

# COMMUNIQUÉ DE PRESSE

## PRESS RELEASE

Paris, February 14<sup>th</sup> 2013

## Ibis Becomes Leading Hotel Brand in Europe

Ibis (Mega Brand) by the Accor Group becomes the number one hotel brand in Europe in 2013, with almost 122,000 rooms in the portfolio. This follows a year of new developments and a major repositioning strategy by the French based hotel company. Best Western moves into second spot.

### Classement des chaînes hôtelières en Europe au 1<sup>er</sup> Janvier 2013 Top ten hotel brands in Europe as of 1 January 2013

RANG RANK	CHAÎNES - CHAINS	HÔTELS - HOTELS		CHAMBRES - ROOMS - VARIATION		
		2013	2012	2013	2012	
01	IBIS (MEGA BRAND)	1 277	1 214	121 882	116 113	+5 769
02	BEST WESTERN	1 313	1 316	90 738	89 743	+995
03	MERCURE	505	500	56 968	56 912	+56
04	PREMIER INN	641	613	50 744	45 629	+5 115
05	NH HOTELES	311	314	45 391	45 453	-62
06	HOLIDAY INN	266	269	42 150	41 694	+456
07	NOVOTEL (incl Suite Novotel)	257	270	41 885	42 257	-1 372
08	TRAVELODGE	533	494	38 551	35 189	+3 362
09	HILTON HOTELS & RESORTS	139	139	34 285	35 653	-904
10	RADISSON BLU	132	130	29 926	29 459	+467

Source : Base de données MKG Hospitality - Février 2013 | MKG Hospitality database - February 2013

Paris, 14 February 2013: Ibis has become Europe's outright number one hotel brand in 2013, with 1,277 hotels and 121,882 rooms across the continent.

"This represent a major move in the rankings, as it positions owning group Accor – already the number one hotel group in Europe – as also having the leading brand in the market with Ibis," comments CEO, MKG Group, Georges Panayotis.

Part of the growth represents new property developments, whilst the bulk is a result of a major repositioning strategy by Accor to amalgamate and uniform the Ibis product with former brands Etap Hotels and All Seasons. Ibis now has the largest number of rooms in Europe, significantly more than any other chain.

«The complete renewal of our Economy supply through the Ibis mega brand project, which concerns more than 1,600 hotels in the world, has been implemented by Accor at an unprecedented speed in history of the hospitality industry. It is a response to the evolution of consumer needs and supports our accelerated international development. I am very happy that this first place in the European brand ranking rewards the exceptional mobilisation of Accor's staff at every level, as well as of all our franchisees,» states President & CEO Accor Group, Denis Hennequin.

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The change in ranking pushes former number one American brand Best Western to second spot, now with 90,738 rooms, a small increase over last year. With five new properties and a total of almost 57,000 rooms, Accor's other brand Mercure makes up the top three.

In another year of very limited organic growth in new hotel constructions, UK brands Premier Inn and Travelodge also showed good movement in supply, spurred by new openings for the London Olympic Games. Premier Inn injected over 5,000 new rooms to reach a total of 50,744, and cement its fourth position in the European hotel brand rankings. Travelodge added over 3,300 new rooms to current stock, allowing the brand to move up two spots in the rankings. Both brands however, continue to maintain the majority of their supply in the UK only.

Other significant brand movers with increasing supply in 2013 are B&B, Holiday Inn Express, Ramada and Premiere Classe. Meanwhile, Hilton International and Novotel both record a decrease in room supply, however this does not affect any of their standings in the top ten.

*"The rest of the year should remain more or less stagnant throughout much of Europe. Although some new supply will enter the market, particularly in Eastern Europe, whilst some properties will abolish their agreement with a brand, overall rankings should not be overly impacted,"* concludes Panayotis.

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#### About MKG Group

Established in 1985, MKG Group has built a solid reputation for business expertise and know-how in the fields of tourism, lodging and hospitality services. MKG Group provides decision-making support via industry trend and analytical reports, together with highly specialised consulting practices.

#### Specialising in Hospitality

With a team of over 60 experienced consultants, as well as advanced research and analytical tools and applications, MKG Hospitality provides unique savoir-faire in four major areas of expertise: Market Research; Financial Feasibility Studies; Consulting; and Sector publications.

MKG Hospitality is a global leader in tourism, hotel and catering consulting, with the largest industry performance database in the EMEA region, representing all segments from budget to upscale hotels. MKG's customised database, HotelCompSet, contains a sample of over 200 brands and 11,000 corporate chain hotels, representing more than one million rooms. HotelCompSet provides daily, monthly and yearly monitoring of hotel indicators and analyses of its sample, used by hoteliers for yield management and financial reporting, as well as by financial institutions, investors and developers for forecasting trends.

Together with other specialised sector brands, MKG Qualiting, OlaKala online customer satisfaction survey, The Worldwide Hospitality Awards, Global Lodging Forum, Hotel Class, and the newly revamped Hospitality-ON media platform, MKG supports investors, hoteliers and other key tourism stakeholders improve performance, boost productivity and optimise results.