



## ACCOR EXPANDS JAPAN PRESENCE WITH THE SIGNING OF TWO IBIS STYLES HOTELS IN PRIME ADDRESSES

IBIS STYLES TOKYO GINZA AND IBIS STYLES KYOTO SHIJO WILL WELCOME GUESTS FROM Q4 2021



*Above: Façade of ibis Styles Tokyo Ginza*

TOKYO, JAPAN, 26 October 2021 - Accor, one of the leading international hotel operators in Japan, is expanding its presence in the country with the signing of two ibis Styles hotels in Tokyo and Kyoto. With this expansion, the hospitality group will operate 21 hotels and resorts across eight cities in Japan by the beginning of 2022.

Centrally situated in Tokyo's premier shopping and entertainment districts, ibis Styles Tokyo Ginza is located within a five minutes' walk from Ginza Station and seven minutes' walk from Shimbashi JR Station. The 224-room hotel is situated in a prime location, serving as a convenient base for shopping, sightseeing and indulging in world-class food and beverage.

In Kyoto, the 281-room ibis Styles Kyoto Shijo is located within a five minutes' walk from Karasuma Station and Shijo Station and is only 10 minutes' drive away from Kyoto JR station. It is perfect for travellers looking to discover the "heart of Kyoto" based near "Kyoto's kitchen" for a creative yet budget-friendly base to explore the ancient capital.

The ibis Styles brand is dedicated to delivering a trendy and economical hotel experience with playful designs. Each ibis Styles hotel has a unique design concept built around a precise theme that offers fun, and surprising moments. It is the ideal spot for those seeking a creative space to be inspired.



*"We are thrilled to be expanding our network in Japan, a key strategic market for Accor, with the signing of ibis Styles Tokyo Ginza and ibis Styles Kyoto Shijo. The signing of these rebranding projects in Japan's prime addresses is a testament to our capability to optimise return on investment, the popularity of our renowned brands in both Japan and its key inbound markets, strong distribution, award-winning lifestyle loyalty platforms and best-in-class solutions for rebranding projects in particular. Ginza is the second most popular neighbourhood visited by foreigners, whilst the cultural capital of Kyoto is a major tourist destination. Located in the heart of these two iconic cities' prime locations, travellers and locals alike will be drawn to the creative atmosphere of both these new stylish economy hotels,"* said Garth Simmons, Chief Executive Officer, Accor Southeast Asia, Japan and South Korea.

Accor currently operates 19 hotels in Japan, five of which are under the ibis Styles brand. ibis Styles Tokyo Ginza and ibis Styles Kyoto Shijo will join a collection of over 560 uniquely designed ibis Styles hotels across 45 countries.

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#### About ibis Styles

Creative design and a playful atmosphere are what travelers find when they stay with ibis Styles. With a unique design concept built around a precise theme and a confident, optimistic approach, ibis Styles hotels deliver simple, trendy and economical hospitality. The friendly staff delight in surprising guests with joyful little extras to make every stay feel personal and special. Couples, families, solo travelers and business guests are all welcomed warmly at more than 560 uniquely designed ibis Styles hotels across 45+ countries. ibis Styles is part of Accor, a world leading hospitality group consisting of more than 5,200 properties and 10,000 food and beverage venues throughout 110 countries.

[ibis.com](https://ibis.com) | [all.accor.com](https://all.accor.com) | [group.accor.com](https://group.accor.com)

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