



IBIS AND ALL JOIN FORCES TO BRING EUROPE STAGE TO SZIGET FESTIVAL 2022!

IBIS MUSIC IS BACK TO SET THE MOOD FOR
EUROPEAN MUSIC STAGE

Warsaw, 07.06.2022 – The summer of music is finally here! ibis MUSIC returns to bring back live concerts into the hearts of music lovers. ibis and All proudly announce partnership with Sziget Festival 2022 to present ibis x ALL Europe Stage. Starting August 10th in Budapest, Hungary, the celebration of live music attracts people from all over Europe and across the globe for whole week of unforgettable music experiences.

The event and hospitality industry have waited over two years for the return of live events, concerts and gigs. More people want to travel this year, longing for experiences and being together. This is the perfect time for united celebration and creating more unforgettable memories. After virtual tours in 2021, ibis MUSIC is coming back this year with a bang announcing the summer of music including the world-famous Sziget Festival 2022, Montroux Jazz Festival and a series of exclusive in-hotel gigs throughout Northern Europe.

This year ibis and ALL – Accor Live Limitless, Accor's free to join lifestyle loyalty programme, join forces to present Europe Stage at Sziget Festival. Bustling with an exciting line up the stage presents up and coming artists from all over the world making it the destination for all music lovers. The line up features bands such as: SYML (USA), cleopatrck (Canada), Eefje de Visser (The Netherlands), French79 (France), Nova Twins (UK), Shelter Boy (Denmark), Surma (Portugal) and many more.

*Music is the backbone of ibis brand, that is all about vibrant and lively atmosphere connecting people from all over the world. Music has definitely helped us to get through past two years. That is why this year's celebration is special and unique, for us to gather, have a good time and cherish moments together with our friends and loved ones. This is also an amazing opportunity to meet new people, build connections and create unforgettable memories. We are utterly delighted and excited for our cooperation during this year's edition of Sziget Festival. It's the place to be this Summer – says **James Wheatcroft SVP Marketing & Brands Accor.***

The ibis x ALL Europe Stage will be a celebration of fresh, up and coming sounds from all around the world, making it a hot destination for all music fans. Through its ibis MUSIC programme, ibis supports bands and artists at the start of their music careers, bringing their work to music-loving travellers all over the world.

ibis will also remain active for the rest of the musical summer with live music gigs organized in hotels across Europe in countries such as Poland and The UK. The live performances will include artists who performed at ibis x ALL stage from Sziget Festival, as well as up and coming bands



from each country. Among other things, the brand will be also present at the Montreux Jazz Festival from 1st to 16th July. Throughout the Summer of Music, ibis is going to deliver exclusive content from behind the scenes on social media with interviews, ticket giveaways and experiences at ibis hotels for music gigs.

Thanks to partnership with ALL, the members of Accor's lifestyle loyalty program can benefit from exclusive offer of Limitless Experience for the Summer of Music. All of the members will stand a chance to take part in competition to win a pair of VIP tickets and packages to Sziget Festival combined with hotel stay. The competition will be available for existing and new members, everyone interested in the prize, can join the program to participate.

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About ibis

Since 1974, ibis has been a trailblazing brand, open and welcoming to all. ibis hotels are beloved by travelers and locals for their contemporary style, vibrant social hubs, rooms that feel like home, lively bars, satisfying dining options, and easy mobile check-in experience. The brand is known for its passion for live music, offering guests playlists curated for every mood and access to exclusive gigs with up-and-coming musicians. No matter where in the world a guest may travel, ibis always feels like the right place to be. With over 1,200 hotels in 65+ countries, ibis is recognized across the globe as the leading brand in economy hospitality. ibis is part of Accor, a world leading hospitality group counting over 5,300 properties throughout more than 110 countries, and a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

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About ALL – Accor Live Limitless

ALL - Accor Live Limitless is a daily Lifestyle companion. ALL harness and enhance the brands, services and partnerships offered by the Accor's ecosystem. ALL delivers meaningful experiences and rewards to its most engaged customers while enabling them to work live, and play, far beyond their stay, at home and around the world. Thanks to this rich value proposition, Accor is bringing its Augmented Hospitality strategy to life with new digital platforms, iconic partnerships (Credit Cards, Mobility, Airlines, Entertainment with AEG, IMG, Paris Saint-Germain) and global roll-out plan for all its guests and 68 million of loyalty members.

ALL

Media contact

Agnieszka Kalinowska

Senior Manager Media Relations & PR Poland & Eastern

Europe

Agnieszka.KALINOWSKA@accor.com