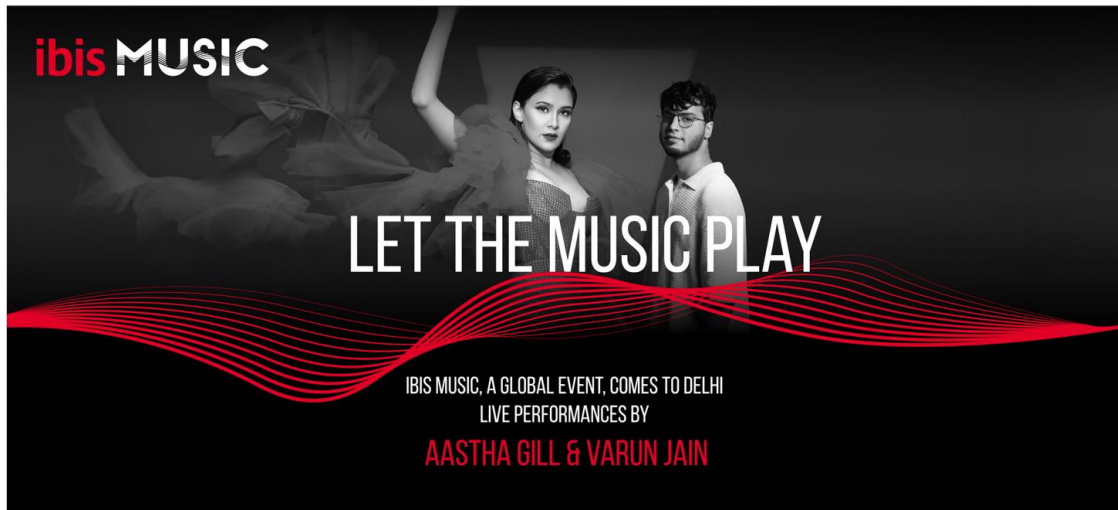




## ibis MUSIC arrives in India as a Pivotal Chapter in the Global Musical Journey



Discover Diverse Sounds and Rhythms from Around the World at ibis New Delhi Aerocity

**New Delhi, 28 November 2023:** The ibis MUSIC Global Tour, an exciting initiative centered on one of the brand's key passion points, 'Music,' captivates music enthusiasts by inviting them to explore diverse sounds and rhythms globally. On NOVEMBER 24th, the tour arrived in India, transforming ibis hotels into vibrant music stages and exemplifying the global connectivity of ibis MUSIC. Following successful stops in the UK, Spain, Portugal, Germany, Mexico, China, Berlin and Belgium, the tour continued to captivate the Indian audience at ibis NEW DELHI AEROCITY.

On Friday, November 24<sup>th</sup>, ibis New Delhi Aerocity hosted an unforgettable evening of live music, featuring acclaimed artists AASTHA GILL and VARUN JAIN. Guests were transported to a world of captivating melodies as they celebrated musical diversity and emerging talent. The spotlight shone particularly bright on Aastha Gill, the main attraction of the event, while Varun Jain's performance, uniquely curated for this special occasion, added an extra layer of magic that left the audience mesmerized and yearning for more.

ibis extends its passion beyond music, seamlessly integrating food and entertainment to create a complete and immersive experience. The ibis New Delhi event exemplified this fusion, offering a delightful, theme-based culinary journey that perfectly complemented the musical experience. Guests savored the specially curated food menu while enjoying captivating melodies, creating an unforgettable evening that enhanced the overall ibis experience.

Following the launch in Delhi, the ibis MUSIC Global Tour will continue to resonate across India, with the next gig scheduled to take place in Mumbai at ibis Mumbai Vikhroli, promising another night of musical excitement.



**Mr. Vinay Gupta, Director of Operations, ibis & ibis Styles India** said, "As we embark on this thrilling musical journey across the globe with the ibis MUSIC Global Tour, we are excited to bring this unique experience to India. Music, standing proudly alongside food and entertainment as one of our key passion points, has the power to transcend borders and unite people from all walks of life. This initiative reflects our unwavering commitment to providing unforgettable experiences for our guests, showcasing the universal language of music. Through these ibis music events held at different ibis hotels worldwide, we aim to create extraordinary evenings that celebrate the rich tapestry of diversity and talent."

Through the ibis MUSIC Global Tour, the brand aims to shine a spotlight on the most thrilling emerging talents hailing from more than 10 countries across the globe. Every artist is carefully chosen to showcase their skills in their home country at a nearby ibis hotel, where they receive support from an artist representing another nation. These globetrotting musicians bring their unique musical heritage to fresh audiences in different countries during the Global Tour, delivering performances that offer local music enthusiasts a gateway to novel sounds and experiences.

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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 5,500 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.

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

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