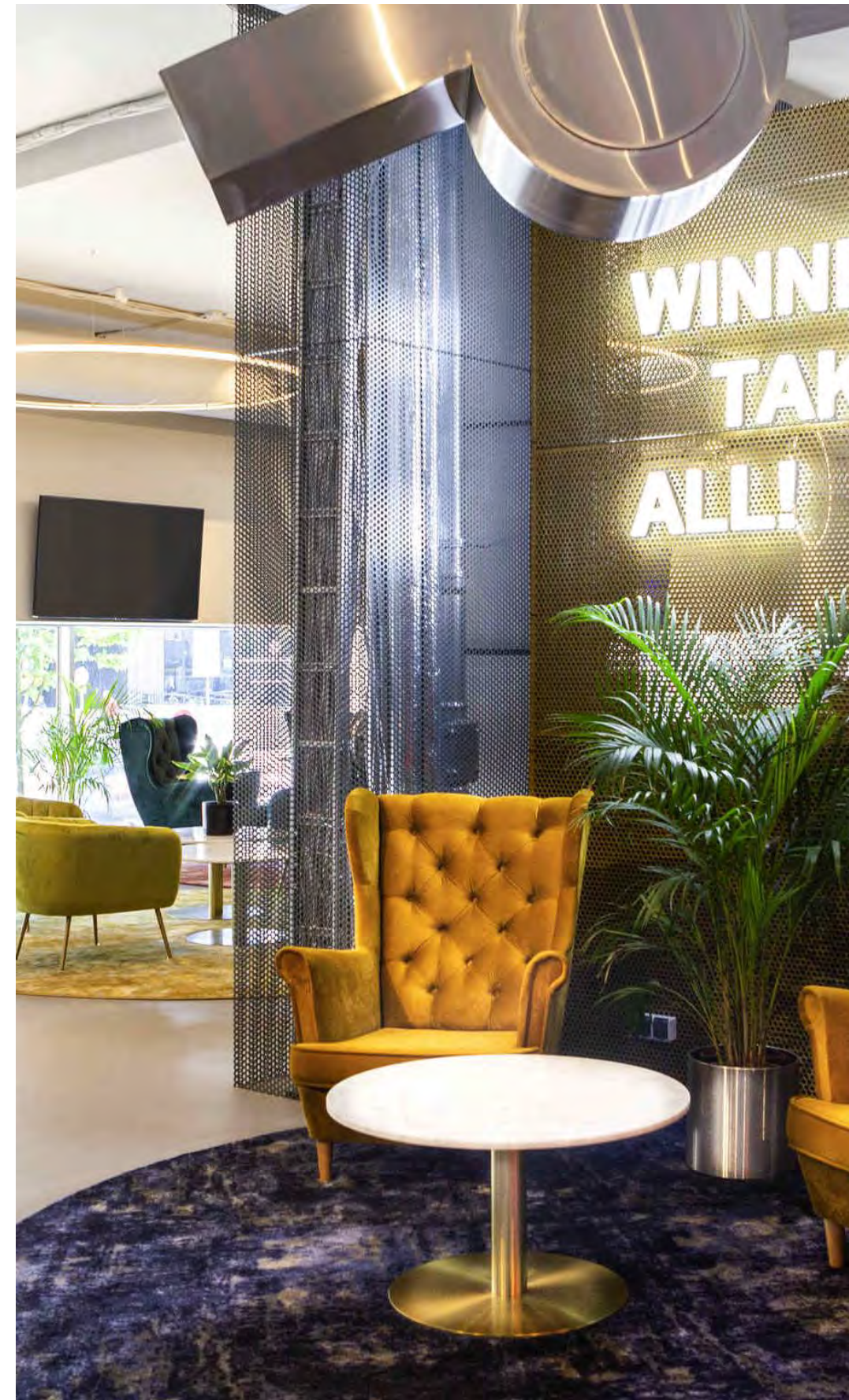
 120 rooms




Why invest – ibis Styles

MICE

ibis Styles Kaunas Centre, *Lithuania*




 125 rooms

MICE

ibis Styles Wrocław Centrum, *Poland*



 133 rooms





COMBO

Combination projects



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

Combination with *ibis budget*
90 rooms



ibis Styles Melbourne Airport, *Australia* | **216 rooms**

Combination with Novotel
248 rooms



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



Thank

you

