



MEDIA RELEASE

1 March 2016

ibis Styles Brisbane Elizabeth Street debuts for first guests *Official opening of ibis Styles Brisbane Elizabeth Street*

Brisbane's newest internationally-branded hotel, ibis Styles Brisbane Elizabeth Street, invites guests to be the first to check-in today (1 March) to mark its official opening.

The new premium economy hotel couldn't be more central, adjoining the Myer Centre and Queen Street Mall. Guests will be wowed by the remarkable views from each room of either the city skyline or Brisbane River and the South Bank cultural precinct.

General Manager of ibis Styles Brisbane Elizabeth Street Mat Finch said "After many months of planning, we are delighted to open our doors and welcome our first guests to this fantastic new hotel today."

"ibis Styles Brisbane Elizabeth Street is set to be a flagship ibis hotel for the region. Its striking, vibrant and playful design really sets a new benchmark for premium economy hotels and our team are excited to begin delivering unique and memorable experiences for each and every guest."

The 368-room new-build hotel features ibis Styles' signature *Sweet Beds*, lively colours and upbeat furnishings throughout the hotel and a new restaurant and bar – The Social. The premium economy experience guests can expect includes SmartTV's with media ports in each room, Wi-Fi connectivity throughout, 24 hour reception, guest laundry as well as meeting space with an outdoor terrace.

To celebrate the opening, guests can take advantage of ibis Styles Brisbane Elizabeth Street's special opening offer of \$135 per night*. All public rates at the new hotel include continental breakfast and Wi-Fi free of charge as standard.

ibis Styles Brisbane Elizabeth Street is London AIM listed hotel owner and developer Action Hotels' 10th hotel. The opening of the hotel will increase the total number of operating rooms across Action's portfolio to 1,929, a 23.5% growth. AccorHotels and Action Hotels currently partner on eight hotels with a further three hotels to join the portfolio by the end of 2016.

Ibis Styles forms part of AccorHotels' three-tiered ibis 'mega-brand' portfolio alongside ibis and ibis Budget. Each of the three brands have their own special personality and range of hotel services. Ibis Styles hotels provide a vibrant setting, all-inclusive of continental breakfast.

To book ibis Styles Brisbane Elizabeth Street's special opening offer, visit accorhotels.com

**Terms and conditions apply. Lead in room rate applies in a City View Standard Room. Book now until 31 March 2016. Valid for travel 1 March through 31 May 2016. Subject to availability and excludes special event dates.*

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ABOUT IBIS STYLES

ibis Styles is the brand of economy hotels with unique personalities and multiple design of AccorHotels, the world's leading hotel operator, present in 92 countries with 3,800 hotels and 180,000 employees.

These hotels come in a host of different styles and all feature simplicity, comfort, quality and conviviality. Located in or close to city centers, each property offers an upbeat, stylish, relaxed and fun setting.

The brand is distinctive for its "all-inclusive" package which includes the room, an all-you-can-eat breakfast buffet, high speed Wi-Fi Internet access and a host of other little extras. At the end of June 2015, the network comprised 283 hotels in 25 countries.

For more information about the ibis Styles hotels, please visit www.ibisstyles.com

ABOUT ACCORHOTELS

AccorHotels is a Group united by a shared passion for hospitality and driven by a shared promise to make everyone Feel Welcome.

Over 180,000 women and men in 3,700 AccorHotels establishments look after thousands of guests every day in 92 countries.

AccorHotels is the world's leading hotel operator and offers its customers, partners and employees:

- its dual expertise as a hotel operator and franchisor (HotelServices) and a hotel owner and investor (HotelInvest);
- a large portfolio of internationally renowned brands covering the full spectrum, with luxury (Sofitel, Pullman, MGallery, Grand Mercure, The Sebel), midscale (Novotel, Suite Novotel, Mercure, Mama Shelter, Adagio) economy (ibis, ibis Styles, ibis budget, adagio access and hotelF1) establishments;
- a powerful marketplace and loyalty program Le Club AccorHotels
- almost half a century of commitment to corporate citizenship and solidarity with the PLANET 21 program.

Accor SA shares are listed on the Euronext Paris exchange (ISIN code: FR0000120404) and traded in the USA on the OTC marketplace (Code: ACRFY)