



Accor Staying the Course with New Look Ibis Budget Hotels



26 February 2014: Accor has unveiled an innovative new interior design at three Ibis Budget hotels in Queensland and Victoria, following the re-branding of all Formule 1 hotels to the new Ibis Budget brand.

Part of Accor's Ibis economy family of brands, Ibis Budget continues to evolve and has embraced the new design vision 'Avanzi' by Paris-based Philippe Avanzilic. Guests will experience the new 'Avanzi' look and feel which features generous bold designs, natural materials, bright colours and attractive lighting at Ibis Budget Brisbane Airport, Ibis Budget Melbourne Airport and Ibis Budget Dandenong.

Contemporary furnishings and clever layouts will bring a new energy to the existing Ibis Budget hotels and bring with it a complete change from what was once associated with Formule 1 hotels in Australia.

The \$3.2 million refurbishment rollout across the three hotels has seen the lobby areas, breakfast rooms and guestrooms receive a new lease of life, reflecting the comfort and innovation that the Ibis brand essence represents.

The redesign in Ibis Budget Brisbane Airport, the first to complete the refurbishment, includes a new breakfast room, an open plan check-in desk and new furnishings set against sky blue walls. Ibis Budget Dandenong and Ibis Budget Melbourne Airport see new furnishings as well as colours in the breakfast rooms and lobby area. All three hotels feature cocoon-style guestrooms with contemporary furnishings and vibrant colours, creating an environment of modernity and freshness.

"This is a testament to Accor's confidence in continuing to strengthen its economy portfolio. Since the announcement of the three-tiered Ibis brand restructure in 2011, we have seen strong positive results across the Ibis brand family," said Simon McGrath, Accor Pacific Chief Operating Officer.

"Accor is committed to revolutionising economy hotels and will continue to invest in the Ibis brand portfolio in Australia."

In line with this, Windsor's former Formule 1 hotel in Brisbane is targeted to re-open on 1 April 2014 as Ibis Budget Windsor, incorporating the same 'Avanzi' design across the lobby, public areas and all 50 guestrooms. The hotel was closed in August 2009 due to construction and access issues associated with the Inner City Bypass connecting the Brisbane CBD to the Brisbane Airport precinct.

Work has commenced on the Windsor property, which will become the 20th Ibis Budget hotel in Australia.

Last year, the revenue growth for Accor's Ibis Budget portfolio saw 5% RevPar growth against relatively flat competitor and market conditions, while consumer satisfaction exceeded expectations, with positive increases in guest sentiment.

PRESS RELEASE



About *ibis budget*:

An Accor budget brand operating mainly in Europe, *ibis budget* offers customers the best in low-cost hotels with well-designed rooms for one, two, or three people, round-the-clock room access and an all-you-can-eat breakfast. Located near major roads and airports – and increasingly in cities – the hotels deliver highly competitive value for money. With 420 hotels in ten European countries, *ibis budget* is pursuing an international expansion strategy.

-ENDS-

Media Contact

Candice Teo

Accor Hotels

P: 02 9280 9825

E: candice.teo@accor.com