

Accor and InterGlobe Hotels to scale up ibis brand in India

Accor, which is celebrating 2011 as the 'Year of ibis' in India, foresees this year as the most appropriate time to scale up ibis hotels in the country. Ibis, the budget economy brand, which is a partnership between Accor and Interglobe Hotels has resulted in the opening of ibis hotels in India. Currently, ibis is operational in Mumbai, Gurgaon and Pune.

Daniel Tannenbaum, Regional Director Sales & Marketing - India, Accor informed, "To begin with, we shall open ibis in metro cities and in the phase II will expand in Tier-II cities and leisure destinations like Jaipur and Agra. In Singapore and Hong Kong, ibis is driven by leisure clients whereas in India it will have more of business clients."

The two ibis hotels at Tech Park and Hosur Road in Bengaluru is scheduled to be operational by July 2011. ibis in Navi Mumbai and Nashik will open by the end of 2011 and ibis New Delhi airport is scheduled to open by 2012. ibis Bangalore Tech Park will have 357 rooms, ibis Bangalore at Hosur Road will have 185 rooms, ibis Navi Mumbai will have 150 rooms and ibis Nashik will have 125 rooms.