



WELL-BEING AT THE BEST PRICE

ACCOR ANNOUNCES THE OPENING OF IBIS CULIACAN HOTEL

Mexico, D.F. - February 16, 2015 - ibis, the leading global economy hospitality brand arrives in Culiacan, Mexico, only 6 minutes from the International Airport.

[Accor](#), global hospitality leader, announced the launch of [ibis Culiacan](#), strategically located in the industrial zone of Sinaloa, Mexico, only 6 minutes from Bachigualato International Airport, 100 meters of the Plaza Ley del Valle and near City Center.

With the aim to offer a complete alternative in economy hotels and with investments by local partners, the ibis Culiacan hotel opened its doors to the public today.

"Presently, there is another ibis hotel in Sinaloa, ibis Los Mochis, which opened its doors recently, and along with ibis Culiacan become additions to the ibis hotels in México. Currently, we count with 13 ibis hotels and one ibis Styles hotel in Mexico for business and pleasure travelers that look for the most complete offer at an accessible price," said Jean-Philippe Claret, general director of Accor Mexico, Central America and the Caribbean.

The hotel includes the services and products of the brand, distinguished for its innovation and the well-being it provides, such as: **SweetBed™ by ibis, new beds developed by the Innovation Team at Accor that revolutionized the economy hospitality industry; the new concept for the lobby and social areas; the new 24 hour ibis and ibis Kitchen Lounge bar.**

The new **ibis Culiacan** hotel consists of 125 rooms and offers the best choice in the economy hospitality market for leisure travelers, especially since the hotel is near touristic attractions like the Culiacan's Botanical Garden, the Science Center, the Art Museum, and the Las Riberas and Balneario de Imala parks.



AN ATTRACTIVE AND COMFORTABLE HOTEL

With a modern design, casual and welcoming, the public areas, which were designed by Atelier Archange, balances the contemporary design, with quality materials, warm colors and modern furniture which until now had not been seen in the economy hotel segment. Also introduced is a new relaxed and warm attitude, with connected open spaces.



SWEET BED BY IBIS

For the first time in the economy segment, a hotel group designed a bed of elegant design and clever combination, offering an innovative solution to guests. The design of the ibis bed is inspired by the European approach. The base of the bed, which is covered in 3D tissue, provides elegance and modernity and its unprecedented comfort level derives from the clever combination of various factors: a variable density mattress that adjusts perfectly to the body for deep and restful sleep and a topper for extra comfort, as well as a white duvet and large, light and airy microfiber pillows.

Ibis Culiacan offers its guests free WiFi in all of the rooms and social areas, providing the possibility to communicate through the internet for work or entertainment. Every room has an LCD television with access to local and international programming.

IBIS KITCHEN

To improve and modernized its range of food and beverage, ibis created ibis Kitchen Lounge, a place where guests can interact and share experiences in a pleasant atmosphere at any time of the day.

Breakfast by ibis Kitchen: A reference to the hotel industry by offering a generous, varied and abundant buffet served from 4 a.m. to 12 p.m. A unique aspect of ibis hotels in Mexico is that breakfast is free for reservations done directly online at www.ibis.com (not valid with other promotions).

Bar ibis Kitchen Lounge – 24 hours To meet all the demands of its customers, ibis perfected its selection of food and beverage available at any time of the day or night. Ibis is the only brand to offer this type of care adapted to modern life, with a bar open the full 24 hours a day.

Ibis Culiacan opens its doors to guest with the incredible rate of \$699.00 pesos per night.

INFORMATION

Ibis Culiacan
Jesus Kumate 3500 Sur
Col. San Rafael
80150 Culiacán, Sinaloa Mexico
Reservations: www.ibis.com
Opening rate: \$699.00 pesos
Telephone: +(01)800 1110098

ABOUT IBIS

ibis is one of the economy brands in the Accor Group, the world's leading hotel operator (3,600 hotels in 92 countries to date). It has 124,000 rooms in 1,000 hotels in 59 countries so far and is constantly blazing new trails to take its three core values – modernity, comfort and convenience – to new heights. It has inter alia created a revolutionary bedding concept – the SweetBed™ by ibis –, new shared areas, and nurtures each and every team member's spirit of service. ibis is the first hotel brand to earn ISO 9001 certification – 86% of its network is now certified – for its uncompromising professional standards and reliability. And 58% of the ibis network is also ISO-14001 certified, mirroring this brand's environmental drive. ibis was established in 1974 and has grown into Europe's leading economy hotel brand and the world's fourth-largest chain in its category. For more information: www.ibis.com

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