



# ACCORHOTELS

Feel Welcome

Press release  
Bangkok, September 2018

## AccorHotels Launches Dual Brand Novotel & Ibis Styles in Downtown Bangkok



AccorHotels has announced the launch of **Novotel ibis Styles Bangkok Sukhumvit 4** in the heart of Sukhumvit on October 1, 2018.

An ideal choice for business and leisure travellers, the hotels are located in the city's Central Business District, surrounded by cosmopolitan restaurants, colourful entertainment options, shopping malls and cultural attractions. Nana and Ploenchit BTS Skytrain stations are just a 5 minute walk away with the close proximity to the expressway providing easy access to Suvarnabhumi and Don Meuang international airports.

The longest road in Thailand with many adjoining 'sois' (sub-streets) Sukhumvit is renowned for its glitzy shopping malls, dining and nightlife. This trendy neighborhood is filled with fine restaurants, bars, internet cafes and hip clubs give the area a distinctly modern, cosmopolitan flavour.



“We are excited to introduce our second dual-hotel brand concept in Bangkok in partnership with The Erawan Group. The two-in-one hotel concept offers guests with a choice between the established Novotel - a world’s leading midscale brand and ibis Styles - a successful and favorite brand within the ibis family for the budget-conscious and trendy travellers in one of the city’s most bustling districts,” said Mr. Patrick Basset, Chief Operating Officer, AccorHotels Upper Southeast & Northeast Asia and the Maldives. “This strategic project will further strengthen the growth of our network in Thailand.”



Featuring modern Thai interiors, **Novotel Bangkok Sukhumvit 4** boasts 185 Deluxe and Grand Deluxe rooms that overlooks the city skyline. Designed with the latest **N’ Room concept**, the rooms are simple and sleek offering natural light feature a unique wall art, a 49” Smart TV, a connectivity panel and a range of amenities to ensure a comfortable stay.

Designed for value-conscious travellers, the newly built 133-room **ibis Styles Bangkok Sukhumvit 4** features double and twin bedding, a 42” TV, a mini fridge, and tea and coffee making facilities offering an all-inclusive concept with breakfast and WI-FI.

“We are delighted to partner with AccorHotels to launch the latest midscale and economy brands in the heart of Sukhumvit. Bangkok is the most visited city in the world, and it’s one of the region’s most exciting capitals. It’s a bustling, vibrant, cosmopolitan metropolis where countless adventures await. The opening of Novotel and Ibis Styles in Downtown Bangkok offer travellers an added accommodation option in the nearby business hub of Bangkok,” said Mr. Youssef El Khomri, Senior Vice President - Hotel Operations, The Erawan Group PLC.

Guest staying at the hotels can enjoy a range of dining options at the all-day diner, **Food Exchange** that offers an international buffet and a-la-carte option while **RedSquare Rooftop Bar** overlooks the spectacular city views and a panoramic swimming pool offers a range of exotic cocktails and delicious local dishes.

For more information, please visit, email [novotel.erawan@accor.com](mailto:novotel.erawan@accor.com) or contact +66(2) 659-2888 for general inquiries or reservations.

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## ABOUT ACCORHOTELS

[AccorHotels](#) is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,500 hotels, resorts and residences across 100 different countries.

With an unrivaled portfolio of internationally renowned [hotel brands](#) encompassing the entire range from luxury to economy, from upscale to lifestyle and midscale brands, AccorHotels has been providing savoir-faire and expertise for more than 50 years.

In addition to its core hospitality business, AccorHotels has successfully expanded its range of services, becoming the world leader in [luxury private residence](#) rental with more than 10,000 stunning properties around the world. The Group is also active in the fields of [concierge services](#), [co-working](#), [dining](#), [events management](#) and [digital solutions](#).

Relying on its global team of more than 250,000 dedicated staff, AccorHotels is committed to fulfilling its primary mission: to make every guest Feel Welcome. Guests have access to one of the world's most attractive hotel loyalty programs - [Le Club AccorHotels](#).

AccorHotels plays an active role in its local communities and is committed to promoting sustainable development and solidarity through [PLANET 21 Acting Here](#), a comprehensive program that brings together employees, guests and partners to drive sustainable growth.

From 2008, the [AccorHotels Solidarity Endowment Fund](#) has acted as a natural extension of the Group's activities and values, helping to combat the social and financial exclusion experienced by the most disadvantaged members of society.

Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRFY) in the United States.

For more information or to make a reservation, please visit [accorhotels.group](#) or [accorhotels.com](#). Or join and follow us on Twitter and Facebook.

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