

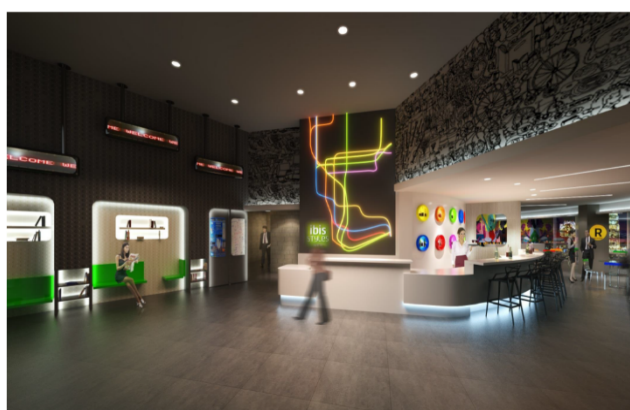


## PRESS RELEASE

# ACCORHOTELS INTRODUCES FIRST IBIS STYLES HOTEL IN THE UNITED STATES

Paris/Crissier, August 29, 2017 – [ibis Styles](#), the economy brand from AccorHotels has made its debut in the United States with the opening of [ibis Styles New York LaGuardia Airport](#).

As part of [AccorHotels](#)' continued expansion of its economy hotel brands worldwide, the global hospitality group announced the introduction of **ibis Styles New York LaGuardia Airport** - the first of the [ibis Styles](#) hotel in the U.S. The hotel will also serve as the flagship hotel for the brand in the country. Located at the former site of the LaGuardia Airport Hotel, the property has undergone a major renovation to cater to leisure and business travelers seeking a satisfying, comfortable, and thoroughly distinctive guest experience that plays off the vibrant culture of the city that surrounds it.



*“As the AccorHotels portfolio grows in North America, I am very proud to announce the first ibis Styles hotel in the United States,”* said **Kevin Frid, Chief Operating Officer, North & Central America, AccorHotels**. *“ibis Styles has already seen much success in Europe and South America, and we anticipate the brand to be a standout in New York as well.”*

### ibis Styles New York LaGuardia Airport

Like each of the 339 mid-size ibis Styles hotels distributed across 30 countries worldwide, the U.S. flagship property is stylish and distinctly imaginative. Located just across Grand Central Parkway from LaGuardia Airport, the singular design of the 93-room hotel is inspired by the New York City Subway. Design details create a lively universe, from whimsical in-wall lobby seating to throw pillows and artwork that take cues from the colorful emblems, stations and route maps found throughout the underground cultural hub.

Guest rooms will be inspired by different subway lines – green, yellow, red, blue – with furniture suited to today’s lifestyles, including 26-inch HD LED televisions, desk areas, walls decorated with subway maps, and the majestic Sweet Bed by ibis Styles, an innovative bedding concept for the brand that offers guests unparalleled comfort with a fluffy topper, as well as a white duvet and large, light and airy microfiber pillows. The hotel similarly serves up a true taste of New York, with authentic street-inspired snacks served at the Metrocard Lounge, while making it easy for guests to take a bite out of the Big Apple, with NYC Subway card packages.

### ibis Styles and Design

Ibis Styles is an international non-standardized brand and each property is modern, simple and all about well-being. Every hotel has an independent, diverse personality and an energetic spirit that shines through every area, from the lobby to the guestrooms. The brand seamlessly blends connectivity with design and comfort, offering unique decor and a comfortable ambience on every floor – and the price is always inclusive of buffet breakfast for every overnight guest, unlimited Wi-Fi internet access, and lots of extras such as hot drinks, gifts for the kids and more. Ibis Styles New York LaGuardia Airport caters to both business and leisure travelers by offering high-speed internet and a convenient location close to the airport and just a short ride away from Manhattan.

Ibis Styles also caters to convenience-minded families with family friendly accommodations and complimentary breakfast to all children. The hotels also provide baby-care items such as high chairs, bottle warmers, folding cribs and more free of charge upon request.

Ibis Styles is part of AccorHotels' ibis Brand family, which will open seven new ibis hotels in the region, specifically Mexico, in 2017 and 2018. For more information about ibis Styles, please visit [www.ibis.com](http://www.ibis.com).

### About ibis Styles

**Ibis Styles, AccorHotels' economy brand, offers design experiences in a myriad of styles at an all-inclusive rate.**

Creativity and good humor are the hallmarks of these comfortable, designer hotels which each have their own individual charm. Located in city centers or close to activity centers, each establishment offers an upbeat, stylish, happy mood atmosphere. The brand's distinctive all-inclusive package includes the room, all-you-can-eat breakfast buffet and broadband Internet connection, plus a host of little extras. At the end of December 2015, the network comprised 367 hotels in 36 countries.

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,100 hotels, resorts and residences, as well as in over 3,000 of the finest private homes around the globe.

In Switzerland, AccorHotels offers more than 7,300 rooms in 61 hotels and employs more than 1,000 people. The ibis family has 40 hotels in Switzerland: 24 ibis hotels in Baar, Bale, Bern, Bulle, Coire, Delémont, Fribourg, Geneva (five), Kriens, Lausanne (two), Locarno, Lugano, Neuchâtel, Rothrist, Sion, Winterthur, Zurich (three); 11 ibis budget in Bale, Bern, Geneva (two), Lausanne, Lugano, Lucerne, Pratteln, Winterthur, Zurich (two); 5 ibis Styles in Bern, Geneva (two), Bale and Lucerne.

*[ibis.com](http://ibis.com) / [accorhotels.com](http://accorhotels.com)*

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